

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 11



WARNER BROS. TELEVISION DISTRIBUTION



A WARNER COMMUNICATIONS COMPANY

AUL-SAS
ROOM 122
BLDG 1405
MAYFIELD

36112

T2364 MJK NOV/84

AL 36112

53rd Year 1984

Cable without glitter:
A serious NCTA
meets in Las Vegas

Cheers

The Best Think of all the programs going into syndication in the next few years. You can count the sure winners on the fingers of one hand, and CHEERS leads the list. The reason is simple. CHEERS is the best. The best comedy. The best writing. The best direction. The best acting. With the Emmys to prove it.

You know the best when you see it. So do the critics, and so does the public. Think about the characters in CHEERS. Odds are there's a CHEERS in your town or neighborhood too. CHEERS is universal comedy of the highest quality. Think of all the programs

you'd be *proud* to have on your air. The list is short. CHEERS stands at the head of the class.

Profit CHEERS is a half-hour comedy, the proven, dominant, most flexible syndication program form. CHEERS is the most successful half-hour comedy on television today, no exceptions. It's #1 in adults 18-49 and adults 18-34. CHEERS has a youthful audience.

Source: NSI: National Audience Demographics Reports
1983-84 Season (Sept.-April)

© 1984, Paramount Pictures Corporation. All rights reserved.



spells success, early or late.

Through a quirk of programming fate, CHEERS has already been "test marketed" in syndicated time periods in key heartland markets, to resounding success. Independent or affiliate, large market or small, CHEERS is the odds-on winner.

Opportunity CHEERS is the most important program decision you'll make this year. Being #1 is important to every station in America. So if you still have to think about CHEERS, think now. Fall, 1987 isn't far off. CHEERS is ready to go. And the opportunity is yours, now.



TELEVISION DOMESTIC DISTRIBUTION



**WXMI-TV
GRAND RAPIDS
AND BLAIR TV
TOGETHER
WE HAVE A
NEW RECORD
TO BEAT.**

OUR OWN.

WXMI-TV, the independent station in Grand Rapids/
Kalamazoo, Michigan, has chosen Blair Television for
national sales representation. We share a tradition
with our clients...Leadership.

BLAIR. ONLY BLAIR.

Television



Broadcasting Jun 11

NCTA 84: an industry matures Dingell offers cable-telco compromise language for H.R. 4103 □ Hopes rise for radio-only bill

NCTA 84: NEW REALISM □ Gone are cable's glitter and speculator days as the industry matures into a down-to-business business. **PAGE 43.**

OLIVE BRANCH □ Dingell offers language to quiet cable-telco problems over parts of city-cable compromise on data transmission. **PAGE 45.**

CLEAR SAILING □ James Quello breezes through confirmation hearing for another term as FCC commissioner. **PAGE 46.**

CONSTITUTIONAL SCHOOL □ ACT and broadcasters to cooperate in campaign to educate children on Constitution's 200th anniversary in 1987. **PAGE 48.**

DOWN TO EARTH □ Although exhibit floor was smaller and less crowded than in recent years, observers at the NCTA convention say cable business is still growing. **PAGE 49.** Wirth congratulates NCTA convention for city-cable compromise; Goldwater warns cities he'll go to FCC if agreement is jeopardized by inadequate city support. **PAGE 50.** House and Senate staffers preview course of cable deregulation bills. **PAGE 52.** Top cable executives pronounce industry healthy at opening NCTA general session. **PAGE 53.** Two new programming services, Rainbow Service and Pacific Cable Network, announced. **PAGE 54.** Cable operators' First Amendment rights discussed. **PAGE 60.** House members issue words of praise and caution for city-cable compromise. **PAGE 61.** FCC's Patrick says marketplace is best regulator. **PAGE 63.** State vs. federal regulation of cable is debated. **PAGE 64.** Cable operators schooled on preventing service theft. **PAGE 65.** Operators give creative financing tips. **PAGE 66.** Congressmen debate data-cable issue. **PAGE 66.** Kastenmeier

voices hope for copyright legislation. **PAGE 70.** Panelists address ways to keep basic-cable programming costs down. **PAGE 70.** Colony forms local advertising unit. **PAGE 72.**

RADIO RALLY □ Joint RAB/ANA workshop hears speaker sing praises of radio. **PAGE 73.**

SCREENINGS □ PBS unveils fall programming lineup. **PAGE 74.** Christensen hopes PBS won't be underfunded. **PAGE 75.** HBO, Showtime, ESPN preview upcoming programming on their services at National Cable Forum. **PAGES 76-79.**

FALL CANCELLATION □ Telepictures withdraws *Newscape* from production, citing low clearances. **PAGE 79.**

MORE METERS □ Local May sweep results are in for Detroit, Boston and Washington. **PAGES 80-82.**

WHAT'S IN A NAME □ Record crowds expected for BPA/BDA convention; one agenda topic: proposed name change for organizations. **PAGE 82.**

NORTH CAROLINA DRAMA □ Gunman enters WJTM-TV Winston-Salem, N.C., kills general sales manager and takes hostage before surrendering. **PAGE 84.**

ECONOMIC TIPS □ ABC's Dan Cordtz gives advice for business reporting. **PAGE 85.**

TALKING CLEARS □ FCC hears comments of rules for proposed AM clear channels. **PAGE 86.**

FCC FIGHTER □ FCC general counsel, Bruce Fein, has the courage of his convictions. **PAGE 111.**

INDEX TO DEPARTMENTS

Business	73	Datebook	26	In Brief	112	Open Mike	36
Business Briefly	18	Editorials	114	Journalism	85	Programming	74
Cablecastings	10	Fates & Fortunes	107	Law & Regulation	86	Riding Gain	92
Changing Hands	83	Fifth Estater	111	The Media	82	Stock Index	81
Closed Circuit	7	For the Record	93	Monday Memo	14	Telecastings	90

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 ABC Information Network 15 □ ABC Talkradio 37 □ Accu-Weather 77 □ The American Trucking Associations Foundation, Inc. 22,63 □ Henry Ansbacher, Inc. 87 □ Armco Financial Corp. 86 □ Associated Press Broadcast Services 18 □ AT&T 23 □ Blackburn & Co., Inc. 82 □ Blair Television 4 □ Broadcast Information Bureau, Inc. 30 □ CBN Cable Network 32-33 □ CBS RadioRadio 31 □ Chapman Associates 85 □ Classified Ads 96-106 □ Columbia Pictures Television 8-9, 12-13, 20-21 □ Continental Electronics 107 □ R.C. Crisler & Co. 84 □ DWJ Associates 91 □ Embassy Telecommunications 19 □ Energy Productions 67 □ The Fetzer Stations Third Cover □ Goodson-Todman Productions 16-17 □ GTE Satellite/Communications 56-57 □ Hughes Communications 40-41 □ International Tapetronics Corp. 42 □ King Features Entertainment 27 □ Lorimar 58-59 □ MCA TV 28-29 □ Meadowlands Communications, Inc. 71 □ MGM/UA Entertainment Co. 6 □ NBC News 53 □ Paramount Television Domestic Distribution Second Cover/3 □ Professional Cards 95 □ Program Syndication Services 39 □ Restivo Production Associates, Inc. 75 □ Cecil L. Richards, Inc. 83 □ Services Directory 94 □ SFM Entertainment 51 □ SIN Television Network 11 □ Telepictures Corp. 24-25 □ The Tobacco Institute 61 □ TV Log 38 □ 20th Century Fox Television 34-35 □ Ward-Beck Systems Ltd. Fourth Cover □ Warner Bros. Television Distribution Front Cover □

FAME HAS TAKEN OVER YOUR YOUTH MARKET!

#1 IN CITIES COAST TO COAST.



Fame

TM

National Advertising
Sales Representative



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

One less NCTA worry

Contrary to expectations expressed at several sessions of National Cable Television Association convention last week, National Association of Broadcasters probably won't try to attach language codifying FCC's must-carry rules to House cable bill, H.R. 4103. That's word at NAB headquarters now. Association will work on finding House member to sponsor bill similar to Senate measure (S. 2539) that protects rules.

Never say die

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and like-minded colleagues sent letter last week to Democratic platform committee suggesting plank that would ask networks to refrain from early projections and characterizations of election results before polls close in any state. Wirth, member of platform committee and point man for Democratic presidential candidate, Gary Hart, was joined in letter by Representative Al Swift (D-Wash.) and others.

Swift is author of resolution that calls on networks to refrain from making early projections. He is prepared to move resolution some time before House recesses on June 29. Swift is also planning to amend resolution to include network "characterizations" as well as projections.

Tiff at top

Conflict between State and Commerce Departments over their respective responsibilities in international telecommunications policy making gets hotter. Secretary of State George Shultz has written letter to Representative Dante Fascell (D-Fla.), chairman of House Foreign Affairs Committee, that official at Commerce's National Telecommunications and Information Administration described as attack on "our [funding] authorization" and violation of 1978 executive order creating NTIA. Shultz, in response to what he said was Fascell's request for State's views on authorization bill (H.R. 5497), said language in bill describing NTIA as executive branch agency "principally responsible for the development and presentation of domestic and international telecommunications policy" was contrary to that executive order. Shultz noted that executive order says that, regarding telecommunications policy, State has

"primary authority" for conduct of foreign policy.

NTIA official described Shultz letter—copy of which went to Representative John Dingell (D-Mich.), chairman of House Commerce Committee—as "false and misleading." He noted that description of NTIA in bill reflects language in agreement between State and Commerce, dated Aug. 31, 1983, that was supposed to end turf war between departments. Commerce officials also make much of fact letter was not submitted to Office of Management and Budget for administration clearance. State official says clearance was not required, since letter was not "forging new policy." But Secretary of Commerce Malcolm Baldrige was said to be so incensed he plans to file complaint with OMB chief David Stockman.

Down time

Congress doesn't appear to be in any sweat to patch things up, but its action two years ago reducing FCC from seven commissioners to five—without reducing commissioner's term from seven years to five—would, assuming nobody leaves commission before term expires, still leave whoever is elected President in 1988 without slot to fill at FCC until 1991. That's when Commissioner James Quello's new seven-year term expires.

Whoever is elected President this year will have chance to replace or reappoint Commissioner Dennis Patrick in 1985, Chairman Mark Fowler in 1986, Commissioner Henry Rivera in 1987 and Commissioner Mimi Dawson in 1988.

More music in air

In coming months number of full-power television stations will be signing on air to broadcast full day of video music programming. Station operators say they are influenced not only by MTV and spin-off successes, but also by similar move at full-power WVUE-TV Atlanta and WLXI-TV Greensboro, N.C. Among stations that plan to sign on with full day of video music are UHF's KRLR-TV Las Vegas; KMSG-TV Sangers, Calif. (Fresno); and WZTZ-TV Marlboro, Mass. (Boston).

Operators have formed Association of Music Video Broadcasters with objective, in part, to find national rep firm willing to handle stations as group. Complaint among members is that major television reps either don't understand video music programming or consider such stations as

radio accounts. Operators say they are satisfying public affairs requirements by scheduling multihour public access programming, usually on weekends.

Picture imperfect

HBO's agreement with M/A-COM for equipment to scramble signal is now in contract form and being reviewed by attorneys. Pay network intends to begin scrambling in early 1985, by which time it will have spent about \$8 million in developmental and equipment costs.

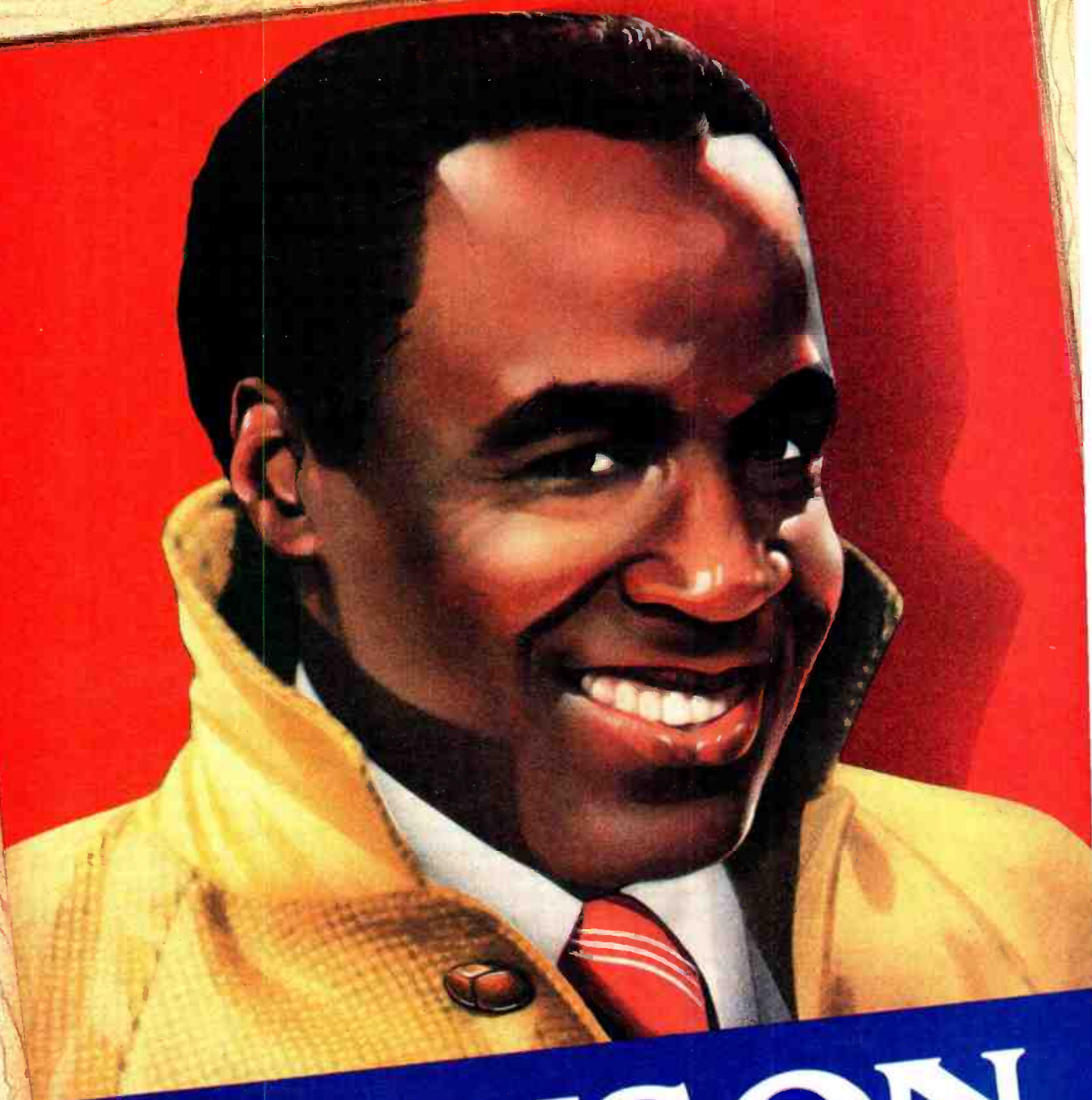
Interchangeable parts?

It's not known whether he'd accept position on ticket, even if it were offered, but some are speculating that House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) would be plausible choice as Vice President for Walter Mondale, assuming Senator Gary Hart (D-Colo.) isn't offered, or rejects, job. Hart and Wirth, it is noted, have both been stamped as "Atari Democrats," both represent similar constituencies and both have that Kennedyesque look. Wirth announced his intention to run for reelection to House of Representatives last month.

All in family

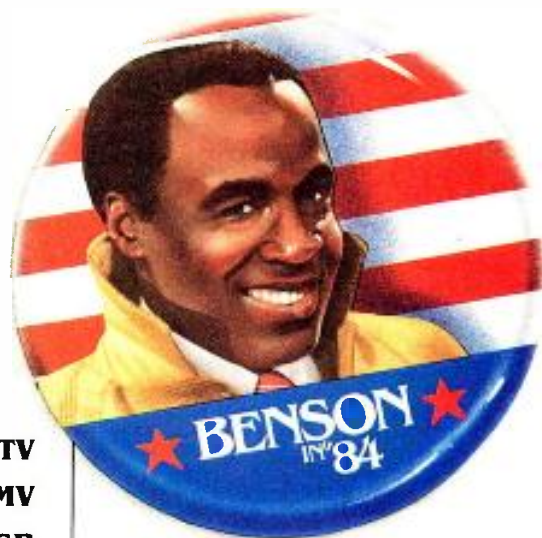
United Artists is hedging bets in growing competition between cable system operators and videocassette rental business. Parent company of UA Cablesystems Corp. (which has announced intention to absorb GE Cablevision ["In Brief," June 4]), launched videocassette retail division, UA Video, in January and opened first store three weeks ago in Queens, N.Y. Jan Jordan, UA Video president, said division intends to open eight to 10 more stores this year, and will not "work around" communities served by UA Cablesystems Corp. She said she has talked with UA Cablesystems president and CEO, Robert M. Rosencrans, but that decision on store locations will be based on what's best for video division and "what the public wants."

Idea of controlling competing film distribution businesses is not new to UA. Jordan says company is already largest owner of movie theaters—based on number of screens. Some videocassette stores will be located adjacent to theaters, on real estate UA already owns.



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 's rolling!

A Witt-Thomas-Harris Production
distributed by



A&E and BBC

The Arts & Entertainment Network last week announced details of its previously reported agreement with the British Broadcasting Corp. for co-production of original programming.

"Arts & Entertainment is now America's primary source for premiering and distributing new BBC entertainment following our agreement to co-produce at least 75 hours of programming through 1985," said Nikolas Davatzes, president of the basic cable service. The agreement follows more than a year of uncertainty regarding the BBC's relationship with the network, launched Feb. 1, 1984, as a merging of the defunct Entertainment Channel and Hearst/ABC's ARTS service. The Entertainment Channel had previously had a long-term distribution agreement with the BBC that was still in effect when the pay channel went under last year.

The new agreement "allows us to spread out much more broadly," explained A&E vice president of programming, Curtis Davis, at a Phoenix news conference on June 3. "We have the first call" of productions from five BBC departments: music and arts, drama, light entertainment, network features and documentary features. A&E has full North American rights, allowing the network to distribute the co-productions to other cable networks as well as to noncable outlets such as commercial broadcast tele-

vision. Davis explained that the arrangement gives A&E the right of first refusal to most new BBC productions, but acknowledged that the Public Broadcasting Service, a heavy user of BBC programming, may negotiate some acquisitions separately.

Under terms of the co-production deal, which is part of an overall agreement between the two companies that extends through 1990, A&E will contribute up to one-third of a program's budget or \$100,000, whichever is less. For purchase of BBC programs, A&E will buy material at the rate of \$15,000 per hour.

Davis told BROADCASTING the 20-hour-per-day service currently relies on overseas product for about 65% of its air time, but "would like to have [that percentage be] less." He said that co-productions with U.S. firms are possible, however cost is a major factor.

A&E expects to break even in the spring of 1986, when Davis predicts it will pass 20 million homes and garner from \$7 million to \$10 million in advertising revenue. He estimated A&E will take in about \$1 million in advertising revenue during the fourth quarter of 1984. The service exacts a per-subscriber carriage fee of seven cents per month for systems with one-year contracts, with lower rates for those choosing three-year agreements. By next January, Davis said, the service expects to move from Westar V to either Satcom IIIIR or Galaxy I.

Davis also disclosed that A&E is included

in plans being developed by Home Box Office for signal scrambling in anticipation of DBS marketing of a package of basic and pay cable services in early 1985.

Arts & Entertainment is available to about 10.5 million homes now, Davis said, with that number expected to climb to 12 or 12.5 million homes by year's end. He conceded that only about 30% of the cable systems carrying the channel offer the entire 20-hour package.

The BBC overall agreement permits A&E to buy a minimum of 200 hours of BBC entertainment programming, including co-productions, each year through 1990 and allows A&E to renew up to 50 hours of each year's selections for up to two more years.

Canadian NCTA

The Canadian Cable Television Association's 27th annual convention and CABLE-XPO, scheduled to begin today and run through June 14 at the Capital Congress Centre, Ottawa, has been named "Mega-choice."

Thanks to an April ruling by the Canadian Radio-Television and Telecommunications Commission, Canadian cable systems can now choose up to five U.S. satellite services from a list of 17 "acceptable" services (those not considered in direct competition with an existing Canadian service). Among the U.S. services now available and to be represented either among the 63 exhibitors or as session participants at the convention are CNN, FNN, the Nashville Network, The Learning Channel and the Arts & Entertainment Network.

Among those addressing the expected 2,500 attendees will be outgoing president of the National Cable Television Association, Thomas Wheeler, who will be joining the Ottawa-based Nabu Network this summer as chief executive officer of its Washington subsidiary.

Mission from China

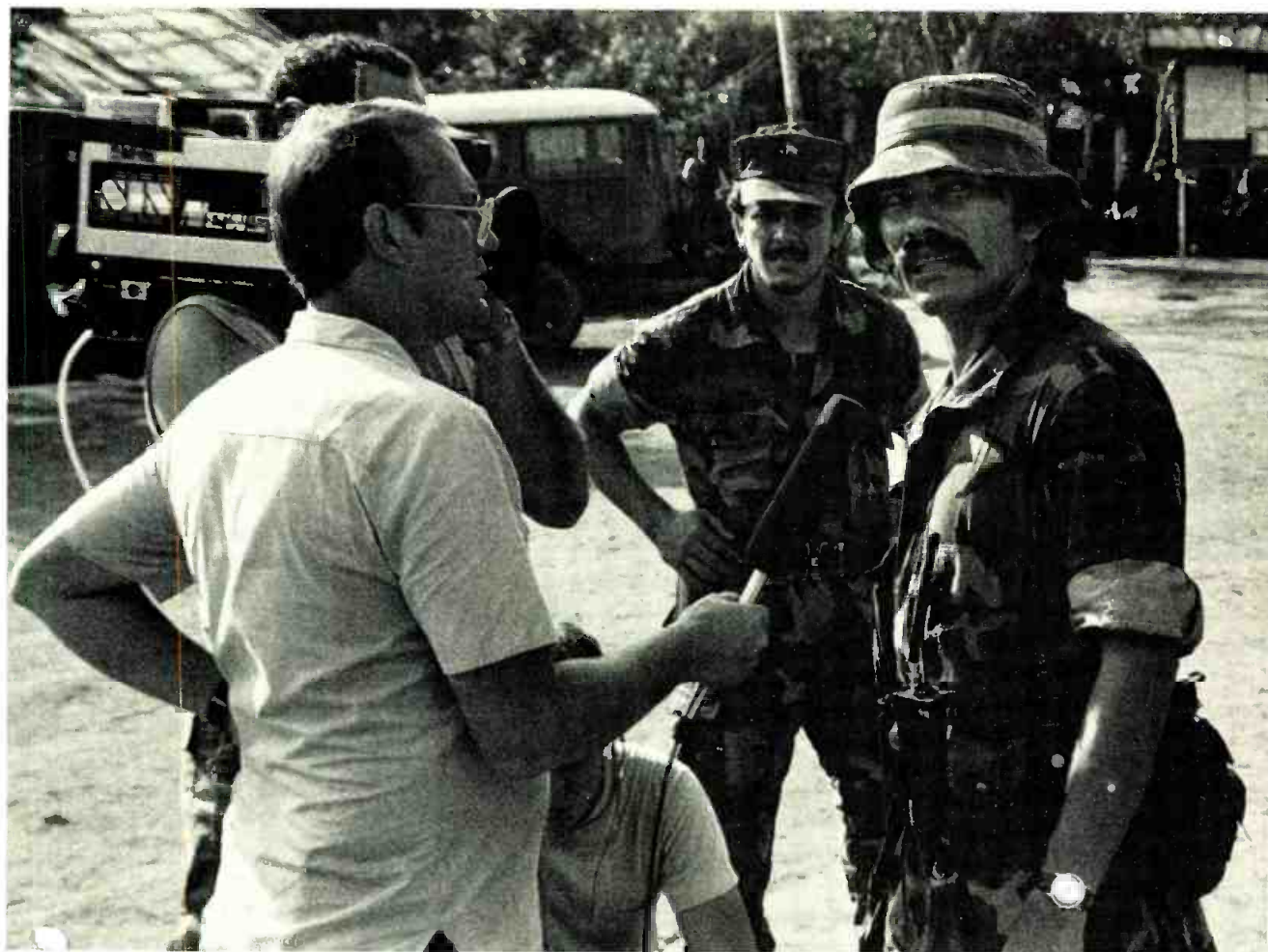
Government officials from the Republic of China (Taiwan) were attending sessions and visiting exhibitors at the National Cable Television Association convention in Las Vegas, gathering information to help them prepare a report on establishing a nationwide cable system. F.T. Tseng, deputy executive secretary of the working group on cable systems, said the report would be completed by the end of this year with a recommendation soon to follow.

The study group has contracted with Warner Amex for an economic and technological feasibility study and has also been in contact with Group W and Viacom.

Steve Si-Chien Shih, deputy director, Department of Posts and Telecommunications, said he anticipates the report will suggest a free-enterprise system. He noted that



Role model. Liz Carpenter, the celebrated journalist-political figure and—most important last Tuesday morning during the NCTA convention—the mother of a Women in Cable member, keynoted the fifth anniversary celebration of that organization with a speech not only designed to inspire women (and particularly professional women) in general but one that drew strong parallels between her audience and the cable industry itself. She noted "a deep kinship between the cable movement and the women's movement. Both have the same needs. Both need landmark legislation, political power and influence, credibility and the public supportiveness of our dreams, others to believe our goals cannot be finite. [Both] want no lids on their talents and capabilities." (The Carpenter daughter: Christy, who is an attorney specializing in new business development for cable corporations.)



SIN National News brings the Nicaraguan crisis to Spanish USA.

Nationwide. Worldwide. SIN News is there. Reporting the major events of today as they happen. Emphasizing the news that concerns Spanish USA most.

From our Miami news headquarters, with domestic bureaus in New York, Washington, San Antonio, and Los Angeles, a central bureau in London, and SIN correspondents around the world; SIN News reports live-via-satellite to Spanish USA. From the U.S. presidential elections to the elections in El Salvador. From the Hispanic Caucus in Washington to the anti-Sandinista training camps in Nicaragua. It's no wonder that the SIN National News is recognized by

other major news organizations as *the* definitive source on Latin America *and* Spanish USA. SIN reporters have the "in" which gets them in-depth stories other newscasts often condense into a single headline...the news that really matters to Spanish USA.

The SIN National News. Our reputation for responsible, up-to-the-minute journalism has earned us the second-highest program rating on the SIN Television Network, reflecting the degree to which news is vital to Spanish-speaking Americans. Watch *Noticiero Nacional SIN* tonight. Even if you don't speak Spanish, you'll see that it's not just "another newscast."

SIN TELEVISION NETWORK **SIN**

460 West Forty Second Street, New York, New York 10036 Telephone (212) 502-1300



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

A RONA II and Spelling / Goldberg Production
in association with

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



Taiwan is currently served by broadcasters using the NTSC standard and that the country has three networks showing "similar programming." He said a recent survey prepared for the study group showed that more than 80% of those responding were "anxious to

have cable." Tseng added there are currently 1.17 color television sets per household in the country.

If the recommendations are approved by the government, those building the systems may not have far to go for equipment. Shih

said that 70% of the converters sold by General Instrument in the U.S. are manufactured in his country. He added that Oak also has a manufacturing facility there for converters and tuners, and said that Texscan is also thinking of opening a plant there.

Monday Memo

A broadcast advertising commentary from Bob Lion, manager, McGavren Guild/INTERNET

Selling with tomorrow's research

Selling is the key word. The research is interesting and important, but the question is: "How will new research get more money for my radio station?" Here are the opportunities reps and stations have to use new research in national sales: the electronic ratings services; the Yankelovich, Skelly & White "Monitor"; Simmons, and a new study of local station business patterns called Matchmaker.

A few years ago it would take hours to figure out a two-book average for men, 25-44, in the ADI. Now machines are used to do this work in minutes. Today's computers and software help us sell more time by letting us get back on the street to be more responsive to the needs of the advertisers and their agencies. It allows more time to talk about strategies for success. New methods are now being offered for getting the same research—namely Arbitrends and Birchscan—the electronic rating books. Ratings will be available by computer, not by mail, and will be available more often, perhaps monthly.

Regardless of which system becomes standard, there are significant implications. Managers and salespeople must have access to and must know how to use the computer to get the most from the available data. Each salesperson should do his own computer work so he can sell the special qualities of each station. In addition to ratings, the computer has applications for mailing lists, account histories and, most important, inventory control and revenue projections. The marketplace will decide whether Birchscan, Arbitrends or some other system will prevail. But be assured that the age of computer-delivered ratings is here.

Computer-delivered ratings, however, are still just ratings. They are yesterday's research, not tomorrow's. One aid in pointing the way to tomorrow's selling is the Yankelovich, Skelly & White "Monitor." It is an ongoing study of business and consumer attitudes toward products and services. Changes and new directions in buying and selling can be defined and anticipated through its use. Yankelovich has identified what it calls "a new realism" in the country, and more specifically in sales:

1. Competitive, hard-hitting marketing is the way to increase sales and profits.

2. New technology is here and must be skillfully introduced.

3. CEO's and managers are becoming involved in day-to-day activities.



Bob Lion is co-manager of McGavren Guild/INTERNET. He joined McGavren Guild Radio as an account executive with the sales team in 1975. He left McGavren Guild in 1979 to become general sales manager of KMJM(FM) St. Louis. He rejoined MGR in 1981 as an account executive for the network and was promoted to his current position in 1983.

4. There is now tempered optimism about what we can have or expect to have. People have come to accept limits on what is attainable.

Owning a house, long considered the American dream, is now unavailable to many. Children are not affordable without dual wage earners. Decisions today are based on strategy, not ideology. You don't get a 10 share just because you think your format is unique. You have to work every hour of every day to make sure you're giving the listener the product he wants.

How do you sell time with this new information? Find a market, learn about it, design a campaign that meets the needs of the customer and then watch it work. This is what is done in local sales every day and something reps have just begun to realize. Spot radio no longer gets a piece of a media budget automatically. Other media such as cable, network radio and radio syndication have researched the market and are making inroads into areas we once called our own.

Competition, Yankelovich shows, comes not only from category competitions but also from outside influences—other media that want dollars. These challenges must be met by selling the ability to target customers through spot radio, whether in packages or individually by station. It's quality over quantity. Wired networks and syndications may offer long lists and low rates, but non-

wired and spot offer quality of customers, without waste, at premium costs. It is a generic brand versus a designer brand. By offering an advertiser exactly what he wants to buy, a premium can be obtained. And when stations deliver customers that buy products, advertisers pay those stations well.

Proving quality is the next area where tomorrow's research helps sell more time. The Simmons Market Research Bureau provides specific information on formats, products and life styles that we can use to show the ability of our medium to sell product. For example:

■ Seventy-seven percent of country listeners own their own homes.

■ Over two thirds of country listeners are married.

■ The overwhelming majority of country listeners are employed full time.

These are facts that can make a station that's number four in ARB number one to an advertiser who wants to reach upscale adults. Tomorrow's research eliminates the cost-per-point trap and provides customer satisfaction. Country stations sell not only because of their good numbers but also because they deliver the right customers and help the advertiser reach his goals.

Another way to access Simmons data on a local level is through ARB's "Target Aid." This service identifies life styles and listeners by zip code and is effective in developing local and national business. Although it's expensive, it can be profitable.

Interep has developed a system, called Matchmaker, to collect information that sells beyond ratings. It lists local accounts by product category of client stations. Using data that comes directly from stations, it systematizes the local success of a station and matches its profile with the customer profile of a national advertiser.

Say a station with a country format is pitching Oldsmobile. Suppose ARB says the station proposed is fifth in the market. If the station can show that 20% of its annual revenue comes from automotive-related accounts (and, according to Simmons, country music listeners are much more likely to buy full-size cars than the average radio listener), and Yankelovich sees that consumers are now confident enough in the economy to make a big purchase, then—and only then—new dollars can be created for the radio station. By diminishing the importance of ratings, advertisers are willing to pay more for the spots on the station.

There are many ways to use local success to generate new dollars. It's tomorrow's research creating tomorrow's dollars. ■

THE NEXT TIME A MAJOR NEWS EVENT BREAKS, WILL IT BE A BREAK FOR YOUR COMPETITION?



When a major news event breaks, your station must have the information your listeners want. Or they'll turn the dial to find it. But as an affiliate of the ABC Information Network, you will make the most of every opportunity because you will have the world's largest radio news organization working for your station.

The ABC Information Network has a proven record of superiority in handling the big news stories. When a crisis breaks, the Information Network offers you the option of thorough short or long form coverage at the moment your audience wants it most.

But it doesn't take a crisis to understand why over 550 stations look to the ABC Information Network for information their listeners want. With nineteen 15khz satellite channels (more than any other network), ABC provides you frequent, daily feeds of news actualities and voice reports in addition to top of the hour newscasts that bring ABC's biggest news names into your newsroom.

You can also choose from audience and sales-building Mini-Documentaries; Special Assignment: Extras; Gordon Williams Business Reports; and long and short form coverage of the 1984 political year.

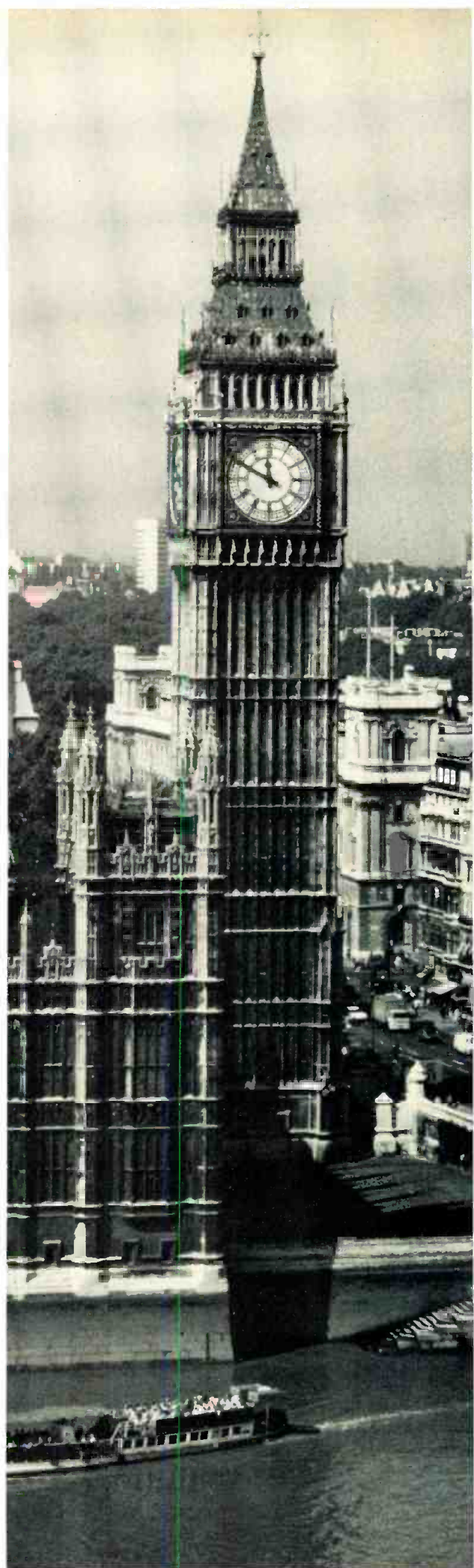
For information about the ABC Information Network, call Stuart Krane, Network Director, at (212) 887-5285.

 **ABC Information Network** 

We're what your audience wants: information.

The British play twelve Goodson- Todman games!

**Family Feud
The Price Is Right
Child's Play
What's My Line?
Match Game
To Tell the Truth
I've Got a Secret
Card Sharks
Blockbusters
Call My Bluff
Beat the Clock
Now You See It**



London's Daily Mail calls Mark Goodson "king of the games" for good reasons.

No other creator of game shows, British or American, comes close to equaling the output of twelve Goodson-Todman games currently produced for British television viewers.

The Price Is Right has ranked as the leading show on British television this year. Child's Play has ranked fourth. And ten other Goodson-Todman games all rank as strong favorites.

The shows use British hosts and contestants and are co-produced by Goodson-Todman and Talbot Television with the BBC, Central Television, London Weekend Television, Scottish Television and Thames Television.

Around the world, the story is the same. Goodson-Todman is the name behind the games that are played.

Australians play their versions of Child's Play, Family Feud and The Price Is Right.

The Dutch play Family Feud, Child's Play and Blockbusters.

New Zealanders play Child's Play and Card Sharks.

In Italy, it's Family Feud (Vendetta Familiare!) and The Price Is Right; in France, Child's Play; in Germany, What's My Line?; and in Trinidad, Card Sharks.

U.S. productions of Family Feud, The Price Is Right, Child's Play, Card Sharks and Blockbusters are favorites in the Philippines. Canadians play U.S. versions of Family Feud, Tattletales and The Price Is Right. Malaysians play Beat the Clock.

Wherever in the world games are played on television, chances are the credits carry the world-famous name of

**Goodson-Todman
Productions**

NEW YORK, HOLLYWOOD

Business Briefly

RADIO ONLY

Kinney Shoe Corp. □ Lady Footlocker women's sportswear begins three-week flight in early August in four markets, including Dallas and San Francisco. Commercials will be carried in morning and afternoon time periods. Target: women, 18-49. Agency: Sawdon & Bess, New York.

Levitz Furniture □ Campaign will begin in mid-June for one week in more than 40 markets for various furniture items. Commercials will be scheduled in all dayparts during weekdays and weekends. Target: adults, 25-54. Agency: Lovett Advertising, Miami.

Joseph Kirschner Co. □ Frozen meat products, including frankfurters, will be highlighted in five-week flight scheduled to start this week in about 25 markets in New England. Commercials will run in all dayparts during weekdays and weekends. Target: women, 25-54. Agency: Cabot Advertising, Boston.

Stuart Anderson's Black Angus Restaurants □ Three-week flight for

restaurants is scheduled to begin in early July in more than 25 markets. Commercials will run from Sunday through Thursday, primarily in drive times. Target: adults, 25-54. Agency: Ketchum Advertising, San Francisco.

RADIO AND TV

Friendly Restaurants □ Nine-week campaign on television is set to start this week in 22 markets, supplementing nine-week radio flight which has begun in same markets. Commercials will run in television and radio in all dayparts. Target: adults, 25-49. Quinn & Johnson/BBDO, Boston.

Honey Baked Ham Co. □ One-week flight will begin in late June in New Orleans and Denver for radio and in Atlanta, Memphis and Knoxville, Tenn., for television. Commercials will run in all dayparts on radio and television. Target: adults, 18-34. Agency: Smeltzer Communications, Atlanta.

Jay Jacobs □ Fashion outlet company begins four-week flights in 30 markets for radio and in 10 markets for television in

Rep Report

WTCN-TV Minneapolis: To Blair Television from Katz Television.

□

WxMI(TV) Grand Rapids, Mich.: To Blair Television from Adam Young.

□

KxLI(TV) St. Cloud, Minn.: To Adam Young Inc. from Seltel.

□

WLNG(AM)-FM Sag Harbor, N.Y.: To Shelly Katz Radio Sales from Market 4.

□

WSCG(FM) Corinth, N.Y.: To Savalli & Schutz (no previous rep).

Narrowing the target. Arbitron Ratings is offering television stations its latest computer-based research service, Product Target AID, which links viewers' life styles with geography and matches the information with product usage.

Arbitron claims this approach should help TV stations attract additional advertising. It says this technique will enable a station to show how its programs reach specific target audiences with specific buying tendencies.

According to Arbitron, Product Target AID combines three marketing resources—ClusterPlus, the life-style segmentation system developed by Donnelly Marketing Information Services, Simmons Market Research Bureau Product User Profiles and Arbitron Information on Demand (AID). ClusterPlus has developed life-style descriptions for every zip code in the U.S., and Simmons publishes a comprehensive survey of product preference by consumers. AID supplies the rating connection to locate the target audiences.

To use Product Target AID, a station accesses a product profile data base that describes 47 different ClusterPlus life-style groups in terms of product consumption. Arbitron explains that the groups' use of up to 200 heavily advertised products and services is compared with a national index. Through the service, the station's program inventory is ranked for its desirability in reaching desired clusters. Product Target AID is a software application designed for the IBM-XT computer.

An Arbitron spokesman said the service is available to TV stations for an annual fee of \$2,000 and that several contracts are in the offing.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

WHERE THERE'S LIFE—This regular 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

FEELING GOOD—A regular 90-second, weekday feature covering health and fitness news is designed to appeal to a nation that's traded in its loafers for running shoes. Scripts move in advance overnight.

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

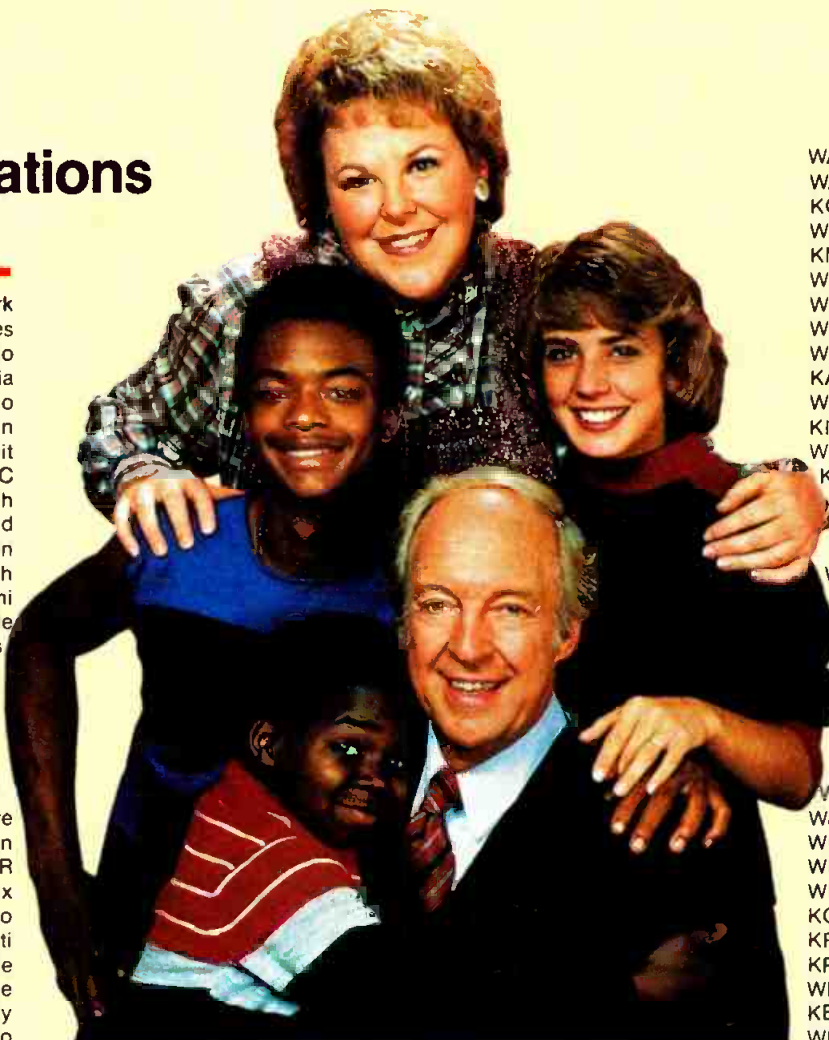
AP Associated Press Broadcast Services.

Diff'rent Strokes

144 Episodes Available This Fall.

**Over 100 Stations
Now Sold!***

WNEW New York
KCOP Los Angeles
WFLD Chicago
WPHL Philadelphia
KBHK San Francisco
WXNE Boston
WKBD Detroit
WDCA Washington, DC
KTVT Dallas-Ft. Worth
WCAB Cleveland
KHTV Houston
WPGH Pittsburgh
WCIX Miami
KSTW Seattle
KMSP Minneapolis
WGNX Atlanta
WFTS Tampa
KDNL St. Louis
KWGN Denver
KQVR Sacramento
WTTV Indianapolis
WJZ Baltimore
WETG Hartford-New Haven
KPTV Portland, OR
KPHO Phoenix
KUSI San Diego
WXIX Cincinnati
WZTV Nashville
WVTV Milwaukee
KSHB Kansas City
WDBO Orlando
WSOC Charlotte
WVUE New Orleans
WIVB Buffalo
WCMH Columbus, OH
WFBC Greenville-Spartanburg
WOTV Grand Rapids
WBRC Birmingham
WREG Memphis



WTVD Raleigh-Durham
KWTU Oklahoma City
KTVX Salt Lake City
WDRB Louisville
WJAR Providence
KSAT San Antonio
WYAH Norfolk
WGAL Harrisburg

WNYT Albany-
Schenectady
WJTM Greensboro
WHIO Dayton
WNEM Flint
KTAL Shreveport
WRLH Richmond
KATV Little Rock

WATE Knoxville
WALA Mobile
KGSW Albuquerque
WFLX West Palm Beach
KMPH Fresno
WTLV Jacksonville
WLRE Green Bay
WSET Roanoke-Lynchburg
WUHF Rochester
KAYU Spokane
WPSD Paducah
KITV Honolulu
WKYT Lexington
KTVV Austin
KOLR Springfield
WLBT Jackson, MS
KZAZ Tucson
WRBT Baton Rouge
WHNT Huntsville
WLTX Columbia, SC
WICS Springfield, IL
WCTI Greenville-New Bern
KWTX Waco
WILX Lansing
KVVU Las Vegas
KATC Lafayette
WJBF Augusta
WJCL Savannah
WCIV Charleston, SC
WKAB Montgomery
WLTZ Columbus, GA
KGBT McAllen-Brownsville
KFDX Wichita Falls
KRIS Corpus Christi
WECT Wilmington
KBCI Boise
WMGT Macon, GA
WTVB Columbus-Tupelo
KSFM Fort Smith
WTSG Albany, GA
KTVL Medford
KXII Ada-Ardmore
WXVT Greenwood-Greenville
WBBJ Jackson, TN
KJAC Beaumont-Port Arthur



**DISTRIBUTED EXCLUSIVELY THROUGH
EMBASSY TELECOMMUNICATIONS**

1901 Avenue of the Stars, Los Angeles, CA 90067 • (213) 553-3600

S.W.A.T.



S.O.L.D.!

NEW YORK
LOS ANGELES
SAN FRANCISCO
DETROIT
DALLAS
HOUSTON
MIAMI
MINNEAPOLIS
SEATTLE
ATLANTA
TAMPA
DENVER
SACRAMENTO

WOR-TV
KTTV
KTZO
WKBD-TV
KNBN-TV
KTXH
WDZL
WFBT-TV
KABD
WGNX
WFTS
KDVR
KQVR

PORTLAND, OR.
PHOENIX
SAN DIEGO
NASHVILLE
NEW ORLEANS
MEMPHIS
OKLAHOMA CITY
GREENSBORO
WICHITA
KNOXVILLE
MOBILE/PENSACOLA
ALBUQUERQUE
SPOKANE
CHATTANOOGA
WACO
LAS VEGAS
LAFAYETTE, LA.
RENO
WICHITA FALLS

KTAH
KTVK
XETV
WZTV
WGNO-TV
WMKW-TV
KGMC
WJTM-TV
KAKE-TV
WINT-TV
WPMI
KNAT
KAYU-TV
WDSI-TV
KWTX-TV
KVUU-TV
KLFY-TV
KAME-TV
KAUZ-TV

PUT SOME C.L.O.U.T. IN YOUR SCHEDULE!

A Spelling/Goldberg Production
in association with



early August. Commercials will be carried in all dayparts on radio and television. Target: women, 12-24. Agency: Elgin Syferd, Kansas City, Mo.

TV ONLY

Beech-Nut Corp. □ Baby food products will be advertised in five-week flight to begin in late June in approximately 20 markets. Commercials will be placed in early fringe and daytime. Target: women, 18-34. Agency: Della Femina, Travisano & Partners, New York.

Safeway Stores □ Grocery chain is set to begin four-week drive this month in seven markets in Southwest.

Commercials will run in daytime, fringe and prime periods. Target: women, 25-49. Agency: Sherrill Co., Dallas.

Laura Scudder Foods □ Various chips products will be advertised in three-week flight set to start this week in eight markets. Commercials will be carried in early and late fringe periods. Target: women, 25-49. Agency: Keye, Donna, Pearlstein, Beverly Hills, Calif.

Curtis Mathes □ Audio and visual equipment will be advertised in 12-week flight starting this week and later in about 125 markets. Commercials will run in news and prime-access periods. Target: adults, 25-49. Agency: Stern-Monroe Advertising, Dallas.

AdVantage

In new offices. West Coast sales office of United Stations radio network has moved to new offices in Los Angeles at 2029 Century Park West, 6th floor, 90067. New telephone number is (203) 556-2312. Office is headed by Sue Swenson, vice president/West Coast sales.

□

Cinemax's ad splurge. Home Box Office Inc. has allocated \$9 million for advertising for its Cinemax service, including exposure on spot TV and radio, cable television and newspaper insertions. Approximately 20% of budget will be directed toward television, with first new 30-second commercial starting this month. Commercials also will appear on USA Network, Cable News Network, WTBS-TV Atlanta, ESPN and Black Entertainment Television. Another version permits insertion of local cable information. Two 60-second radio commercials will complement television advertising. Agency for Cinemax is Ted Bates & Co., New York.

Question:

**WHAT COMMODITY IS
BEING TRANSPORTED
IN THIS TANKER TRUCK?**



For the answer see
page 63.

And for all the answers
about the American
trucking industry, call
(202) 797-5236.

**Trucks. The driving force
behind American business.**



The American Trucking Associations Foundation, Inc., 1616 P St., N.W., Washington, D.C. 20036

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.
Philippe 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 Hakonen, Matt Stump, Kim McAvoy,
assistant editors.
John Egerton, 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 Zarn, Joseph Kolthoff,
Chris McGlir.

Production

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

Administration

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

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 530 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-Telecasting * introduced
in 1946. Television * acquired in 1961. Cablecasting *
introduced in 1972 □ Reg. U.S. Patent Office. □
Copyright 1984 by Broadcasting Publications Inc

TELEVISION. Cablecasting.



BE PREPARED.

You get only one chance every four years. So make the most of it.

Watch The MacNeil/Lehrer NewsHour between now and election day. Complex campaign issues get the time they deserve. The time *you* deserve.

You get more facts. You hear different sides. And you get the analysis you need to understand completely.

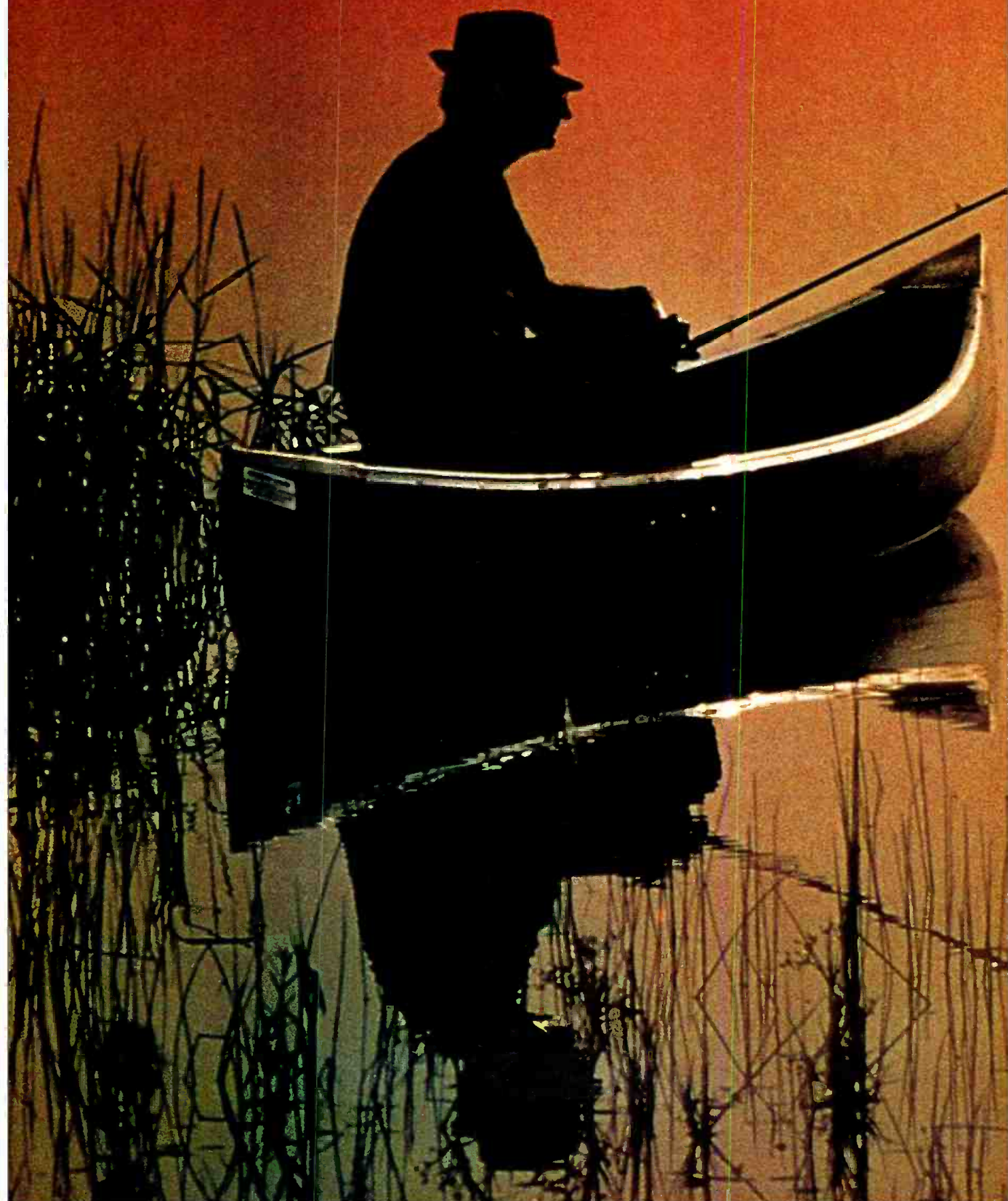
Respect the value of your vote. The candidates do.

Major funding for The MacNeil/Lehrer NewsHour is provided by AT&T, the national corporate underwriter.

The MacNeil/Lehrer
NEWSHOUR
 Weeknights on PBS



When news takes a vo



vacation, N-I-W-S works!

During the slower news days of summer, when your competition is on vacation and your own resources are stretched rather thin, N-I-W-S gives you the competitive edge in news content.

N-I-W-S never takes a vacation and never calls in sick. 52 weeks a year, N-I-W-S provides unduplicable material that adds a key dimension to your news content and frees up your local news operation.

So this summer, when your competition is taking a breather, do what 160 other stations around the world do every week, maintain a winning pace with N-I-W-S.

N-I-W-S
Telepictures
CORPORATION

New York • Los Angeles • Chicago • Dallas • Atlanta • Paris • Munich • Sydney • Tokyo • Toronto

© 1989 Telepictures Corporation

This week

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,

■ Indicates new or revised listing

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 Ariene Francis. Waldorf-Astoria, New York.

June 13—*Women in Cable, New York chapter*, "Basics of Cable TV" course. Topic: financial aspects and future perspectives. Viacom Conference Center, New York. Information: (212) 484-6778.

June 13—*Women in Cable, Philadelphia chapter*, cable seminar, one in series. 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 13-15**—*Oregon Association of Broadcasters* summer meeting. Lloyd's Red Lion, Portland, Ore.

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.

Major Meetings

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 and Programming Conference," 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 Tele-*

vision 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.

■ **March 26-27, 1985**—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

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.

■ **June 8-12, 1985**—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

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

Also in June

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: SCTA, (213) 684-7024.

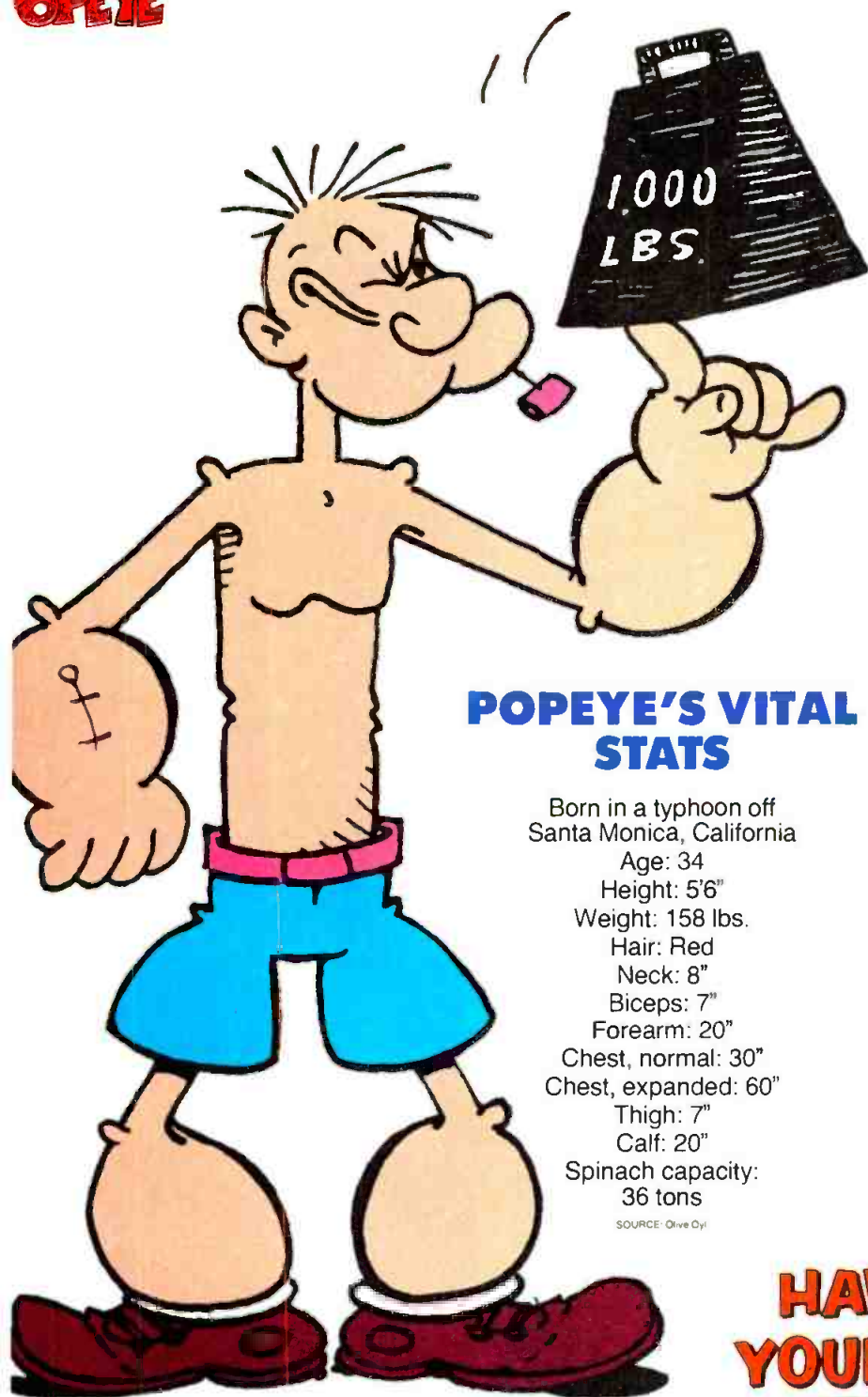
June 20—*Women in Cable, Philadelphia chapter*, cable seminar, one in series. University of Pennsylvania, Philadelphia.

■ **June 20**—*New York chapter, National Academy*

ALL NEW



VITAL STATS



POPEYE'S VITAL STATS

Born in a typhoon off
Santa Monica, California

Age: 34

Height: 5'6"

Weight: 158 lbs.

Hair: Red

Neck: 8"

Biceps: 7"

Forearm: 20"

Chest, normal: 30"

Chest, expanded: 60"

Thigh: 7"

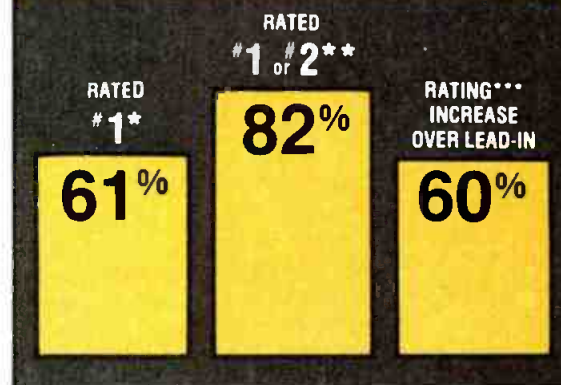
Calf: 20"

Spinach capacity:
36 tons

SOURCE: Olive Oyl

Popeye's got some pretty impressive statistics, but **the All New Popeye Show, now in syndication,** has even more impressive stats!

THE ALL NEW POPEYE SHOW VITAL STATS



*Popeye was rated number 1 by children in 61% of the Popeye time periods.

**Popeye was rated number 1 or 2 by children in 82% of the Popeye time periods.

***Popeye increases DMA Children Ratings by 60% over lead-in.

SOURCE: DMA Children Ratings, NSI, February 1984.

HAVE YOU IMPROVED YOUR VITAL STATS YET?

King Features Entertainment

A SUBSIDIARY OF THE HEARST CORPORATION

235 East 45th St., New York, N.Y. 10017 Phone: 212-682-5600 Telex: 7105812391
London Phone: (01) 434-1852 Telex: 266570 Los Angeles Phone: (818) 889-2047

© 1984 King Features Syndicate, Inc. Worldwide Rights Reserved.

ALL NELL IS ABOUT

- Watch Nell's Top Ten Nielsen audience of young women, teens and kids follow her to syndication's early fringe time periods!



NELL CARTER STARRING

IT TO BREAK LOOSE!

Watch Nell continue her amazing rate of growth among syndication's target audience—up 42% last year!

● Watch Nell turn her fabulous summer rerun performance into a fabulous syndication bonanza!



ON GIMME A BREAK!

AVAILABLE FALL 1985

MCA TV

© 1984 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED.

of *Television Arts and Sciences*, luncheon. Speaker: Marc Levinson, president, Picture Music International. Copacabana, New York.

■ **June 21—Women in Cable, Chicago chapter**, "Council for Cable Information: A Progress Report by Kathryn Creech, president." Lawry's Prime Rib, Chicago. Information: (312) 399-2250.

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 22-23—Texas Association of Broadcasters** "Radio Day." Crowne Plaza-Holiday Inn, Dallas.

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.

June 23—San Diego chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Intercontinental hotel, San Diego.

June 23-26—Georgia Association of Broadcasters annual convention. Ironworks Convention Center and Hilton hotel, Columbus, Ga.

June 24-27—Virginia Association of Broadcasters annual meeting and summer convention. Wintergreen Resort, Wintergreen, Va.

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

ver, 80210; (800) 525-9710.

■ **June 26—National Press Club** luncheon. Speaker: Frank Biondi, chairman, HBO. **June 26—National Association of Broadcasters** seminar on television acquisition. Sheraton Center, New York.

June 26—Women in Cable, Philadelphia chapter, cable seminar, one in series. University of Pennsylvania, Philadelphia.

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—Women in Cable, Philadelphia chapter**, cable seminar, one in series. University of Pennsylvania, Philadelphia.

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 8-20—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 Online 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 11—California Public Radio** program director's workshop. Glorietta Bay Inn, Coronado, Calif. Information: Tom McManus, (619) 265-6431.

■ **July 12-13—California Public Radio** annual business meeting. Glorietta Bay Inn, Coronado, Calif. Information: CPR, (805) 541-1295.

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 Programming 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. 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—Southern California Cable Association** roundtable, "Urban Marketing Strategies for the Southern California Cable Operator." Speaker: Ed Bennett, executive vice president, Viacom Cablevision. Los Angeles Airport Hilton hotel, Los Angeles.

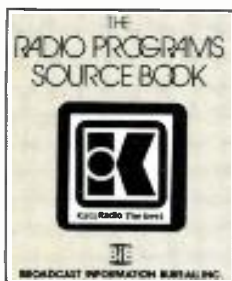
July 17—"Channel Switching and Commercial Zapping," symposium sponsored by *Media Research Club of Chicago*. Hyatt Regency, Chicago.

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

The Radio Programs Source Book™

THIRD EDITION



For Radio Programming Professionals

The only "source" to answer your programming questions. Get the answers to your programming questions in the most comprehensive source book on radio programs/services and who distributes them.

- Over 300 pages with information on over 3000 programs/services in one place
- Each listing contains up to 25 facts such as: description of program, target audience, running time, foreign rights, and 21 other facts
- Three indexes for quick and easy referencing at your fingertips: Title Index, Main Category Index, Subject Category Index, plus "The Sources," a complete listing of Syndicators, Networks, Distributors, Producers, and Consultants, with key personnel, phone numbers, addresses, and properties
- A free update is included in the subscription price
- Subscribe and get the answers you need.

THE RADIO PROGRAMS SOURCE BOOK™ Third Edition is only \$59.95 per copy, plus \$5.00 Postage & Handling (NY Residents Please Add Appropriate Tax) Allow 3 Weeks For Delivery Overseas Charges Extra

Enclosed find check in the amount of _____ for _____ copy (ies) of **THE RADIO PROGRAMS SOURCE BOOK™** Third Edition or Charge to my _____ Visa or _____ MASTERCARD

Bill me _____
Card # _____ Expiration Date _____
Name _____
Signature _____
Firm _____
Address _____
City _____ State _____ Zip _____
Phone () _____

Make Check Payable To: Broadcast Information Bureau • A Division of National Video Clearinghouse, Inc.
• 100 Lafayette Drive • Syosset, NY 11791 • (516) 496-3355 • Telex 6852011

Errata

Falcon Communications had a basic subscriber count of 110,000 as of April 30, which places it **48th** on BROADCASTING's chart of top 50 cable MSO's (BROADCASTING, June 4). Information arrived after press deadline. Falcon passes 245,000 homes, giving it a basic penetration of 44.9%. It has 335,000 total homes in its franchised areas. Falcon has 165,000 pay subscriptions.

□

New president and general manager of WPLG(TV) Miami is **G. William Ryan** ("Fates & Fortunes," June 4).



TOP 40 SATELLITE SURVEY—

RED HOT!

"The program really moves, Dan does in three hours what others do in four. There's no idle chatter, just pure entertainment."

—"Doc" Fidler, Program Director—WOKI-FM/Knoxville

"The production and delivery are so exciting and dynamic you'll swear it's live."

—Garry Wall, Program Director—WTIC-FM/Hartford

"Hearing first-hand reports from individual markets puts real meaning into the music rankings."

—Buddy Scott, Program Director—WBBM-FM/Chicago

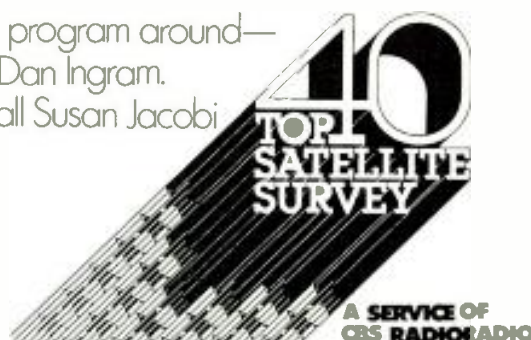
"CBS RADIORADIO sure knows how to put together a top-notch product. And my GM loves those local avails."

—Rick Simon, Program Director—KLYD/Bakersfield

"With no fillers added the show moves at almost a fever pitch with Dan leading the pace."

—Mel Myers, Program Director—KELI-FM/Tulsa

It's the hottest new CHR countUP program around—
TOP 40 SATELLITE SURVEY with Dan Ingram.
Don't miss out on this super hit. Call Susan Jacobi
today at (212) 975-6917.





CBN Cable We

People are saying goodbye to ho-hum TV. Instead, they're waking up to us, CBN Cable.

Because 24 hours a day we bring them *high-involvement* TV. Quality programs families really get into. And we offer it all to cable operators absolutely free.

Game shows with a-peel, like "Let's Make

A Deal." Class-act laughs like "The Very Best of Groucho," "The Jack Benny Show" and George Burns and Gracie Allen. High-Nielsen-rated westerns like "Wagon Train" and "The Rifleman." Great movies galore. And we give you more.

CBN Cable will buy up to \$10,000 of your system's unsold inventory of local avails



turn families on.

on other networks. And we'll provide co-op advertising up to the same amount. Plus, we offer local spot avails 7 days a week.

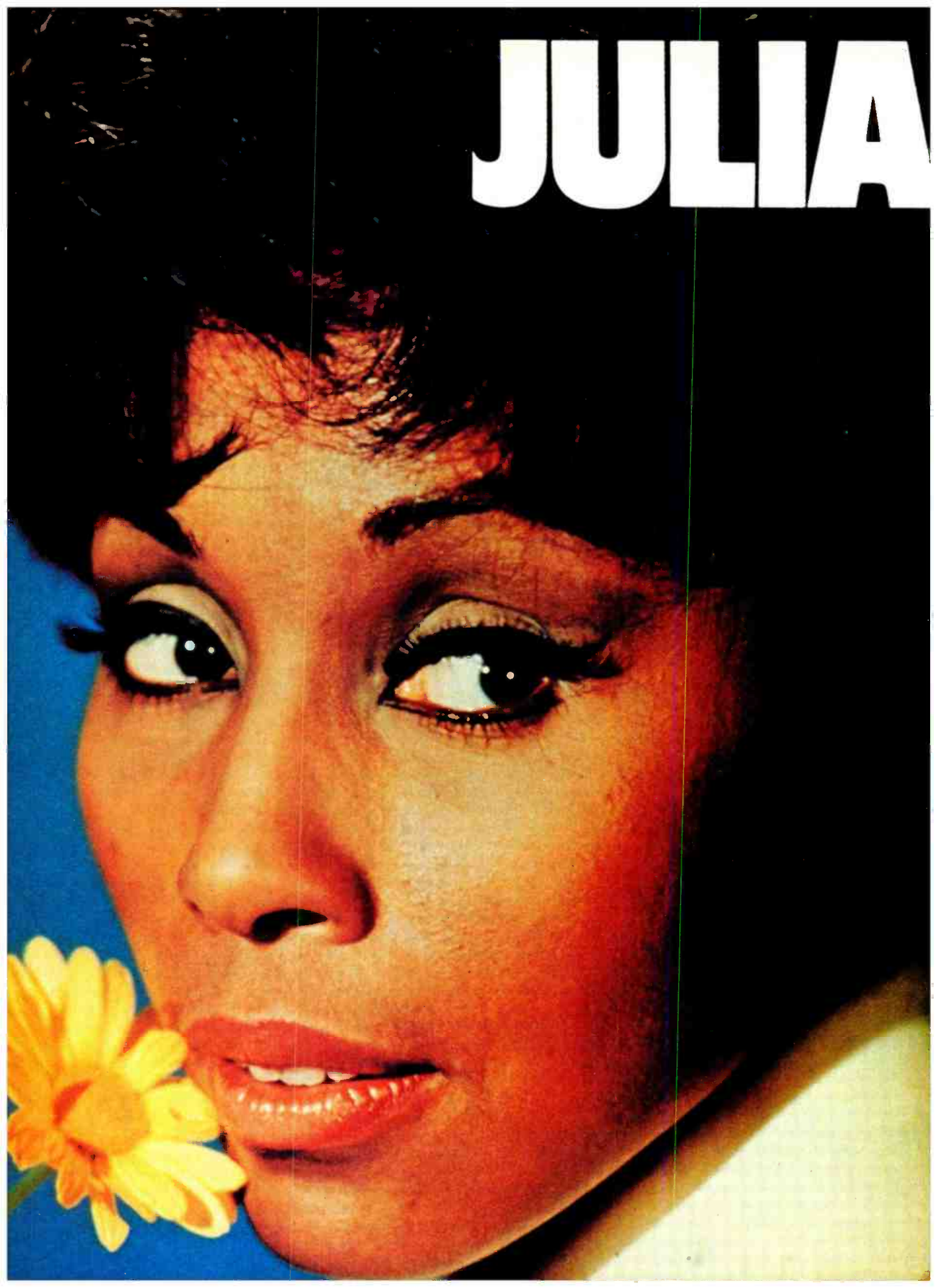
For more information phone Tom Hohman toll free at 1-800-446-8262.

You can see why more subscribers each day are turning to us. We turn families on.



**The
Family
Entertainer**

JULIA



THE SWEET SMELL OF A WINNER

FIRST TIME IN SYNDICATION!

Before Mary Richards got a job in the newsroom at WJM in Minneapolis, or Alice served her first cup of coffee in Mel's Diner, or the Jeffersons moved next door to the Bunkers, "Julia" was lighting up TV screens in homes across America. Today, there's a whole new audience waiting to meet her for the first time.

Julia—whose average 18.6 rating and 30 share during her three-year network run equalled or exceeded her competition ("Liberace", "Red Skelton", "Hee Haw", "It Takes A Thief" and "Movie of The Week")!

Julia—who beat her lead-in in each of those three years by an average of 8 share points!

Diahann Carroll is Julia—a woman who knows what she wants and won't stop until she gets it!

Add all 86 half-hour, full color episodes of "Julia" to your daytime or fringe schedule. It's the "brand new" show that today's women have been waiting for.



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 Televi-

sion. 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 ninth annual conference. 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. 21—Southern California Cable Association** luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Los Angeles Airport Hilton hotel, Los Angeles.

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 and Programing



Noncooperative

EDITOR: In your story on my talk at the American Women in Radio and Television convention (BROADCASTING, June 4), you quote me as saying "we certainly cooperated [with the administration] in financial interest/network syndication." The quote is inaccurate.

After reviewing the reporter's tape provided by BROADCASTING, it is clear to me that the word "cooperate" was not used. Of course, as the brackets indicated, the words "[with the administration]" were the reporter's, and not mine. The unfortunate use of these words changed the context and certainly the intention of my remarks.

More importantly, the misquote and addition of bracketed words leaves an unfortunate, erroneous impression with your readers. That the commission received comments from the National Telecommunications and Information Administration and the Department of Justice does not mean that as an independent agency we "cooperated [with the administration]" on this matter.—*Mimi Weyforth Dawson, commissioner, FCC, Washington.*

Editor's note. BROADCASTING concedes a fuzzy reading on the word "cooperate," regrets that the exact word used by Commissioner Dawson remains unfathomable, hopes her letter will set the record straight.

Clarification

EDITOR: Your April 16 "Closed Circuit," item included a reference to me as having resigned from the CIA "under questioning about alleged improper security dealings." It is unfortunate that journalists insist on repeating these unfounded reports, without mentioning my denial of these allegations or the complete circumstances surrounding the matter.

The original story was premised entirely upon the word of two men who disappeared immediately after the articles were printed. They themselves are being sought by the FBI on charges of taking several million dollars from their companies. I have obtained a libel judgment against them in federal court, and am presently awaiting an award of damages in the case. Significantly, since these accusations surfaced, no federal or state agency has found any evidence of wrongdoing, and I have never been charged with any violation of the law nor sued by investors.—*Max Hugel, Washington.*

AM stereo research

EDITOR: If we are to maintain the highest credibility among those who evaluate our efforts, it is time to display a little more sophistication in our methodology, correlations and conclusions on AM stereo.

A few years ago, a questionnaire probably went something like this:

Q: Would you like to shave with warm lather in the mornings?

A: Yes.

Q: If you had your own personal hot lather dispenser, would you use it?

A: Sure.

Most people have a predilection to warm lather. There was only one problem. The resulting hot lather dispenser was never a consumer-expressed (volunteered) need.

Who wouldn't prefer stereo on AM? Who would say that they would listen less if AM had this feature?

We know that an excellent AM system can be very competitive with FM in the frequencies passed. However, all the engineering charts and graphs are not going to change the public's aural perception of frequency modulation being superior.

I invite you to conduct your own studies. I think you will find that most often, when respondents are talking of "stereo," they are not necessarily referring to two-channel capability, but to what to them is a real difference in perceived audio quality.

I for one would like to see radio get off this somewhat embarrassing tack of trying to convince the general public that "FM really doesn't sound that much better."

It seems it would be wiser to devote research and energy to viable methods for AM broadcasters to better address real and listener-expressed interests.

This is a simple business: people entertaining and informing people.

The best of our AM announcers are still getting calls from listeners wanting them to play a record that they could easily put on their own \$2,000 home systems. Forget dynamic range and noise levels. To the listener, these top personalities humanize music enjoyment and make it "sound better" when they play it.

We are going to be far better off when we devote more of our time and research to the content of our product, than doggedly attempting to make weak cases regarding delivery systems.—*Bob Botik, president, Botik Broadcast Services, Austin, Tex.*



YOU TAKE DRIVE TIME AND LEAVE THE REST TO US.

Drive time is where you make the bulk of your profits.

We know it; you know it.

So if you measure the contribution of the rest of your radio day to that of drive time, you'll come to this inevitable conclusion: you ought to be concentrating your resources where they count most.

But that may leave you with the problem of filling the rest of your broadcasting day with quality programming. How do you do it?

More and more radio executives say the answer is ABC Talkradio.

ABC Talkradio not only can fill most of your regular broadcasting day (up to 12 hours), we'll make your weekends totally listenable, too. With 9 hours of programming Saturday and Sunday.

The ABC Talkradio lineup is packed with personalities who are experienced professionals, informed, provocative, entertaining. So audiences do more than just stay tuned, they get involved, not only with the programming but also with your sponsors.

Want some examples?

Dr. Susan Forward and Michael Jackson have grown their 18+ audiences more than 63% and 70%, respectively, for KNUS-Denver in the latest rating period.

Owen Spann, Dr. Forward and Jackson have scored increases ranging from 29% to 218% for WCBM-Baltimore.

Even in a mature Talkradio market like Los Angeles, Michael Jackson and Dr. Toni Grant are increasing audiences. For KABC, Jackson increased his 25-54 women listenership by 22% and Dr. Grant increased hers by 56% in one year.

Each program host on ABC Talkradio has achieved national recognition. Each generates publicity coverage from every type of medium. So it's no wonder audiences talk about the personalities on Talkradio.

To learn more about why you should be concentrating locally on drive time and letting the stars of ABC Talkradio integrate with your local staff, talk with Rick Devlin, Vice President, Director of ABC Talkradio at (212) 887-5638.



Conference," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters' Radio Programming Conference*. Westin Bonaventure and Biltmore hotels, 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—First "Sol Taishoff [late editor-in-chief, *Broadcasting* magazine] *Broadcasting Seminar*," sponsored by *Society of Professional Journalists, Sigma Delta Chi*. KRON-TV San Francisco.

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." Speakers include Bill Daniels, chairman, Daniels & Associates; Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.). 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.

"With the help of these 3 TV Log lines..."

☆ See Pepsi-Cola's Jackson Commercial on A-Team

Pepsi's Jackson commercial was an even bigger thriller"



Henry Hayes
Director of Media
Planning & Control
Pepsi-Cola Company.

Pepsi-Cola discovered TV Log years ago when we used it to promote Tony Brown's *Journal*, a show we're proud to underwrite on PBS. We didn't discover the Jacksons—they've been superstars for a long time. But in the innovative tradition of Pepsi we did find a way to capture that star-power for our product. Working with our agency, BBDO, we created a commercial so exciting, so entertaining, that people actually demanded to see it. In answer to that demand we took another breakthrough step and decided to promote the commercial, letting viewers know just where and when it was on. Once we made that decision we immediately thought of TV Log. Because when it comes to reach, frequency, flexibility... all the things that make a perfect promotional vehicle... you just can't beat it."

TV LOG

ADVERTISING
The right time
The right place
The right audience

For more information
about TV LOG'S
115 markets and over
650 newspapers,
Please call
In N.Y. 212-687-0660
In L.A. 213-681-1111
In Chicago 312-644-1655

© Ision Communications

October

Oct. 1-5—London Multimedia Market III. Gloucester hotel, London. Information: LMM, 33 Southampton 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 Pavillion 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.

We've Got Legs

Four successful years in
syndication gives us much
more than a leg to stand on.
WABC, New York...KNBC, Los Angeles
...WBBM, Chicago...are only
three of the ninety television stations
and more than four million viewers
that get their kicks with
Joanie Greggains every week.

Shape up your mornings today...
with Morning Stretch.

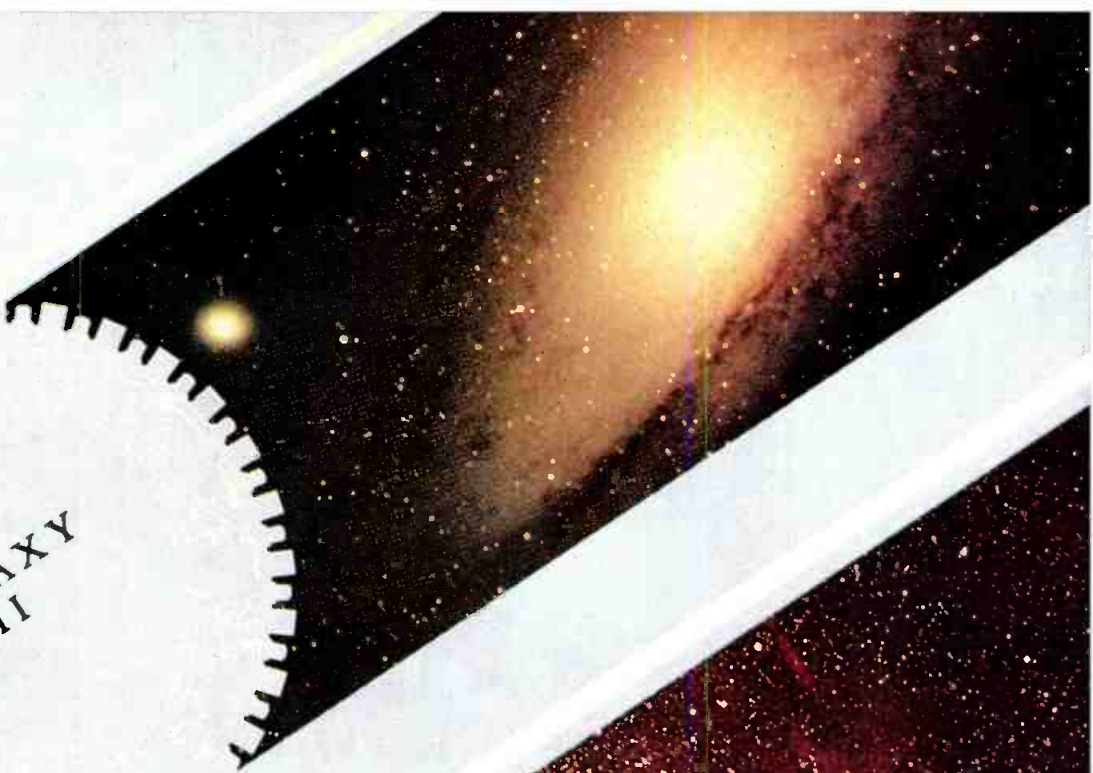
MORNING STRETCH



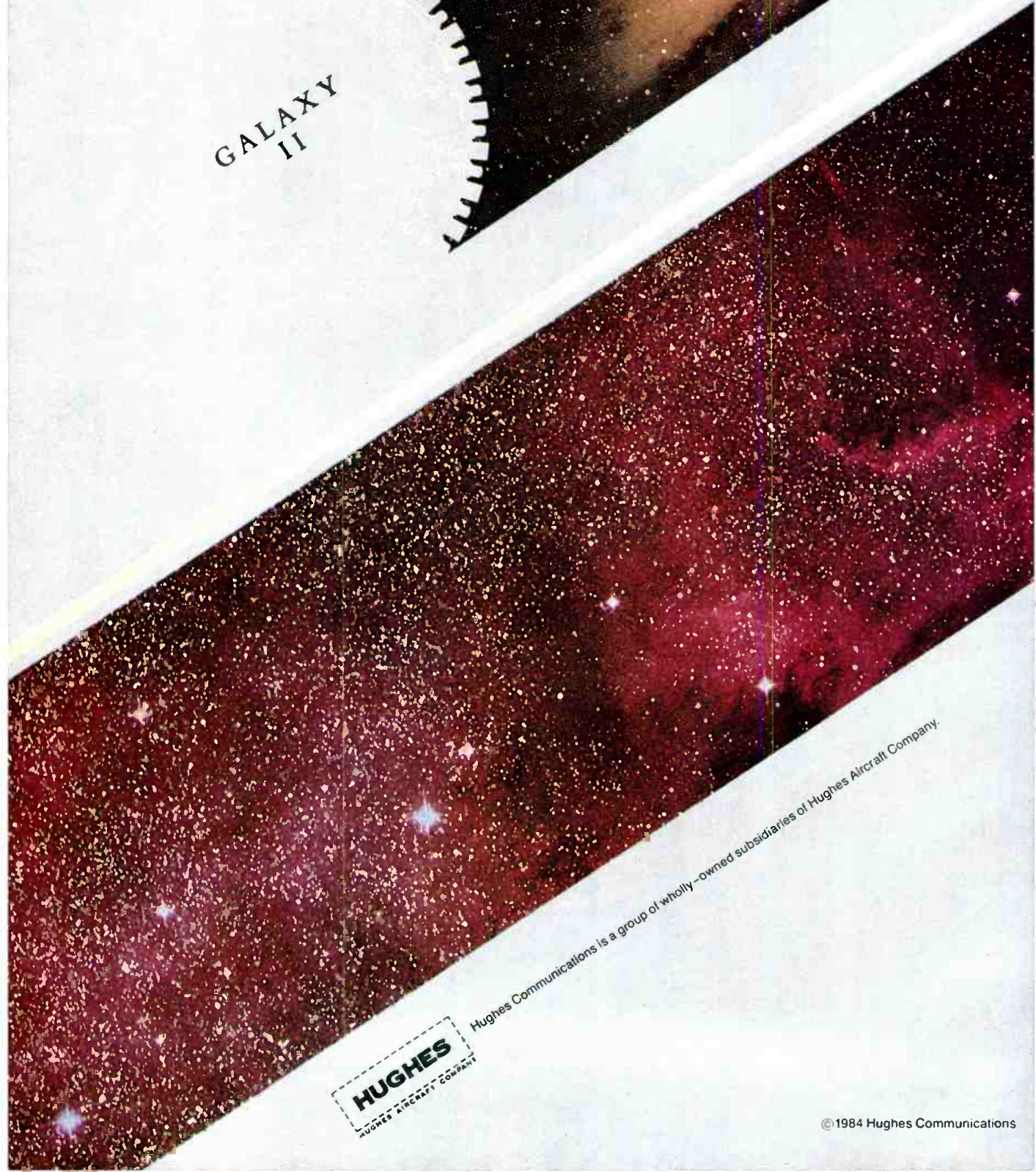
PRODUCED BY **KPIX 5**
855 BATTERY STREET
SAN FRANCISCO, CA 94111
(415) 362-5550

DISTRIBUTED BY **PBS**
A SUBSIDIARY OF DANCER FITZGERALD SAMPLE, INC.
405 LEXINGTON AVENUE, NEW YORK, NY 10174
(212) 532-1560

WEST COAST OFFICE
5757 WILSHIRE BOULEVARD, LOS ANGELES, CA 90036
(213) 937-2710



GALAXY
II



HUGHES
HUGHES AIRCRAFT COMPANY

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



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 superseded 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.**

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

Broadcasting Jun 11

Vol. 106 No. 24

TOP OF THE WEEK

Less is more for cable at NCTA 84

Attendance and exhibitors off for second year but industry is serene in confidence that worst is behind and best is yet to be; legislative compromise is biggest topic of conversation; press comes in for criticism; emphasis on basic services continues

The 33d annual convention of the National Cable Television Association, which drew 14,805 to Las Vegas last week, was a milestone for the industry. It marked the end of a heady but volatile era in which the only sure things were Home Box Office and Ted Turner. And it marked the beginning of an era of modest expectations and stability in which cable operators and programmers will have a chance to improve their services to take better advantage of cable's continually growing subscriber base.

The best evidence that the industry is on the cusp was the convention itself. For the second year in a row, attendance and the number of exhibitors were down, reflecting, for the most part (a) the abandonment of the industry by speculators, (b) failures and mergers among hardware and programming suppliers and (c) the realization that for the time being the industry isn't large enough to support major new programming services. Only 330 companies set up shop in the expansive Las Vegas Convention Center, compared to the 376 that exhibited at the Houston Astrodome last year.

That the convention was the last to be presided over by Tom Wheeler, who leaves the association presidency later this summer to head the Nabu Network, added to the sense that the industry is in a state of transition. "It has been my privilege for the past eight years to share in your vision," Wheeler told the convention's opening session. "I have been humbled by the confidence you have shown in me. You have inspired me to try to follow in your footsteps—to have a vision and to try to make it work in the marketplace."

As the exhibitors began breaking down their booths and many operators headed for the airport late last Wednesday, NCTA President-elect Jim Mooney sat down with BROADCASTING editors in his quintessential Las Vegas suite (complete with floor-to-ceiling mirrors, a grand piano and fake fireplace) on the 29th floor of the Las Vegas Hilton to review the show and discuss cable's old and new eras.

That the excitement spawned by the introduction of bold new services will be absent



Outgoing chairman Monroe Rifkin



Incoming chairman Ed Allen



President-elect Jim Mooney

from the industry for a while and that the business has begun to "settle out" is good, said Mooney. The industry "can't forever meet everybody's expectation of dramatic new developments," he said. "If it did, it would remain in a topsy-turvy condition forever."

"In an ultimate sense, the goal of the cable industry is to become prosaic, so people won't remark on it any more," said Mooney. "It will simply be a fact of life."

That doesn't mean that cable will fail to fulfill its promise, made long ago, to provide television shows to narrowly defined audiences. When the number of cabled homes reaches around 50 million—it now stands at 35 million—cable programmers will have the economic base they need to produce and distribute "all the diverse types of programming that people would like to have," Mooney said.

"The industry is in pretty good shape," Mooney said, and between now and the opening of next year's convention it should get into even better shape. "A lot of the large construction outlays have been made now and will no longer be a drain on our resources as they have been in the past. We are now going to start generating some cash flow. And there is a current shift going on in the preoccupation of management from the pain of construction to the necessity of marketing and customer services, which are areas that this industry needs to improve just as other service industries need to improve them. At the same time... we have the happy coincidence of entering the deregulatory period."

The period Mooney was referring to would be ushered in by H.R. 4103, a House bill that would limit regulatory power of cities and states over cable and give cable operators some assurance that their franchises will be renewed. Having reached a compromise with the cities on key provisions of the bill, Mooney is confident that the bill will speed through the House and conference with the Senate (which has already passed a companion bill, S. 66) and become law before Congress adjourns this fall. "We have for all intents and purposes won the argument of cable deregulation. It is now a matter of the politics," Mooney said. "Is it conceivable that it could not land on the President's desk? Sure. Is it highly likely that it will end up on the President's desk? Yes."

The enactment of the bill would have a strong and positive impact on the business of cable, said Mooney. It would allow opera-

tors to shift resources from the regulatory front to the customer service front, he said. Deregulation of rates and tiering "will allow the operators to respond in a more precise way to what he reads as customer demands," he said. "We are not selling a necessity service, and if you are not selling a necessity service you have to pay a great deal of attention to marketing and that requires flexibility."

Cable's compromise with the cities on a deregulation bill—and its impending negotiations with the telephone companies on the same subject—dominated political discussion at the NCTA convention. There were some mutterings over the deal struck with the cities, primarily over the franchise renewal and franchise fee areas, but no significant opposition—and surely none that might lead to an internal revolt. Those who had reservations about renewals felt the compromise fell too far short of the original language in H.R. 4103. Those concerned about franchise fees felt the 5% cap would soon prove to be the floor, and for those still paying in the 2%-3% range that represented a dramatic upgrading.

But it was the telephone issue—that is, whether cable would be able to enter data transmission fields unheeded by regulation—that claimed everyone's attention. Although no official NCTA voice was heard to admit it, cable's readiness to compromise on the issue was apparent. Indeed, if one were to judge by the congressional consensus voiced about it in Las Vegas, the industry would have done well to make a deal on the spot. Whether or not they agreed with the merits of the issue, most congressmen felt that—considering the short time remaining on the legislative calendar—delaying tactics by the telephone company could kill the entire deregulation bill.

By week's end, the compromise process had begun. Representative John Dingell (D-Mich.), chairman of the House Commerce



C-SPAN kudos. President Reagan, in a videotaped address at the NCTA convention in Las Vegas last week, praised the cable industry for enriching "our nation by the sheer diversity of its programming." He went on to single out C-SPAN, the industry-supported public affairs network, saying he is a "fan" of its topical call-in shows. "I'm continually struck by the sophistication and intelligence of the questions that are asked, and I think it shows once again that the old Washington opinion that the people in this town are way ahead of the people out there is all wrong. In fact, more often than not, the people out there are way ahead of us."

Committee and the key figure in determining the bill's fate in that body, released language he felt could be accepted by both sides (story page xx). Essentially, it describes a number of areas in which cable's deregulatory status would be unquestioned (one-way videotex services such as stock market information, for example), then describes another number of areas in which it would be vulnerable (shop-at-home services, video conferencing and voice communications, for example). The legislative intent of the Dingell language is to achieve neutrality between the telephone companies and cable insofar as this session and this law are concerned, and to leave for another day the long-run resolution of cable's place in the data transmission sun.

Regardless of what happens on the legislation, cable and the regulated telephone companies will continue to battle on other fronts.

In his opening address, Wheeler urged operators to work to keep local telephone companies out of competitive markets. "If the local telephone monopolies were able to cross-subsidize out of their monopoly base into competitive areas, then their power to eliminate competition and expand their monopoly would be absolute," he said. "There simply is no effective switched voice competition and as long as that is the situation then telephone rate payers must be protected against their rates being incrementally increased in order to allow the telephone company to sustain predatory pricing in a competitive market so as to eliminate that competition."

Because of the complexity and sweep of the compromise and bill, Mooney had to spend much of his time at the convention with cable operators explaining away some of their apprehensions. "There has been some misinformation put about and people raise concerns and you have to set matters straight," he said. And "there has been some correct information that has been put about having to do with topics in which we did not get everything our own way and the reason for the disposition of those issues had to be explained."

The provision of the compromise that was toughest for the cable operators to swallow dealt for franchise renewal, said Mooney, because it excluded the presumption of renewal contained in the original compromise and in H.R. 4103. "The presumption isn't worth a damn if you don't have the means of vindicating the presumption and the key to that is standard review in court," he said. "The best you can ask for is a fair shake. The whole point of our drive all along in the renewal section has been: (a) that they don't make us go out and build gold-plated systems in the middle of the woods, and (b) that you get a fair shake and that your business is not subject to the kind of hazard that arises when the mayor's nephew decides he wants

NCTA hands out its awards; Dittrick and Davison are recipients of Vanguard



Dittrick



Drendel



Evans



Davison

The National Cable Television Association presented its Vanguard Awards, the association's most prestigious awards, to Douglas Dittrick, president and chief executive officer, Tribune Cable Communications Inc., and former chairman of the NCTA, and to Sally M. Davison, general manager, Staunton (Va.) Video Corp., and president, DAVI Construction Co. The awards were among several presented last week in Las Vegas at a dinner-dance that capped the NCTA convention on Wednesday evening.

Other award winners: John D. Evans, president, Arlington Cable Partners (Challenger Award); Frank M. Drendel, president, M/A-COM

Cable Home Group (Associates Award); Robert A. Luff, vice president, engineering, United Artists Cablesystems; George F. Gardner, general manager, Cable TV Inc. (The State/Regional Association Award); Winston H. Cox, president, Home Box Office Network Group (Marketing Award); and Brian Lamb, president, C-SPAN; Richard W. Loftus, president, Trident Communications Group Inc.; Daniel L. Ritchie, chairman and chief executive officer, Westinghouse Broadcasting & Cable Inc.; Robert L. Schmidt, president, Communications Technology Management; and Charles S. Walsh, Washington communications attorney (President's Awards).

A cable-telco compromise according to Big John

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) wasted no time in making good on his promise to seek a resolution of the differences between the cable and telephone industries over the data transmission issue raised in H.R. 4103. He circulated language last week that he feels could settle the issue of whether cable can offer data transmission services unhampered by regulation—a topic discussed widely during the National Cable Television Association's annual convention (see pages 43 and 49-72).

Dingell's proposal, which would be included in the cable bill, H.R. 4103, pending in his committee, has not yet received the backing of either industry but the chairman hopes his "neutral approach" will satisfy both groups. The language would basically "exempt from common carrier regulation services that are truly cable services and would be silent about all other services offered over a cable system."

"It's interesting and we're looking at it," said James Mooney, president-elect of the National Cable Television Association. Mooney would not say if his industry could live with the proposal. However, he described the measure as "leaving intact whatever jurisdictional ambiguities exist today."

Under Dingell's proposal a cable service—which would be exempt from regulation by federal, state or local authorities—would be defined as involved in "the transmission of video programming, including interaction related to program selection; or the one-way delivery of information that a cable company has produced or obtained and offers to all subscribers generally, together with the interaction needed to select information."

Cable systems offering data transmission and videotex services would be viewed as providing a noncable service and

local, state, or federal officials could regulate or deregulate them.

One-way informational services, the proposal says, would be considered cable services because of their similarity to video programming. Furthermore, the language states that a cable service must be generally available to all customers. Interaction would be restricted to the need to retrieve information, and the interaction involved in information retrieval must be carefully defined to delineate it from data processing, the proposal said.

"In general, services providing subscribers with the capacity to store, transform, forward, manipulate or otherwise process information or data would not be cable services," the language said.

Regulation of noncable services, according to the language, "would be based solely upon the nature of the service provided, not upon a technological evaluation of the two-way transmission capabilities of cable systems."

Moreover, any service that permits a customer to buy a product by sending a signal over cable facilities, "regardless of the precise mechanism used to transmit the signal," would not be considered a cable service.

To clarify even further what is and is not a cable service, Dingell listed examples of each. Cable services are: "video programming, pay-per-view, voter preference polls in the context of a video program, video rating services, teletext services such as weather channel, and one-way videotex services such as news services, stock market information and catalogue services that do not allow customer purchases." Noncable services are: "shop-at-home and bank-at-home services, electronic mail, data processing, video conferencing and voice communications."

to own a cable system. I really don't think there is much room for doubt that this renewal section addresses in a rather satisfactory way those two concerns."

Cable's new era will also be characterized by a shifting of marketing emphasis from pay to basic services. At one panel session, Barbara Russell, an industry analyst with Prudential-Bache, said that analysts going into a meeting with a succession of MSO heads were troubled by the falloff in pay television growth over the past two quarters, but the same analysts, coming out, were impressed with the "growing enthusiasm" among operators and viewers about basic cable. "That's the greatest positive," she said.

The real growth in cable television will come from increased basic penetration—it could go as high as 65%, she said—and increased rates for the service. Just as pay television seems overpriced at this point, she said, basic services are underpriced.

(Another commentary on pay services came, unexpectedly, from N.J. Nicholas, executive vice president of Time Inc., which owns Home Box Office. In a general session on Wednesday he characterized as a "fraud" cable's efforts at offering multipay movie services, and said the industry had acted as though the consumer could not add or subtract [box page 72].)

Russell's points were underscored by a report issued at the show by the Cabletelevision Advertising Bureau. Based on A.C. Nielsen data, the CAB report found that viewing of all cable programming grew 17%

to 18.5 hours a week for the year ended April 1984 and that the biggest beneficiaries were the basic services. Viewing of the cable-originated basic services rose 35%—from 5.6 hours to 7.5 hours a week—while viewing of superstations jumped 10%—from 4.4 hours to 4.9 hours a week.

One of the convention's strong undercurrents was the cable industry's growing distrust (or perhaps disgust) with the trade and consumer press. It was apparent in several panel sessions, including a Monday afternoon session featuring two former NCTA chairmen, John Saeman and Doug Dittrick (see story, page 53), and a Wednesday afternoon session featuring three top cable pro-

gramming executives and three reporters (see box, page 72). "There is a great amount of antagonism with what is regarded as sloppy and haphazard reporting," said Mooney, "and, to some extent, I share that view."

"There is a feeling that the press hypes the state of the industry one way or the other and finds it extremely difficult to take a balanced view," said Mooney. "There is a feeling that some of the press arrives at the conventions with preconceived notions and merely goes about looking for appropriate quotations to fill in the blanks. And there is a widespread feeling that the general circulation press tends to report on six Warner Amex systems [being in trouble] and extrapolate those conditions to the entire industry. The *New York Times* is particularly bad about that."

Such concerns are not academic, said Mooney. "It damages the public attitude toward the industry and, therefore, it does not particularly help you in your marketing," he said, "and it is injurious to the standing of the industry in the financial market."

The negative press doesn't seemed to have hurt President Reagan's estimation of the cable industry. In a videotape address played at the opening session, Reagan said he was "well aware of the spectacular success of the cable industry over the past few years You, the members of the NCTA, have invented a whole new industry, and, as usual, American private enterprise led the way. Just 10 years ago nobody wanted cable but the public and the entrepreneurs, and against some pretty high odds, you succeeded. You're a classic American success story." □

Thumbs up

The National League of Cities' transportation and communications steering committee, meeting in Washington last Friday afternoon (June 8), unanimously endorsed the compromise on H.R. 4103 reached by NLC, U.S. Conference of Mayors and the National Cable Television Association (BROADCASTING, June 4). Final approval must come from the NLC board, which will be polled this week. The board, however, is expected to follow the committee's lead. NCTA's board of directors approved the compromise during its Las Vegas convention. The mayors are scheduled to consider the matter this Saturday (June 16).

Quello closes in on another term

Commissioner breezes through Commerce Committee confirmation hearing; Senate could vote this week

FCC Commissioner James H. Quello is on his way to another seven-year term in office.

His confirmation hearing before the Senate Commerce Committee last week was as soft as ice cream on a hot summer day. A committee vote for what a staffer described as a "noncontroversial nomination" is scheduled for Wednesday (June 13), and the full Senate could get its crack at a vote before the end of the week.

Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), who presided at the hearing, apologized that not enough senators had shown up to permit the committee to vote then and there. But Goldwater foresaw no difficulties. "I'm sure you'll be confirmed," Goldwater said. "I don't think there's any question."

The most probing inquiry also came from Goldwater, Quello's sole interrogator. What would the FCC do if the now-bright prospects for legislation deregulating cable television fade? "I think they [the cable industry] would do well at the FCC," said the 70-year-old Democrat, who has been serving at the commission since 1974. "I think they need the stability federal oversight can provide."

Senator Donald Riegle (D-Mich.), the only other member in attendance, gushed in behalf of the commissioner, who hails from his home state. "I know of no nominee ... of whom I've heard more supporting comments," Riegle said. "We're very proud of him in Michigan."

In response to a question, Quello, former chairman of the Temporary Commission on Alternative Financing for Public Telecommunications, said continued government funding of public broadcasting was the "first priority" for preserving noncommercial broadcasting's character.

Goldwater was all for that. "I couldn't agree more," Goldwater said, who added that there was a "big need" for "modernization of their [public broadcasters'] antiquated equipment." Goldwater also said he had

"given up" on the commercial networks and saw public broadcasting as the "white hope of decency."

Quello also said it would help public broadcasting's cause if the revenues they raised in the for-profit businesses they are permitted to operate—teletext, for instance—were not taxed.

On another subject, Quello said that while he is now generally "in support of the competitive marketplace over regulation," he still has an "open door policy" and "I do hear everyone out."

Quello declined to say what the FCC would do in its proceeding aimed at modifying or eliminating its rule of sevens. But he said he thought the rule should be reviewed. "I'm going to examine both sides and see what we can come up with," he said.

In written response to a list of 20 questions submitted by Senator Ernest Hollings (D-S.C.), ranking minority member of the Senate Commerce Committee, Quello made clear that he thought the fairness doctrine was a matter of law and could only be repealed by Congress. He also said the financial strength of the television networks, and the strength of their affiliates, has caused "some concern" as the commission is re-examining its multiple ownership rules. The commission's proposal to modify its rule of sevens asks whether the networks should be treated differently than other station licensees, he noted. "I will review the record carefully with this specific issue in mind," he said.

In written response to a question submitted by Goldwater, Quello said he would be "very happy to give full consideration" to the question of whether the commission's pole attachment rate formula should be revised, something the electric and telephone utilities are pressing for. "I am informed by our Common Carrier Bureau staff that it [a rulemaking on the matter] should be ripe for consideration by the commission next month," Quello said. "I am aware of the issues which have been raised and I will carefully evaluate the arguments presented before taking any action."

In a text submitted for the record, Quello said that while he generally takes a "pro-competitive" stance on policy questions, he also would question any deregulatory action that might ultimately reduce the quality of telecommunications services available to the public. "In particular, this agency must guard against elevating administrative convenience to a point that jeopardizes our ability to insure proper technical standards and operations," he said. "Also, I believe that with deregulation comes added responsibility to strongly enforce congressional statutes and remaining regulations and to monitor the telecommunications environment to insure quality of service in the public interest," Quello said.

Quello further said that broadcast licensees, like other businesses, had inherent responsibilities as public trustees. "In America, all corporations exist by the will of the people," he said. "It behooves all corpora-

tions, acting in their own self interests, to conduct themselves with a keen sense of social purpose, not only economic purpose. I believe the free enterprise or corporate system works in America, but I keep reminding myself that it was not ordained by God. In a democracy, any economic or social system can be legally altered by the people at the polls. So the people have a right to expect reasonable benefits, enlightened management, fair treatment and equitable distribution of wealth for the public good."

He added that one of the highest priorities of government should be "to preserve America's markets and our pre-eminent position in world communications to assure healthy, progressive industries with gainfully employed Americans." □

Tying together government communications relationships

Interaction among Congress, industry and regulatory agencies is topic of Federal Bar Association gathering

National telecommunications policy was examined from congressional, regulatory and industry viewpoints last week at a Federal Bar Association conference in Washington. The agenda for the event focused on a number of current telecommunications issues including pending congressional legislation and FCC rulemakings as well as those matters likely to crop up in the future.

The relationship between the FCC and the Congress was explored by former FCC Chairman Richard Wiley, of Wiley, Johnson & Rein, Washington. Wiley looked at the role of congressional oversight at the FCC. He described the many twists and turns that have developed over the years between the two bodies. Wiley noted that traditionally congressional intervention in communications policymaking has been "largely reactive rather than creative." But he pointed out that in recent years the lawmakers have "demonstrated a capacity to play an affirmative role in the formulation of important policy proposals."

In addition, he discussed the manner in which Congress sometimes influences communications policy. He cited a number of ways it can happen: "direct legislation; standing committee oversight; investigations; control over nominations; control over appropriations and authorizations, and communications to the agency by individual senators and representatives."

Quite often, Wiley said, statutory actions are "little more than codification of policies already adopted by the agency." Lately, however, congressional interest in legislating on broad policy issues has increased, he said. Wiley pointed to attempts during the late 1970's by former Congressman Lionel Van Deerlin (D-Calif.) to rewrite the Communi-



Quello

cations Act of 1934. While, he didn't think Congress would embark on a similar endeavor soon, Wiley believes it led to many of the deregulatory actions adopted by the FCC in the late 70's and early 80's.

The relationship between Congress and the broadcasting industry was the subject of a panel featuring Don Wear vice president, policy, CBS/Broadcast Group; Henry (Jeff) Baumann, senior vice president and general counsel, National Association of Broadcasters, and Thomas Rogers, counsel, House Telecommunications Subcommittee.

Wear primarily looked at the relationship between the Congress and broadcasters. "There is from time to time a perception, and especially recently, that there is a natural antagonism in some senses between broadcasting and aspects of government," Wear said. He believes, however, that the two actually have much in common. They both start, he said, with the same fundamental purpose. "They are both trying to serve the public." He noted that television falls under the same kind of public scrutiny as the Congress. "So the extent of the interaction of our relationship is the product of as many similarities as there are differences," Wear said.

Wear believes that because the industry is very dynamic and is "constantly changing" it aggravates its relationship with Congress. Furthermore, he has moved away from such ideas as deregulation, reregulation and unregulation, and instead, thinks in terms of the government constructing broad public policy frameworks. Wear said this would give broadcasters flexibility to respond to consumer demand.

Wear also cited several so-called popular legislative approaches that have developed in response to FCC action. He is particularly troubled by the use of congressional moratoriums on commission action. "It runs the risk of paralyzing all action," he said. A reactive process like a moratorium, he continued, is time consuming and suggested that collaboration between the parties was best.

Baumann said a "lack of understanding of what's confronting the industry" has colored congressional attitude toward the broadcasting industry and particularly the NAB. It doesn't gain anyone anything, he said, to say that the NAB is a bunch of "Neanderthals and small-market radio people." On the other hand, "it's not fair for broadcasters to say that so and so in the Congress doesn't want any deregulation because he's a regulator," Baumann said.

NAB, he explained, is a very diverse organization and it is sometimes difficult to gain a consensus on what the industry is willing to give up. "I really feel the present impasse is caused by a lack of understanding," Baumann said, referring to stalled negotiations in the House Telecommunications Subcommittee on broadcasting deregulation legislation. He thought the whole process, however, could have withstood a lot more "give and take in terms of what the problems of the industry are and in terms of what the desires of Congress are." He admitted that the "the perceptions of broadcasters may not be acceptable to Congress; on the other hand, the Congress's view of what



Wear



Baumann



Rogers

the broadcasters have to give up ultimately may not be acceptable either. But I think what we are finding really is a basic lack of understanding and perception of what people hope to gain out of deregulation."

Rogers also addressed the subject of broadcasting deregulation in the House. He stressed that one simple thing needs to be done in order for broadcasting deregulation to emerge. "The formula is compromise," he said, particularly in light of the accord reached by the cities and the cable industry.

Rogers also stressed that broadcasters have to embrace the notion that "in return for the free use of a scarce public resource" they must give something to the public, if a bill is to emerge. He noted that Subcommittee Chairman Tim Wirth (D-Colo.) is "very willing to deregulate the industry." Furthermore, he noted, Wirth has devoted more time this year to the broadcast deregulation debate than any other issue.

Lawyers preview upcoming Hill hearings on U.S. international telecommunications policy

At a panel session on congressional activity in the international telecommunications field, four lawyers, each representing interests with a stake in the direction U.S. policy takes in that area, offered a preview of the debate expected in hearings to be held this week and next month by the House Telecommunications Subcommittee. The essential question: whether conditions of the 1980's warrant major changes in the policy that was fashioned in the 1960's.

Ronald D. Coleman, counsel for a coalition of companies seeking the breakup of the Communications Satellite Corp., and William L. Fishman, who represents International Satellite Inc., one of five parties that have applied for authority to establish international communications satellite systems in competition with the International Telecommunications Satellite Organization, took the affirmative.

The coalition Coleman represents, United Satellite Action, is concerned that Comsat is not only the sole U.S. representative to Intelsat but is now participating, through subsidiaries, in manufacturing enterprises competitive with coalition members. Ultimately, he said, "these issues will have to be resolved, and there will have to be a separation of activities." The revenues Comsat earns through its monopoly service, he said, is used to subsidize the com-

petitive ventures, with the result that rates for the monopoly services are higher than necessary.

Fishman saw the competition private systems would offer Intelsat as beneficial to the consumer. "I thought every one thinks competition is a good thing," he said. He also credited the appearance of potential competitors for Intelsat's aggressiveness in marketing new services. He also expressed the private sector's dismay at the inability of the executive branch to announce policy on whether the U.S. will authorize nonIntelsat service. The executive branch has recommended allowing the establishment of such systems. But the issue—complicated by differences between State and Commerce Departments over procedural matters—has been awaiting White House resolution since late March. The delay, he said, "doesn't speak well for the U.S. in the international arena."

Lawrence DeVore, counsel for Comsat, said the existing telecommunications policy has enabled the U.S. to meet foreign and domestic policy objectives, including the promotion of peace and understanding and the provision at home and abroad of telecommunications services. "So I don't think major legislative changes are needed." Legislation that has been introduced to achieve the goals sought by the coalition Coleman represents, DeVore said, simply would advance the interests of the private entities. The Communications Satellite Act of 1961, he said, "doesn't prohibit Comsat from participating in competitive activities."

And Michael Gardner, who represents Intelsat, expressed concern over the executive branch recommendations in favor of establishing Intelsat systems. He said the U.S. must consider foreign policy implications, and he noted that the report by Walter Hinchman Associates demonstrates that Intelsat would find it necessary to increase rates in the event it lost business to other systems (BROADCASTING, June 4). That analysis was not "on the table" when the executive branch agencies made their recommendations regarding competitive systems, he said.

Fishman, however, said ISI regards the Hinchman report as "seriously flawed." Officials of Comsat and the companies seeking to break it up will testify before the House Telecommunications Subcommittee on Wednesday. Representatives of the State and Commerce Departments and the FCC will be scheduled for a date in July. □



Friendly and Rushnell

Teaching children the Constitution

That's the goal broadcasters and ACT have set for themselves to celebrate the document's 200th birthday in 1987

Commercial broadcasters and Action for Children's Television have not always seen eye-to-eye, especially when legislation to mandate the presentation of specific amounts of children's programming is concerned. However, last week in Washington, the two groups seemed to be in agreement at an ACT-sponsored symposium. At the meeting, leading broadcasters joined teachers, scholars, producers and cablecasters to discuss the Constitution as a subject for children's television programming in 1987—the 200th anniversary of the drafting of that document—and ways to promote awareness of it on television.

According to ACT President Peggy Charren, last week was "not too soon to start planning and developing ideas that will dramatize for children and teen-agers what it means to live in a constitutional democracy. Broadcasters and cablecasters need time to gear up for bicentennial programming," she said.

Fred Friendly, professor emeritus of journalism at Columbia University, has already begun to "gear up." As producer of *The Constitution, That Delicate Balance* (a 13-part series to be aired on the Public Broadcasting Service next fall), Friendly sees the Constitution as a "teaching tool" to "make people think." Calling himself the "Willy Loman of the Constitution," Friendly said it's not just students who don't understand the document—many "journalists, judges and lawyers don't understand it" either, he said, adding that it "would be a tragedy" if for this 200th anniversary "all we had was a celebration with fireworks and pageants and marching bands and twirling batons. . . . It would be a tragedy if we didn't make [everyone] think about the Constitution" as well, he said.

Friendly was joined in a roundtable discussion of the issue by television industry executives, producers and writers, including Richard Block, executive vice president, Metromedia Television; Michael Fuchs, president of Home Box Office; Charles Keller, vice president, Capital Cities Television

Productions; Squire Rushnell, vice president for long range planning and children's television at ABC; Catherine Wyler, director of children's and cultural programming at PBS, and Phyllis Tucker Vinson, vice president for children's programming at NBC.

Lawrence Fraiberg, president of the television station group of Westinghouse Broadcasting & Cable Inc., echoed Friendly in calling television "a useful tool" to enable people to think and deal with issues.

George Dessart, vice president and assistant to the executive vice president for the CBS/Broadcast Group, called the symposium a "good way to stimulate discussion" and to "stimulate attention" to programming for the bicentennial. Pat A. Servodidio, president, television, RKO General Inc., urged that the subject be raised on a local level to increase community involvement.

Charren encouraged the commercial broadcasters attending the two-day meeting to "raise the problems that . . . may keep this [children's] programming from happening." One concern voiced by several was as Rushnell said, to get children to "voluntarily come to the television set." A child is a "decisive viewer," Rushnell said. If a program "kind of looks like school, we've lost them."

Wyler, however, said that television doesn't have "to do costume dramas about people in wigs" to appeal to children today. Wyler suggested that such "modern problems that deal with constitutional issues" such as suppression of student newspapers, students wearing arm bands, open-locker problems or dress codes—could be incorporated into afternoon dramatic programs for children.

Another topic discussed at the symposium was the promotion of children's programming. A suggestion was made to add constitutional issues to already successful programs and to use children to teach children. "Give [children] their peers," one broadcaster said.

Raymond J. Timothy, group executive vice president of NBC, said that while network power is limited—by affiliates; by being a "one-way medium," and by the networks' "own responsibility"—they still have power. Networks are "pervasive, intrusive" (coming directly into the home) and persuasive in their ability to sell products, Timothy said.

At the close of the conference, Charren said she was pleased by the number of "very important people" that attended, adding that ACT will "keep focusing" and continue to "stay involved" in the subject. Charren added that progress in the area of children's television will happen "in spite of Mr. Fowler [Chairman Mark Fowler of the FCC]."

Dereg target

Broadcasters' attempts to attach radio deregulation legislation to a Senate bill scheduled for approval by both congressional chambers this year may pay off.

Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, said last week that he and Senate Commerce Committee Chairman Bob Packwood (R-Ore.) were planning to attach radio deregulation language to a Corporation for Public Broadcasting authorization bill waiting for a Senate vote. Goldwater's remarks, however, were said to have surprised Packwood, who was not prepared for the announcement. Aides said Packwood had not nailed down the legislative vehicle to which he might fasten the radio deregulation.

Goldwater also said they might attach Packwood's proposed Freedom of Expression Act (S.1917), which would repeal the fairness doctrine and equal-time rules, to the CPB measure. But a Packwood aide said it had not been decided which the Freedom of Expression Act would be added to the CPB bill. (S. 1917 is scheduled for a markup by the Commerce Committee Wednesday, June 13, when Packwood is likely to float the concept of freeing radio broadcasters from the content regulations and lifting the rules for television later.) The aide noted that the senator was indeed exploring these options but that he would not act until discussing the matter with his members. (The senators are also trying to obtain a time agreement to debate these issues on the Senate floor, possibly this week.)

In other Hill action last week, Representatives Tom Tauke (R-Iowa), Billy Tauzin (D-La.) and James Broyhill (R-N.C.) met with Packwood to discuss the broadcasting deregulation issue. Tauke described the meeting as "friendly and productive" but wouldn't reveal any specifics. Tauke, Tauzin and Broyhill are key players in the effort to pass broadcasting deregulation legislation in the House, but haven't been successful in moving the bill through the Telecommunications Subcommittee.

The National Association of Broadcasters and National Radio Broadcasters Association approached Packwood last month about pursuing a radio-only bill.



A walk on the bright side

NCTA's exhibition floor in 1984 may have been smaller, less crowded and less glamorous than in recent years but those in the trenches say that the cable business is still a good business in which to be

Although the hardware and software exhibition of the NCTA convention may have lost some of its luster, the people in its aisles and booths last Tuesday had lost none of their confidence that cable was still the right business at the right time.

That the exhibition was smaller than the last two, most agreed, is indicative of a maturing industry, not of an unsound one. "Deals are being made, equipment is being bought and as much business is being done as at any other convention," said Gustave Hauser, chairman and chief executive officer of Hauser Communications Inc., as he paused between meetings to listen briefly to some singing cowboys at the Nashville Network exhibit.

Hauser, of course, is optimistic about the future of cable, and as convention chairman, he helped plan an agenda that would infect others with his optimism and offset some of the negative publicity he felt the industry has undeservedly been getting. "The profits are going up as we come out of a major construction phase," he said. "Most systems are profitable, dependable businesses that are readily salable. Where is the black cloud?"

The few struggling major-market systems, working under onerous franchises acquired during the fierce bidding wars of the early 1980's, he said, have "achieved a higher degree of notoriety than the rest of the industry put together."

Much has been said and written about the slowdown in pay television growth in cable

systems. Relative to basic penetration, it has slowed, Hauser conceded, but "in absolute terms the total number of pay units is growing all the time." One reason the pay-to-basic ratio is getting smaller, he said, is because cable operators are doing a better job marketing basic service. The ratio "tends to fall off as you penetrate deeper," he said, "because the first subscriber buys three pay services—he's a video nut—while the last buys one pay or no pay."

Before moving on, Hauser offered one last proof of cable's health: "No cable system has gone bankrupt or failed in paying its debt."

Halfway across the exhibit hall, Doug Dittrock, a former NCTA chairman and now president and chief executive officer of Tribune Cable Communications, echoed Hauser's thoughts about the pay slowdown while preparing to do a live interview on C-SPAN, which had set up a simple studio in its booth. The number of pay units is still growing, he said, "but it's at a lesser rate and suddenly, that's bad." A leveling off in pay growth should have been expected, he said. "We are approaching maturity. Pay is now fully available and exposed in all cable markets." What's more, he said, the absolute numbers are getting higher. "The business is very solid."

Tom Johnson, who thinks highly enough about cable to plunk down during the convention \$3.8 million to purchase—with his partner, Vern Milligan—a 3,800-subscriber system serving St. Charles Parish, La., said the excitement generated by the introduction of major new services would return to the NCTA convention.

"When the big cities are all built then you can afford some of these other services that have gone belly up over the last year or

two," he said. "In another two or three years," he said, "we will see a number of new offerings, some similar to the ones that failed." The new urban systems, he said, will provide the additional "financial base needed to make the services viable."

Kathryn Creech, president of the Council for Cable Information, which hopes to launch a national media campaign early next year to improve cable's image and give a boost to cable's basic penetration, said the show wasn't as lively as it was a few years ago. "The gold rush kind of feeling is gone," she said. "Some of the glitter has been replaced by a more realistic appraisal of what this industry is all about." Cable operators, she said, are simply becoming more "pragmatic."

The advertising sales of most of the major basic cable networks are "definitely" better this year than last, said Hadassa Gerber of McCann-Erickson, the advertising agency that has been tapped to execute CCI's campaign. That's because the basic networks' share of the viewing audience has been picking up, she said, and the "ratings are increasing consistently on a month-to-month basis." Because broadcasters are underdelivering, she said, advertisers have to buy cable "to fill in."

Like a broadcaster, a cable network, to reap its share of the ad dollars, has to have numbers, she said. "It's a little late in the game for people to buy on trust and faith. You don't have to have the numbers in hand, but you have to know that they are on the way. It's not the only criterion, but if a cable network is able to tell you somebody is watching, it's a big advantage."

The hardware and software exhibitors, whether at the show to find new customers or simply to "show the flag," shared the ca-

ble operators' faith in the industry and their ability to profit from it. That traffic through the booths, especially those in the back of the hall, was often light didn't seem to bother the exhibitors.

Sounding like a cable operator, Jim Faust, president of the cable products division for Zenith, said the rhetoric concerning cable has gone over the past few years from "euphoric to depressing," but, either way, the industry has steadily grown. "If you look at the facts, the business is pretty good."

Although construction in the industry peaked two years ago, Zenith feels the bulk of its selling is still in the future. That's because one of Zenith's principal products is addressability and, Faust believes, the industry is moving slowly but inexorably into that form of delivery. In fact, he said, "the name of the game in the long term is addressability." Cable operators must have the technology so they may offer PPV (pay per view) services and stave off the competitive threat now being posed by videocassette recorders. "The industry at one time thought videotape was its friend," he said, "but it can also be its competitor."

At the Scientific-Atlanta booth, Sid To-



Creesh

pol, chairman and president, admitted that the business isn't what it was four or five years ago when the industry was exploding, but said business should continue to be good enough to permit such diversified companies as S-A to thrive. Topol noted that the slowdown in cable construction has caused a shakeout in the hardware side of the market, but that, as a survivor, S-A wasn't complaining. "General Motors didn't complain when the number of car manufacturers went from 50 to four," he said. S-A makes addressable equipment and, like Faust, Topol believes the market for such gear will be one of the most "exciting" in the years ahead.

The Weather Channel, whose around-the-clock weather information now reaches 12 million homes through 1,200 cable systems, is confident it will have a place in cable's future. Cable operators are rebuilding and expanding their low-capacity systems, said Doug Holladay, vice president for cable marketing, and, in so doing, they are making room for TWC and some of the other newer services.

If all goes well, said Holladay, TWC will turn a profit next year by extending its reach and keeping an eye on costs. "We can manage our costs," he noted, "because our programming costs don't escalate as they do for the sports and entertainment services."

Most of the exhibitors noted that the mood

on the floor was subdued and that the number of cable operators on the floor seemed smaller than in years past. One cable network executive, who asked not to be identified, said there were fewer people on the floor, but no lack of serious operators interested in doing business. What was missing, he said, were the people who come just to walk around. "The manifestations of the unregulated expense accounts are not here," he said. "The people who aren't here never did anything anyway."

It is something of a paradox in the cable industry that the bigger the industry has become in terms of subscribers or revenues, the smaller has become the number of companies involved in it. Because ownership is becoming more concentrated, there are fewer customers for the exhibitors and less need for the open marketplace provided by a trade show. "A manufacturer can physically go see all the big MSO's at their headquarters," said Hauser, "and reach half of the cable market."

But there are reasons other than selling for a software or hardware company to make a big appearance at the convention. "We don't meet many new operators because our field organization is so large," said Tola Murphy-Baran, a spokeswoman for Showtime/The Movie Channel Inc. "However, the opportunity to have so many customers here at one time to meet our new chairman [Neil Austri-



Hauser

an], to check out our new advertising ['We make excitement'] and marketing plans and to get our new theft-of-service combat kit makes this a very worthwhile meeting to attend."

Because the industry is growing up, the exhibit floor of the NCTA convention may never generate the excitement it did a few years back when big companies poured big dollars into programming services, some of which subsequently foundered and died and some of which are key elements of thousands of cable systems' programming mixes. "It's always fun to start things and be a part of an important, fast-paced pioneering effort," said C-SPAN President Brian Lamb. "To mature is always difficult." □

Happy talk from Wirth; hard talk from Goldwater

House subcommittee chairman praises NCTA and operators for history of achievement, mixing in few raps for broadcasters; Arizona senator promises to invoke strength of FCC against compromise defectors

Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, last week had words of cheer and hope and struggle for the cable television industry. And, speaking at the National Cable Television Association convention, he also had words of scorn and ridicule for broadcasters. But while a euphoric Wirth was patting the backs of cable operators in Las Vegas, a hard-nosed Barry Goldwater was threatening to put his foot in a lower part of the anatomy of those who might renege on cable deregulation compromise.

Wirth, like many of the speakers at the convention, focused on the compromise on national cable legislation that the NCTA had reached a week earlier with the National League of Cities and the United States Conference of Mayors (BROADCASTING, June 4).

To Wirth, the compromise signals the end of a long struggle for passage of cable deregulation legislation. He introduced the House bill (H.R.4103) last year. A Senate measure, S.66, sponsored by Senator Goldwater (R-Ariz.), sailed through the upper chamber last June.

"If all goes well," Wirth said, this would

be the last NCTA convention at which he would speak of a pending cable bill. Next year, he said to a burst of applause, he hopes to be able to talk "about the first year of cable deregulation under the provisions of the Cable Telecommunications Act of 1984." He looks for congressional passage of the legislation this summer.

Goldwater, who is chairman of the Senate Communications Subcommittee, is also determined that legislation be passed this year. Speaking from Washington by closed-circuit television over the facilities of C-SPAN, Goldwater told a luncheon audience on Tuesday that "establishment of a national cable policy is too important to be delayed further." He said he finds the principles of the compromise "a reasonable, workable basis for national cable policy." He raised the possibility he might seek to unleash the FCC on the deregulatory front if legislation is not enacted.

Wirth used the achievement of the compromise to praise the work of outgoing NCTA President Tom Wheeler: "Unlike some in Washington"—a clear reference, he affirmed later, to broadcasters and the telephone industry—"Tom and the NCTA know that cable's interests can be achieved legislatively only by pursuing policies that are in the public interest. As a consequence, NCTA has earned a reputation for being one of the best trade associations in Washington—and that is a testament to Tom."

But, as was heard repeatedly during the



Thank You

Dear Broadcast Promotion Managers:

*You may sometimes think your job is never recognized, nor appreciated—
This note is just to let you know it is! Thanks for all the on-air and print
promotion you ran in support of THE SFM HOLIDAY NETWORK, THE MOBIL
SHOWCASE NETWORK, SPORT GOOFY, THE 1983 AMERICA'S CUP RACE,
THE THIRD ANNUAL HEISMAN TROPHY AWARD, WALT DISNEY WORLD'S
VERY MERRY CHRISTMAS PARADE, THE WORLD OF TOMORROW,
ROSE PETAL PLACE, RAINBOW BRITE and all of the other quality programs
SFM has provided in the 1983-84 television season.*

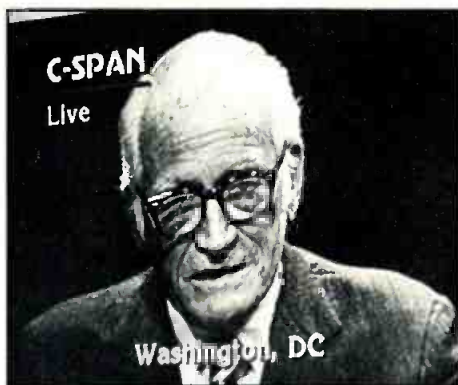
Looking forward to making next year an even bigger and brighter success!

Best Regards,
All Your Friends At SFM Entertainment

SFM Entertainment/Division of SFM Media Corp.
1180 Avenue Of The Americas • New York, N.Y. 10036 • 212 790-4800



Wirth



Goldwater

convention, passage of the bill is not assured. Wirth noted that the telephone companies have lined up in opposition because the bill would allow cable systems to provide data service free of regulation by state governments while the telephone companies would be subject to such regulation.

Goldwater's concern is focused not on the telephone companies but on the National League of Cities. He warned the league this is the cities' "last chance... to play a constructive role in shaping national cable policy." The league had reached an agreement with NCTA once before. But in November, because of what Goldwater called "political heat," the league "repudiated its deal."

The process of "agreeing and reneging has worn the patience of members of Congress to the limit," Goldwater said. If the process is repeated, "and we are not successful in our legislative efforts," he said he will use "all of the resources" available to him to assure that the FCC "deregulates the cable television industry, and pre-empts state and local regulation, to the maximum extent allowed by its statutory authority. The result," he added, "may well be that the cities who have been so jealous of their regulatory authority will be much worse off."

However, it was not clear whether the commitment to seek commission action would be carried out if the legislative effort foundered for reasons other than a change of heart on the part of the cities.

The telephone companies say the provision in H.R. 4103 allowing cable to provide data service free of state regulation that applies to telcos places them at an unfair disadvantage. The result, they say, will be higher rates for local telephone service. But, Wirth contended, "none of that is true." He said point-to-point data transmission amounts to less than 3% of the telephone companies' local revenues and that market is expanding at such a rapid rate that there will be plenty of room for more than one provider.

But Wirth said the cable industry must help carry that rebuttal to Congress. He said his colleagues have heard only from the telephone companies and state public utility commissions who argue that the cable industry threatens the future of affordable local telephone service. "My colleagues need to hear from you, too," he said. "We deceive ourselves if we think that local telephone service will be preserved by somehow inhibiting the growth of cable."

Nor are telephone companies the only problem Wirth said he and the cable industry

face in seeking passage of the deregulation bill. The National Association of Broadcasters, he said, may seek to attach an amendment incorporating the FCC rule requiring cable systems to carry the signals of local television stations. He called it "hypocritical and unacceptable for the NAB to seek elimination of the broadcasters' public interest programming responsibilities"—a reference to what he said is their refusal to compromise on provisions in a broadcast deregulation bill sought by Wirth and others—"and at the same time to ask for legislated must-carry."

"Hypocritical" was only one of the pejoratives Wirth addressed to broadcasters. He compared them with cable operators in ways that made the senior industry appear petty, greedy and short-sighted.

He said cable "has not abused the regulatory legislative process to bar the market to other competitive technologies, from MDS, videocassettes or DBS," while broadcasters have said "no" to cable, low-power television and DBS. Nor did he find the telephone companies any better; they, too, had objected to competition and now, he said, "they are saying 'no' to cable."

Indeed, Wirth saw a pattern developing:

- Cable said "yes" and broadcasters said "no" to writing equal employment opportunity provisions into laws affecting their respective industries.

- Cable said "yes" to children's programming with children's channels and special programming, while the broadcasters have said "no" to children's programming at the FCC and in Congress.

- Cable said "yes" to diversity of information sources by supporting public and leased access, while the broadcast networks would undermine diversity by repealing the financial interest rule.

"For cable," he said, "that adds up to a record of public interest concern you can be proud of." That kind of performance, Wirth feels, pays practical dividends. "Your industry has learned that you gain strength in Washington by giving to the public, and not just asking for special treatment."

Wirth's speech stopped short of a complete endorsement of the cable industry's performance. He said he has been disturbed by studies and press reports of poor cable service and insensitivity to consumer complaints. Nor, he said, can he "condone" efforts by some in the industry who overbid to win a franchise and then seek to cut back on services and facilities when it is too late to award the franchise to a competitor. "The

abuses of the franchising process—both from the cable side and the cities' side—warrant the establishment of federal standards," he said.

And such standards, he added, "are an integral part of H.R. 4103." □

Insiders preview what's in store for H.R. 4103

While Senate awaits House action, staffers in lower chamber raise prospect of data transmission amendment to be offered by telcos

Washington's "insiders" on Capitol Hill cable policy were represented at the NCTA convention by seven key Senate and House of Representatives staff members who detailed their views on the pending cable legislation in a Tuesday panel session. The attitude from the House: one of preparing for a compromise. The attitude from the Senate: one of wait-and-see until the House does its work with the bill.

The most likely scenario of what will happen next with H.R. 4103 was sketched by Tom Ryan, professional staff member of the House Commerce Committee and key aide to Representative John Dingell (D-Mich.), the committee's chairman and a pivotal figure in advancement of the cable bill. Ryan's prospectus: that an amendment will be offered during markup of 4103 by the full committee to neutralize the language regarding cable entry into information carriage areas—the controversial arena in which cable and the telephone companies are expected to battle to a draw. Ryan called the recent cable-cities compromise a "truly balanced package" in all other respects.

"Chairman Dingell is determined that this [telephone] issue will not kill the bill," Ryan elaborated later in a conversation with BROADCASTING. "If the telephone companies want to come in and be part of the dialogue, fine, but if they want to stonewall the bill, that's something else."

Tom Rogers, counsel to the House Telecommunications Subcommittee (headed by Representative Tim Wirth [D-Colo.], another key architect of 4103), said there were few potentially thorny issues outstanding. Among those, he enumerated the telephone issue, the matter of extending cable regulation to certain SMATV (satellite master antenna television systems) operations, obscenity and must-carry.

Howard Symons, also a counsel on the Telecommunications Subcommittee, said the telephone companies had already begun to lobby heavily on the issue, and were seeking a narrow definition of cable to exclude that industry's participation in data transmission. Eventually, he said, the bill will seek to achieve neutrality on that issue and leave everything at the status quo.

Symons warned that once consideration gets "below the concept" of neutrality the



Insiders view. Giving the staff perspective on the cities-cable compromise were (l-r) panel moderator Ed Merlis, NCTA; Tom Rogers, Rodney Joyce and Howard Symons, of the House Telecommunications Subcommittee, and Ward White, Ralph Everett, Gerald Kovach and Tom Ryan, of the Senate Commerce Committee.

matter becomes more difficult to resolve. Then Congress will have to determine whether the resultant language will permit cable to have bank-at-home services, for example, or videotex or similar nonconventional television services.

A positive—from cable's point of view—position was taken by Ward White, senior counsel of the Senate Commerce Committee. "The Senate is on record on this issue, having taken a vote," he said. He described the general attitude in that body as promoting competition and seeing that there are no barriers to competition for any industry. When there is effective competition, White said, the general Senate policy would be to deregulate industries that might have been monopolies before. As for the telephone companies, he said their arguments were "for the most part, specious" and backed by little good evidence.

Rodney Joyce, associate minority counsel of the House Telecommunications Subcommittee, said that Republicans were generally supportive of an agreement being reached, and noted that in this election year members prefer not to have to choose sides. Joyce said the telephone issue has the potential of undermining the bill, and said that even if the House were to delete the provision, the telephone companies would still lobby against 4103 because they oppose the Senate bill (S. 66), which contains the provision, and don't want to go to conference.

Another minority-side representative, Ralph Everett, minority chief counsel and staff director of the Senate Commerce Committee, agreed that the cable bill was not really a partisan issue and that "we should get to the level playing field. The sooner we can get the bill from the House, the better," he said. Gerald J. Kovach, chief counsel of the Senate Commerce Committee, said the biggest difficulty faced by the bill is the time factor.

Responding to a question about the attitude of public interest groups toward H.R. 4103 and the new compromise, Symons characterized them as "pleased." He said they might have done better in advancing their own causes had they focused on their own issues earlier on, rather than going with issues defined by the cities. On leased access, which Symons noted was a source of particular pride to Chairman Wirth, he said public interest groups find the bill's provisions a vast improvement over the status quo.

Joyce, on the other hand, said that leased access could be another element to bring the bill down. "Potentially," he said, "it is very explosive." (Joyce noted that the Senate bill

is silent on leased access.) He cited as another controversial issue the provision that cable may wire apartment buildings over a landlord's opposition—the grant of eminent domain, as Joyce put it. Rogers noted that the bill called for franchising authorities to set up procedures for compensating landlords in such instances.

Will the bill pass? The most confident prediction came from Tom Ryan, who said it would be on the President's desk before the November election. "Both sides benefit," he said, "the cities because the scope of their authority is clearly defined, the industry because it gets a clear set of ground rules."

Symons said he was confident Congress can work out the differences. Joyce put his own confidence level at 50-50. And Rogers warned cable operators not to let their optimism keep them from letting congressmen know how they feel on the subject. □

Cable industry pronounced alive and well

Top executives of major MSO's say industry is healthy and won't be hurt by new marketplace competitors

That the press and financial community see cable as a foundering or stagnant industry, said John Saeman, vice chairman and chief executive officer, Daniels & Associates, borrowing a phrase from the warden in the movie "Cool Hand Luke," can be attributed to "a failure to communicate."

For in reality, said Saeman and three other cable operators who joined him on a Monday afternoon NCTA convention panel, "Positioning the Cable Industry in 1984," cable is thriving and growing. Even Dennis H. Leibowitz, a cable stock analyst with Donaldson, Lufkin & Jenrette, who was on the panel to question the cable operators' assertions, was bullish on cable.

Evidence of cable's health, Saeman said, is found in the cable system marketplace. The dollar volume of sales has never been higher, he said. "It's the strongest market for sellers I have seen in 19 years in the business." (In addition to operating cable systems, Daniels is one of the industry's leading

system brokers.)

Saeman cited six reasons for cable's bright future: First, cable franchising is virtually over and the demands of the franchising authorities are becoming much more realistic.

Second, the cable industry has shattered the "myth" that competitive media are going to destroy it.

Third, the era of major construction is coming to a close, which should result in a "higher level of profitability."

Fourth, the regulatory climate is more favorable than it has ever been.

Fifth, cable operators are rapidly improving their operational and marketing skills.

And sixth, the "bells and whistles"—pay-per-view, data transmission, pay audio, home security—are finally approaching reality.

The cable industry, said Doug Dittrick, president and chief executive officer, Tribune Cable Communications Inc., is at the threshold of an "exciting" new era during which cable will realize its vast potential and prove that "much of the blue sky wasn't so far out of sight after all."

The 1980's are the decade of the "cable



It's a great business. Four top cable executives did their best to dispell the gloom and doom that has hung over cable in the press, if not in reality. The panel included (l-r): John Saeman, vice chairman and chief executive officer, Daniels & Associates; Douglas Dittrick, president and chief executive officer, Tribune Cable Communications; Robert J. Lewis, president and chief operating officer, Jones Intercable; Trygve Myhren, chairman and chief executive officer, American Television and Communications, and Dennis Leibowitz, media analyst, Donaldson, Lufkin & Jenrette (reactor).

superhighway" (high-capacity cable systems), said Dittrick, and the cable operators should make sure they don't have just "Model A's" puttering down these very expensive highways."

Operators should use their high-capacity systems to offer pay-per-view, home security and data and information services, he said. Taking a line from Mark Twain, he said reports of PPV's death were "greatly exaggerated." Home security is a potentially profitable ancillary service that cable operators are just beginning to explore.

The Nabu Network, a new service proposing to download information and computer software to home computers through cable systems, is an example of how much more cable can offer, he said. "The Nabu Network is blue sky," he said, "but blue sky that has come down to earth." (Dittrick is test marketing the Nabu Network on Tribune's system in the Washington suburb of Alexandria, Va.)

Robert J. Lewis, president and chief operating officer, Jones Intercable Inc., said even if the industry's subscriber base stopped growing, the revenues would not. The average revenue per subscriber, which now stands at \$18, would double within the next four or five years.

The dramatic revenue growth will stem, in part, from the growth of multiple pay. Many small systems, which now carry just one pay service, will rebuild and offer two or more, he said. And multiple pay will become more attractive to subscribers, he said, once the services become "a little more differentiated."

Lewis's evidence that the cable business is sound comes from his company's success in raising equity for cable systems through public limited partnerships. Jones Intercable has raised some \$200 million through the partnerships, he said. In 1983 alone, Jones took in \$56 million, he said, and the outlook is "excellent" for 1984.

Like the other cable operators on the panel, Lewis was seemingly unconcerned about the threat posed by direct broadcast satellite and multichannel MDS. The cable industry has been threatened by other media throughout its history, he said. "We have survived them all and we are stronger than we have ever been."

Of the four cable operators on the panel, the only one to discuss in detail how his company was positioning itself was Trygve Myhren, chairman and chief executive officer, American Television and Communications Corp.

To meet any challenge from other media, he said, ATC has tried to keep its capital costs low. To that end, he said, ATC avoided bidding for costly systems during the latest round of major-market cable franchising.

Another of ATC's strategies has been the "clustering" of systems within media markets, Myhren said. The clustering of systems through swapping, buying or selling, he said, results in operational efficiencies and permits the use of broadcast television in marketing.

ATC also feels it's important to work to create a good regulatory environment, he

said. The accord between cities and the NCTA that may lead to the passage of H.R. 4103 is "good news," he said. If it passes, he said, cable will be "a more successful and rational business."

ATC is also pushing forward on making its systems addressable, Myhren said. Not only does addressability permit PPV, he said, but it also helps prevent theft of service. At least initially, he said, the PPV events offered by cable will be "perishable"—live sports or entertainment. Cable's ability to offer such events is one of the features that distinguishes it from home video (videocassette recorders), he said.

According to Leibowitz, the cable industry's "greatest strength" now is that most of the construction and capital expense resulting from the franchising in the late 1970's

and early 1980's is behind it. He predicted an "earnings explosion" similar to what the industry experienced in the late 1970's. The increased cash flow and profits that will result, he said, will carry the industry a "couple of years" while it waits to see if nonvideo services will be successful.

The reason cable stocks have not performed well, he said, is because the market tends to "generalize and stereotype." The stocks have suffered from reports of the slower growth of pay television services and questions about the impact of other media on cable, particularly DBS. He noted he didn't believe the other media posed a threat to cable. Cable will serve between 70% and 80% of the nation's homes, he said, and other multichannel media will battle each other "for the rest of the pie." □

NCTA's programing marketplace

Convention sees introduction of two services: Rainbow, national version of local Cablevision offering, and the Pacific Cable Network; Turner announces \$20 million deal with NBA

Two new cable programing services made their debut at the NCTA convention in Las Vegas last week—The Rainbow Service and the Pacific Cable Network.

■ Rainbow Program Enterprises, a subsidiary of Cablevision Systems Corp., Woodbury, N.Y., brought program service packaging to the national level with the introduction of The Rainbow Service, a package consisting of two pay channels—Bravo, and a new classic movie service, American Movie Classics, based on the Montage service Cablevision had offered until last week over most of its systems.

Bravo, Rainbow's cultural and fine arts pay channel, will no longer be available on a stand-alone basis, at least as a general rule. Rainbow will market Bravo and American Movie Classics in one package for \$3, or more if the cable operator charges more than \$10 for the service. In addition, two other program options are available that would expand the package to a maximum four channels. The second tier of The Rainbow Service, Rainbow Plus, offers the subscriber a choice of one additional channel—either the Playboy Channel or one of three regional sports services (Philadelphia, Chicago or Connecticut). The third tier would add both The Playboy Channel and the regional sports service to the package.

The new classic service will offer films produced from the 1920's through the 1970's, which will be interspersed with shorts of old newsreels, vintage cartoons and biographies of Hollywood stars.

But "the real news," according to Cablevision Systems founder Charles Dolan, "is the way we are going to market the service." The Montage service, which 150,000 Cablevision subscribers now receive, will be switched out for the first tier Rainbow Service.

Why has Dolan taken Cablevision's pack-

aging concept national? Because, said Dolan, "two channels and in one package [yield] better price and better value" in the minds of consumers. Dolan also suggested that the packaging concept reduces churn because a package of service offerings provides "a broader spectrum of appeal to the household."

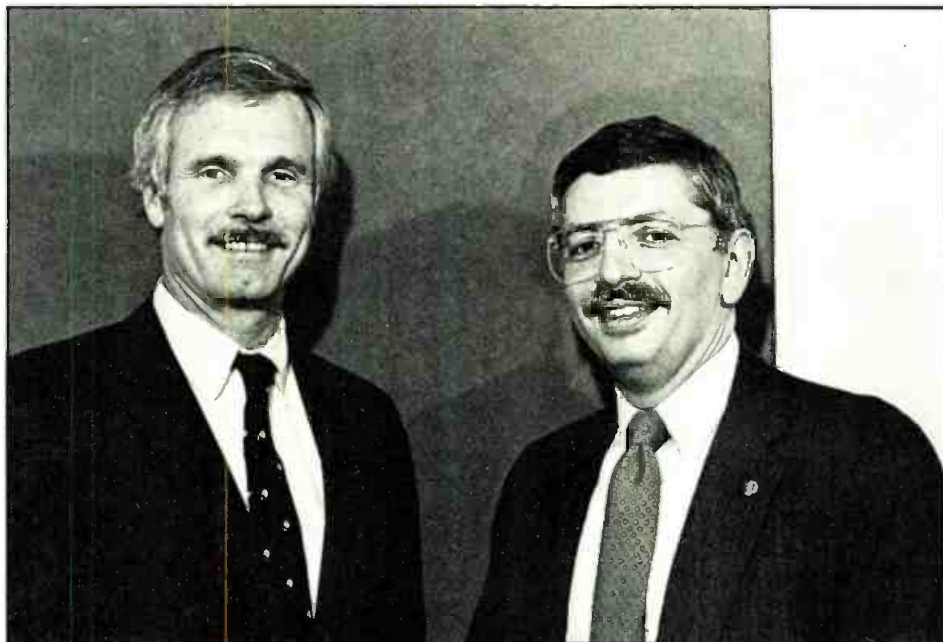
The new classic movie service will offer about 25 new titles each month. So far, Rainbow has signed deals with Cox and Daniels to offer the new package. It will, of course, be offered on all Cablevision systems.

■ The second service introduced at the convention was the Pacific Cable Network, based in Burbank, Calif., which will launch in the fall. It's designed as a general entertainment, 24-hour service. Peter O'Neil, managing general partner of PCN, says that negotiations are still ongoing for transponder space on Satcom III-R. Program offerings will include movies, off-network programing, a Washington-based news program, concerts, a sports talk show and other information programs. Movies will include foreign product as well as classics.

O'Neil said the service would be offered free to cable operators and would be advertiser supported. He said affiliates would be offered two-and-a-half minutes of local advertising.

■ A number of existing programing services also made news of one sort or another at the convention. Lifetime President Thomas Burchill announced the appointment of a new vice president, sales, for the network—Kevin Lyons, who Burchill recruited from his old employer, RKO Radio. Lyons was in charge of network sales there. Lifetime also said it would reach the 20 million subscriber mark by July. The network is also expanding its *Informathon* series of programs to include nonmedical topics including computers and fitness. Other new series in the fall include *Family Computing*, scheduled for an October debut, and a series focusing on weight loss sponsored by Weight Watchers International.

■ On the sports programing front, Turner Broadcasting System Chairman and Presi-



Turner and Stern

dent Ted Turner and National Basketball Association Commissioner David Stern highlighted details of a new two-year contract for the exclusive cable rights to NBA games won by Turner ("Closed Circuit," May 21). Turner will pay \$20 million over the two-year period for the right to carry 55 regular season and 20 playoff games for each of the two seasons. Last year, the NBA received only \$5.5 million for 120 games. Reduced game coverage for more money, said Stern, should enhance the value of NBA games for cable advertisers. Turner acknowledged that he probably would not make money on the contract and that "it will take a good bit of work, but we have a good shot at breaking even."

As to the fact that cable operators will no longer be afforded the local NBA spots that were available when ESPN and USA Network carried the games, Turner said simply, "I haven't had a single operator complain to me."

■ Showtime announced several new program ventures, including a Stevie Wonder concert in June; the network's first mini-series, based on F. Scott Fitzgerald's "Tender is the Night," produced by the BBC, which will probably air some time in 1985, and a new *Broadway on Showtime* special, "Cat on a Hot Tin Roof," with Jessica Lange and Tommy Lee Jones, to air in August. Also, The Movie Channel will carry its first made-for-pay film, *The Ratings Game*, a parody of network television with Danny Devito and Steve Allen. The date has not yet been set.

■ The HiLife Channel, the pay-per-view service designed for one-way addressable systems, announced its first deal with a major studio—Universal—for the license to two films, "Scarface" and "D.C. Cab." The service also announced its first three affiliations—International Cable, serving the Buffalo, N.Y., suburban area (106,000 subscribers); Communication and Cable Inc., West Palm Beach, Fla. (20,000 subs), and Hamilton Cablevision, Hamilton township,

N.J. (18,500 subs).

■ Cinemax unveiled a new advertising campaign developed by Ted Bates. The new theme is: "We take you to the stars." The service is being positioned as one that is a "big-time player, with quality product." Cinemax's annual advertising budget totals about \$9 million.

■ Group W Satellite Communications also has developed a new ad campaign for The Nashville Network. The theme: "America's country home." A \$2-million cable budget is planned, as well as a spot TV budget of up to \$1 million.

■ Financial News Network announced a new morning news program, *Business Today*, to air from 6 to 7 a.m. That brings FNN's program schedule up to 13 hours daily. FNN also announced five new major advertisers, including BMW, Minolta, Avis, Campbell Soups, Olympic Gold Coins and Allied Van Lines. □

Final legislation may be mixed bag for cable, panel anticipates

Congressmen warn of possibility cable may have to concede to telephone companies on some points

Cable television industry members last week heard that the agreement on cable legislation the National Cable Television Association reached with representatives of the cities would be the industry's ticket to growth and prosperity. That was the good news. The bad news was that to assure passage of the legislation by Congress, the cable industry—some of whose members feel it has already conceded too much to the cities—may have

to give up some more, to the telephone companies.

The question of passage of the legislation, as an amendment to the pending cable deregulation bill, H.R. 4103, dominated a panel session that was to focus on cable deregulation's impact on consumers. Representative Dan R. Coats (R-Ind.), a member of the House Commerce Committee's Subcommittee on Telecommunications, addressed the issue to the point of saying the bill would "provide diversity of programming choice."

But he also said it would write into law "the certainty of the future of the cable industry." Uncertainty he said, now hangs over franchise renewals, and the consequent problem posed for cable operators seeking capital would be eliminated. And Don L. Ritter (R-Pa.), a member of the Commerce Committee, said, "Your industry is at the door [to a promising future]. Hopefully, this legislation opens the door."

It was Representative Edward R. Madigan (R-Ill.), another member of the parent Commerce Committee, who warned that the door might remain closed. He said the telephone companies could bar it. They are objecting bitterly to the fact the bill would permit cable systems to offer data service free of state regulation to which telephone companies are subject.

"I'm willing to deregulate this [cable] industry," Madigan said. "But you've got to be fair." Furthermore, he warned of the political consequences of the telephone companies complaining of unfair treatment with the current Congress in its final weeks. "With only 70 days left," he said, "you don't want someone as big as the telephone companies saying your bill is not fair." At another point in the discussion, he was more explicit: "You're not going to get a bill passed with telephone company opposition."

Representative Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee and author of H.R. 4103, rejected the unfairness argument in his speech to the convention on Monday (see page 50). He noted that the data service amounts to less than 3% of the telephone companies' local revenues and that cable has "an almost non-existent share of the private line market." He saw no threat to local telephone service in those figures. But even Coats, who shares Wirth's view that the telephone companies' argument is "specious," seconded Madigan's view that the telephone companies could block passage of the cable bill. The telephone companies are "in a state of flux" as a result of the breakup of AT&T, he said. As a result, he added, "they will persuasively argue with members of Congress that they need time to let things settle out."

The Senate has passed a cable deregulation bill—S. 66—which would have to be reconciled with a House measure. That would not pose a problem. But Senator Ted Stevens (R-Alaska), a member of the Senate Commerce Committee's Subcommittee on Communications, like Madigan, warned that time has become a critical factor. And if it is not passed in the 10 weeks remaining of the current Congress, he warned, "the next time you see it will be 1986—it takes time to



GTE announces satellite bandwidths

In May, GTE launched the first of 5 satellites to provide the most comprehensive range of U.S. domestic satellite communications transmission services ever offered. The 3 SPACENET and 2 GSTAR satellites in the GTE system will meet specific requirements of video, voice and data users.

A wide array of choices will allow you to tailor the transmission service to best meet your needs. Consider the choices:

- Services—Full, partial or occasional use transponders
- Frequencies—C or Ku-Band
- Bandwidths—36, 54 or 72 MHz
- Coverage Patterns—48 State, 50 State, 48 State + Puerto Rico, Regional Beams, Spot Beams
- Power Amplifiers—8.5, 16, 20 or 27 watts

Each satellite is designed for a specific purpose. SPACENET I, the new video satellite and the first GTE satellite, already has an extensive list of video and programming customers, including the ACTS Satellite Network and the Sunday School Board of the Southern Baptists, Bonneville, and EFC Satellite Services. GSTAR II, to be launched in late 1984, will serve the emerging direct-to-home television industry.

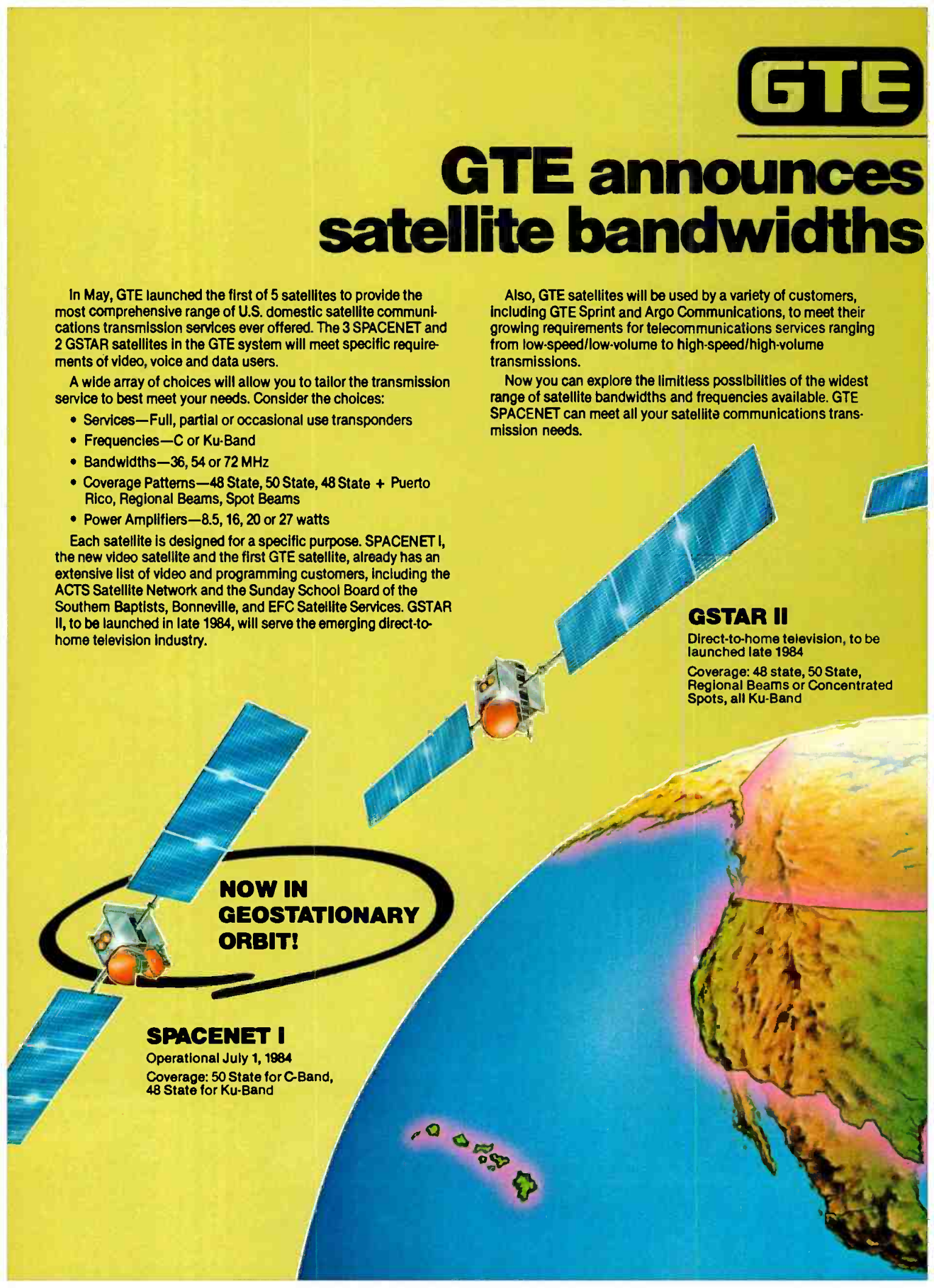
Also, GTE satellites will be used by a variety of customers, including GTE Sprint and Argo Communications, to meet their growing requirements for telecommunications services ranging from low-speed/low-volume to high-speed/high-volume transmissions.

Now you can explore the limitless possibilities of the widest range of satellite bandwidths and frequencies available. GTE SPACENET can meet all your satellite communications transmission needs.

GSTAR II

Direct-to-home television, to be launched late 1984

Coverage: 48 state, 50 State, Regional Beams or Concentrated Spots, all Ku-Band



**NOW IN
GEOSTATIONARY
ORBIT!**

SPACENET I

Operational July 1, 1984

Coverage: 50 State for C-Band,
48 State for Ku-Band

Spacenet

the widest choice of and frequencies ever.

Redefining the Space Race in Communications

For more information contact:

SPACENET Satellites
Michael Jeye
GTE Spacenet Corporation
1700 Old Meadow Road
McLean, VA 22102
(703) 790-7700

GSTAR Satellites
Gene Tamplin
GTE Satellite Corporation
1700 Old Meadow Road
McLean, VA 22102
(703) 734-1311



**Satellite
Communications**

GSTAR I

Telecommunications services,
to be launched 1985

Coverage: 48 state, 50 State or
Regional beams, all Ku-Band

SPACENET III

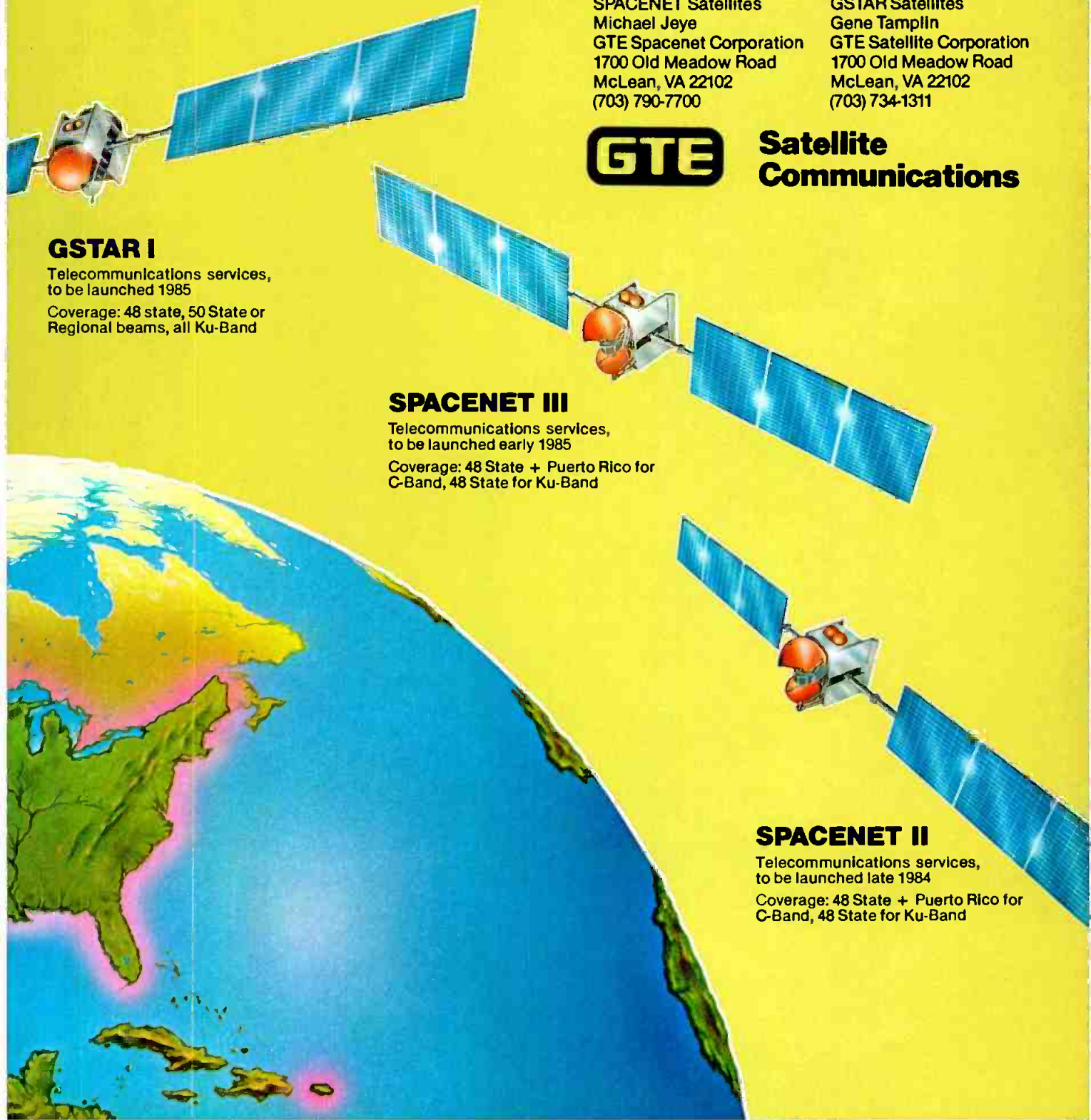
Telecommunications services,
to be launched early 1985

Coverage: 48 State + Puerto Rico for
C-Band, 48 State for Ku-Band

SPACENET II

Telecommunications services,
to be launched late 1984

Coverage: 48 State + Puerto Rico for
C-Band, 48 State for Ku-Band



Unbeatable
DALLAS...YET A



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

ANOTHER FIRST!

PROGRAM EVER
SYNDICATION
THE NETWORK

Only Dallas

104 STATIONS SOLD!

LORIMAR®



Telco agreement. A panel on "Cable Deregulation: Impact on Consumers" dealt largely with the need to reach an agreement with the telephone industry in order to secure passage of cable deregulation legislation. Shown above are (l-r) James A. Hirschfield Jr., Summit Communications Inc., the moderator, and panelists Senator Ted Stevens (R-Alaska); Representative Dan R. Coats (R-Ind.); Representative Cardiss Collins (D-Ill.); Representative Edward R. Madigan (R-Ill.), and Representative Dan L. Ritter (R-Pa.).

educate new people [who will be elected in November]."

Stevens also observed that the telephone companies may not be the only problem the cable industry faces in seeking to secure passage of the deregulation bill. He noted that broadcasters want legislation embodying the FCC's must-carry rules "tacked on." He said that is "normal" behavior for an industry in the circumstances. But cable, he said, "can't afford to wait." He noted that the FCC has the authority to act within the confines of the existing law to set standards for state regulation, and probably will. "The FCC is aggressive," he said, but "its pre-emption will be static." The result, he added, will be years of litigation. "So the advice to come to terms with the telephone companies," he said, "is damn good advice."

Stevens, who is majority whip in the Senate, had his forecast regarding passage of a deregulation bill: September. The industry, he said, "can't afford not to let it happen." □

First Amendment rights of cable vs. press debated

Congressmen on panel do not favor equal rights for all media

Cable operators who may have been looking to Congress for a sympathetic hearing on their view that they are entitled to the same—or at least almost the same—degree of First Amendment protection as the print press enjoys would do well to look again. If the views expressed at an NCTA panel session are a guide, Congress sees a "difference" between cable and the press, as it continues to see a "difference" between broadcasting and the press.

The question raised by the moderator, Brian Conboy, Time Inc.'s vice president for government affairs, was: Why should cable operators be subjected to such regulations as mandatory access to their systems' channels, not to mention the fairness doctrine and

the equal opportunities law? Such restrictions could not be imposed on the press, and since cable does not use the electromagnetic spectrum, the "scarcity" argument cannot be used to justify their imposition on cable systems, as has been the case with broadcasters.

To the two liberal Democratic members of the panel—Representatives Howard L. Berman and Henry A. Waxman, both of California—cable systems are clearly different from newspapers. (Berman, however, confesses to arriving at his position only after his "strong civil libertarian views," including an "expansive view of the First Amendment," had been overcome by his "instinctive, Democratic, regulate, regulate, regulate attitudes.") Berman said cable systems, in return for the franchises they seek, can be asked to make agreements that advance First Amendment goals. And both said franchise provisions requiring cable systems to make access channels available to the public and to lease some channels assure the public a wide diversity of views.

But what may have come as a sharp disappointment to cable operators at the session was what seemed an abrupt turnaround on the issue under discussion by Representative Michael DeWine (R-Ohio). In his opening remarks, DeWine said: "Within the bounds of reason and competition [among different kinds of media], we should move [cable] as close to the [model] of print as possible."

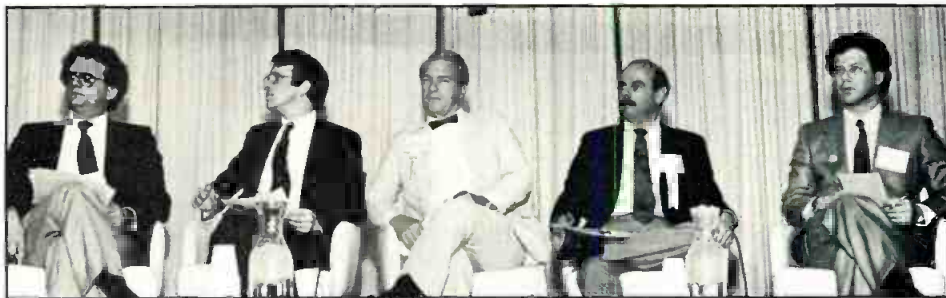
But a couple of hypothetical questions from the audience drew from DeWine responses indicating he feels cable is, after all, a different breed of medium.

The panel's reactor, Jonathan Banner, publisher of *Vue* magazine, asked the panelists what their response would be to a proposal by Al Goldstein of the sexually explicit *Screw* magazine to program a channel. Waxman saw no problem: "The First Amendment protects content, no matter what." But DeWine saw things differently. "There is a distinction between print media and something that goes directly into my home," he said. He would want to be sure protections against unwanted intrusions of such programming—lockboxes, for instance—were required.

Another questioner posed a hypothetical in which the operator of a cable system made an agreement with one of two newspapers in a community to present its news via one of the system's channels and refused to make a similar deal with the other newspaper. The second newspaper, the questioner said, argues its First Amendment rights are being violated, while the cable system argues its First Amendment rights would be abridged if it were forced to grant the second newspaper's request. "What do you do?"

Representative Thomas N. Kindness (R-Ohio), another panelist, thought the government has no role in such a situation: "The franchise establishes guidelines [for a system's performance], then leaves the rest to the marketplace. At renewal time, you leave it to the marketplace to determine who offers the system the sweetest deal." But DeWine, again, saw things differently. "If there is no other avenue [for the second newspaper than through the cable]," he said, "that shows the difference between print and cable, and why the law has to be different. If newspapers are delivered that way, you can't exclude a competing newspaper. The inability to exclude is the price paid [by a cable system] for a monopoly."

If such talk wasn't enough to discourage cable operators hoping to find a champion for their views, even Waxman appeared to change his mind about a view that the operators might have found encouraging. He had said he agreed with the FCC that access and leased channels could pave the way for elimination of the fairness doctrine and equal opportunities requirements as imposed



Cable and the First Amendment. Four members of Congress—two Democrats from California and two Republicans from Ohio—wrestled with the question of the degree of First Amendment protection that cable should be given. Brian Conboy, of Time Inc., at left, was the moderator. The panelists were (l-r) Representatives Howard L. Berman (D-Calif.); Michael DeWine (R-Ohio); Thomas N. Kindness (R-Ohio), and Henry A. Waxman (D-Calif.). The reactor was Jonathan Banner, of *Vue* magazine.

on cable systems. But a member of the audience—an official of the National Council of Churches—observed that Waxman had not considered that different channels would probably have different audiences. Waxman agreed he had a point.

There was one matter on which DeWine and Waxman agreed: The question of cable systems' First Amendment rights would ultimately be resolved by the courts. That, of course, would solve the headache for the rest of the government. □

Words of praise, words of warning from Capitol Hill on compromise

It may not be all smooth sailing for cable bill in Congress, NCTA panel told; telephone companies likely to fight for data business

One senator and five members of the House of Representatives showered congratulations on the NCTA for its part in the compromise reached last week on the language of the House cable deregulation bill, H.R. 4103, just prior to the opening of the organization's annual convention (BROADCASTING, June 4).



Play ball. Discussing the establishment of a level playing field through legislation were (l-r): Viacom International Chairman Ralph Baruch, moderator; Exon; Leland; Oxley; Rinaldo; Representative Richard Shelby (D-Ala.); Richardson, and reactor Don West.

And while all the panelists expressed optimism about the bill's eventual chances of passage, there were also words of warning.

"A number of parties will be opposed [to the bill], especially the telephone companies," said Representative Matthew Rinaldo (R-N.J.). Congressmen agreed that there is likely to be telco opposition to any legislation freeing cable to provide data transmission services.

Another thing on which they agreed was the lobbying power of the phone company. "It's a tough lobbyist," said Representative Mickey Leland (D-Tex.), who hopes for a compromise. "The key is equity. It has to allow cable to develop to the fullest" while

protecting telcos, he said.

Representative Michael Oxley (R-Ohio) said, "I'm optimistic we'll see cable deregulation a reality by the end of this session [of Congress] and then signed by the President."

The compromise reached by the cable industry and the National League of Cities defines municipal regulation of cable TV systems. The agreement lessens the cities' regulatory authority, but includes a number of concessions by the cable industry as well, so that both sides were calling the compromise fair. Oxley said: "I salute your [NCTA's] efforts in putting this package together."

Senator James Exon (D-Neb.) agreed

WHERE THERE'S SMOKE, THERE'S A HOT ISSUE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Anne Browder can help. Her job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



CALL TOLL-FREE (800) 424-9876
THE TOBACCO INSTITUTE.

with Oxley, praising "the excellent lobbying job that's been done by your association in Washington. It was positive and constructive."

But Exon warned of another potential problem with H.R. 4103—time, or more precisely, the lack of it. With a full calendar and interruptions by the Republican and Democratic national conventions this summer, Exon said there is no more than a 50-50 chance the bill will be passed during this session.

And in a question-and-answer session after the initial remarks, Rinaldo and Leland emphasized the importance of either dropping the data transmission segment or quickly reaching a compromise with the telephone companies. "The telco people and the NCTA should get together as soon as possible," advised Rinaldo.

The phone companies, he added, don't have to get the bill killed in the Commerce Committee, but could "just delay it" until time runs out. He warned that if the phone companies tell customers that legislation could result in telephone bill increases, a massive letter-writing campaign to Congress could result, with damaging possibilities. Exon said: "You're in an area where others are regulated and you seek not to be."

But another panelist, Representative Bill Richardson (D-N.M.) did not agree: "If it's important to you [the data transmission issue], fight it out, don't compromise." But, he warned, "It will be a test of your organization."

The panel's reactor, Don West, BROADCASTING's managing editor, asked NCTA's executive vice president, Jim Mooney, who was in the audience, whether he could guarantee that the association's membership would support the compromise. "I can unequivocally assure you that the industry will stand by the agreement. We are solidly behind it," he said.

Touching on other aspects of H.R. 4103, Leland congratulated the cable industry for equal employment opportunity provisions. "Thank you for rendering justice to minorities," he said, adding that it set cable apart from broadcasters, who he said are being unresponsive to minorities. "The National Association of Broadcasters is trying to stonewall, saying EEO is something their members can't live with," he said.

Rinaldo also praised the bill, saying it promotes fair competition. "The time is long overdue to give cable relief." He then mentioned satellite master antenna systems as one of the technologies with an unfair advantage over cable, since SMATV pays no franchise fees.

"Everyone loses if cable is shackled while competitors skim the cream," Rinaldo said. The bill will eliminate "the fear of being forced to sell a system at a fire sale at franchise renewal time," he added.

Another piece of advice was offered to the cable industry by Representative Bill Richardson (D-N.M.), who said, "If we give you deregulation, you have to maintain a dialogue with us to make sure we're not imposing any regulatory structure" similar to suggestions that broadcasters be required to air a

certain percentage of children's programming in return for television deregulation. Richardson added, "Make sure we put our money where our mouths are."

Rinaldo summed up the panel's attitude toward H.R. 4103 and the compromise: Cable, he said, "will be able to grow and prosper as never before. The time is ripe and the

time is now."

The session, "The Level Playing Field: Promoting Competition Through Legislation," was seen not only by those in the convention center meeting room, but by people across the country. It was cablecast live by C-SPAN as part of the network's NCTA convention coverage. □

Preoccupation with telcos at NCTA

It's hard to live with them but equally hard to get away from them, to judge by cable convention panels; Swift urges prudence in H.R. 4103 dealing; MCI executive encourages 'cablephone'-type partnerships

Al Swift, the Washington Democrat who is a co-author of a rival (to H.R. 4103) cable deregulation bill, put things in perspective as he began his remarks on the subject of the telco-cable relationship. Quoting the late Warren Magnuson, a fellow Washingtonian and long-time chairman of the Senate Commerce Committee, Swift said: "All anybody wants is a fair advantage."

A member of the House Commerce Committee and its Telecommunications Subcommittee, Swift and his opinion on the pending cable legislation are expected to be accorded great weight by John Dingell (D-Mich.), the House Commerce Committee chairman. And Swift is four-square in favor of elimination of any provision that would put cable into the business of providing data carrier services. That kind of lawmaking belongs in a telephone bill, in Swift's view. "My advice to you," he told the NCTA delegates, "is that if you want a bill this year, drop the telephone section. Not only is that my position but it's Dingell's."

Swift was the leadoff speaker on a panel that examined the cable-telco relationship, and he was not seriously challenged by fellow panelists on the matter of legislative strategy. Considering the tenor of several NCTA panels that afforded congressional members an opportunity to express their sentiments on the issue, it was clear that a consensus had already formed on the issue, and that it favored cable's settling for less than a full loaf this year and coming back another

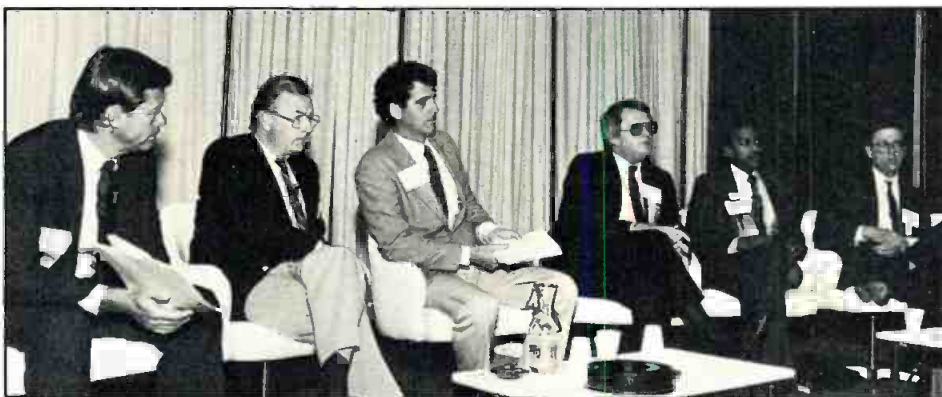
time for congressional enfranchising in the data carrier field. Among other considerations, as Swift pointed out, "Congress is not eager to be the referee between contending private factions. Essentially, they [congressmen] are laymen on most issues." Consequently, he said, "there is an enormous tendency to punt. Congress really likes to hide under a rock" when these kinds of "enormously technological and impactful issues come up," he said.

The result, in his view, will be essentially neutral language that leaves in place the status quo.

H. Brian Thompson, senior vice president for business development of MCI Communications Corp., avoided the legislative considerations but nonetheless made clear he thinks cable and other information providers should strike up partnerships as soon as possible. "Most coaxial cable systems have dormant but inherent data transmission capability," he said, adding that "the industry will never reach its full potential without it."

The question, Thompson said, is whether cable will remain CATV—that is, primarily an antenna service—or whether it will get into the information age. He remarked that William McGowan, chief executive of MCI, believes there is a natural synergy between that company's national transmission network and cable's reach throughout the local markets. "Cablephone" systems are no longer experimental, Thompson said, citing the success of systems in Omaha, Neb.; Atlanta; Fort Lauderdale, Fla.; Rye, N.Y., and Anaheim, Calif. "The question is no longer whether cable used for these applications will work but if it will be allowed to work," he said.

Addressing the potential markets for telephone companies in this area, Thompson estimated current revenues to the BOC's (Bell



Telco talk. Examining the cable-telco relationship were (l-r) moderator John Goddard, Swift, Swerdlow, Thompson, Johnson and Nathanson.

operating companies) at \$21 billion for interstate connection service alone. By contrast, cablephone's potential might be \$2 billion to \$10 billion, he said. "That's a lot of money for cable but a drop in the bucket for the telephone companies. Banning cable from this market makes as much sense as banning sidewalks," Thompson said.

Cable is now at its most vulnerable stage of development in regard to data transmission, the MCI executive said. "If you give the kid a chance she'll grow up to be a full-fledged wage earner in the family."

Robert Johnson, president of Black Entertainment Television and applicant for a District of Columbia cable franchise, described the partnership his company has struck with C & P Telephone Co. in the effort to win that contest.

The first attraction of the telco association was that it offered the best construction capability, in Johnson's view. Moreover, it is the city's largest private employer with a large minority percentage in its work force, as well as strong minority participation on its board. In Washington, which is predominantly black, that meant a strong political advantage as well, Johnson said.

There were many who feared that "once the camel's nose was under the tent, it would want to own the system," Johnson said. A number of safeguards were erected to prevent it, he said, including one provision that allowed the telephone company to hold the right to the wire but specified that DCI (Johnson's company) would have the exclusive right to program it. "This is not Palo Alto," Johnson said, alluding to the California city in which the telephone company is vying for the city's franchise.

"The telephone companies see you as by-passers," said author Joel Swerdlow. "The question is not whether [cable] would raise rates but how much."

Are the telephone companies friends or foes? Speaking on the basis of past history, there's no doubt in the mind of Marc Nathanson, president of Falcon Communications. During his 16 years in cable, he said, the telephone company has continued to be "a thorn in our side, an impediment every step of the way." The unsophisticated, unofficial view of the relationship between telcos and cable "is a little like that between the U.S. and Russia," he said.

Whenever cable and telephone companies have worked together, Nathanson said, the situation has always been second rate. "We found poor service. We found poor plant. We found that cable was always secondary to the problems and priorities of the phone business," he said. As to the history with pole attachments, he called it a "nightmare."

Nathanson questioned whether, in the present day, the telephone company has "another agenda" as it competes for cable franchises. "Is there economic reality in the proposals being made by the telephone companies?" he asked.

The negatives aside, Nathanson said he was optimistic in looking for new working relationships with the telephone side. He imposed but one caveat: "We must compete as equals."

FCC's Patrick says marketplace is best regulator

In first speech as commissioner to cable group he says public interest has taken back seat in city franchising process

FCC Commissioner Dennis R. Patrick, the commission's newest commissioner, made his first appearance before a cable television group last week, and promptly won some friends by declaring himself in favor of the marketplace, rather than the government, as the ideal regulator. Services that cable provides by government fiat rather than public demand are of questionable value and impose a burden that makes it difficult for systems to compete with other media, he said. Services may be described as "free," he added, but there is no such thing as "a free lunch."

Patrick addressed an NCTA breakfast in which cable operators were invited to rub elbows with members of the FCC staff. Attendance was sparse, but Patrick struck a responsive chord when he said the history of the cable industry was being characterized by "extravagant promises by cable operators and excessive demands by franchise authorities." The audience applauded when he added that "in the process of creating these Cadillac systems, the public interest has been obscured, if not ignored. The public has be-



Patrick

come the audience for these municipal poker games but not necessarily their beneficiaries."

In Patrick's view of marketplace regulation, cable viewers should be able to choose the type of system and programming the people "want to watch and pay for." The last three words, he said, are the key.

But, he said, that is not how things work. He noted that one franchising authority is requiring the cable operator to contribute to a drug rehabilitation program—"a laudable

Answer:
**LIQUID EGGS,
BEING TRANSPORTED TO A
WHOLESALE BAKING COMPANY.**



For the question see page 22.

And whenever you have questions about the American trucking industry, call (202) 797-5236.

Trucks. The driving force behind American business.



The American Trucking Associations Foundation, Inc., 1616 P St., N.W., Washington, D.C. 20036

objective, but should it be a hidden cost of cable service?" Another authority, he said, has a list of requirements more closely related to cable service but one that is "extensive." It begins with a request for a residential network of at least 50 channels, an institutional network of at least 50 channels, 25 upstream and 25 downstream.

How, he asked, does the provision of such services and equipment serve the public interest? And where is the requirement that the cable operator propose service the public desires and at a price viewers are willing to pay? Has anyone asked the public whether service with fewer frills and a cheaper cost would be more desirable? All of which, he said, leads to the question of whether there is such a thing as "free service." His answer: the familiar one that "There ain't no such thing as a free lunch."

"Free" cable services, he said, are "a form of cross-subsidy." And cable subscribers, he said, "are not given the option to pay or not pay for cross-subsidized services." But, he added, they do "have the option to switch to new video services that are not hamstrung by excessive baggage."

And there, he said, lies the danger for cable television. "Cable cannot be expected to compete fairly with unencumbered services such as MMDS [multichannel, multi-point distribution service], DBS, VCR and SMATV. Because new technology has brought competition to the pay video market, the time has come when cable can no longer afford to be the only competitor bearing the burden of taxation by regulation."

His answer to the question of how to improve the regulatory process is to rely more on market forces to identify the public interest. He conceded that approach presupposes "a workably competitive market," one in which there is open entry and exit. He noted that determining whether a market is "workably competitive" is not always easy. And he is not prepared to say every community is characterized by effective video competition. "But many are," he said, "and competition among substitutable video services is increasing every day." □

Panel debates state vs. federal regulation of cable

But it is hinted that cities and FCC would fill void if no legislation is passed

The task before the NCTA panel was how to sort out the questions of federalism vs. state responsibility in the regulation of cable television. The answers were not explicit. But implicitly, the message was that if Congress fails to provide guidance on the issue in the cable deregulation legislation on which it is now working, the FCC and the cities would do what comes naturally—fill the power vacuum.

The Reagan administration is not prepared to take a leadership role on the issue. David

Presumptive strike. The cable industry has yet to engage fully its multichannel competition—multichannel MDS and direct broadcast satellites—on the battlefield of the open marketplace, yet at the NCTA convention last week, it seemed to be declaring victory over them. Such confidence stemmed from an NCTA-commissioned study by the Opinion Research Corp. that was released for discussion at the convention. The study found that consumers will overwhelmingly favor cable over DBS or MMDS and that cable will retain its dominance in the multichannel marketplace. "When matched against cable, the alternatives are no match," said NCTA President Tom Wheeler in his opening address. "Not only is cable the consumer's choice today... but it will continue to be in any of the tomorrows we can find ahead."

Using a research technique known as conjoint analysis, which simulates the tradeoff consumers make when they choose among similar products, the ORC's survey of 757 consumers in areas wired for cable tried to determine how five-channel and six-channel DBS services and five-channel MMDS services would fare against 12-channel and 36-channel cable systems. "In terms of consumer appeal, cable's significantly lower installation charge and greater channel capacity give it an overwhelming advantage over the likely alternative delivery systems," the executive summary said. "The market share simulations provided in this report show that at best DBS and MMDS configurations might expect an 8% market share in cabled areas as opposed to 64% for 12-channel cable systems. And more likely in the 36-channel cable system, DBS and MMDS can expect a 2%-4% market share, with approximately 70% going to cable."

At the convention panel session at which the study was explained by ORC Vice President Larry Kaufman, the study drew fire from David Saltman, a marketer for Satellite Television Corp., whose DBS service apparently provided the model for ORC's six-channel DBS service. Speaking from the audience, he said the study ignored the high-quality video and audio that will be part of STC's DBS service as well as the marketing value that comes from the fact that the service arrives via satellite. ATC spokesman Vans Stevenson said after the session that it's "interesting" that ORC is able to do "a consumer preference study about something that doesn't exist."

Markey, head of the Commerce Department's National Telecommunications and Information Administration, pictured the administration as facing a dilemma: "We're committed to less regulation. But we also believe in more responsibility at the local and state level."

But two FCC officials indicated that agency is prepared to move on several fronts in making cable policy. Jack Smith, head of the Common Carrier Bureau, would defer to Congress on the issue of pre-empting states from regulating institutional cable systems as a common carrier—an issue raised in a petition from Cox Cable Communications Inc. in seeking a declaratory ruling. "I hope Congress gets us out of the box" by providing the commission with some "dispositive answers," Smith said. If it does not, he added, "you can expect us to take some steps"—this year he hopes.

And Jim McKinney, head of the Mass Media Bureau, noted he is already on record as stating that, if cable legislation is not enacted in the current session on Congress, the commission would initiate a rulemaking to deregulate cable rates. Such regulation, he said, inhibits competition. There is "a need" to strengthen "to a considerable extent" the commission's prohibition on regulation of program content by local authorities.

Nor are those the only cable items on which the commission will act in the next several months. Smith said it will consider next month a petition by utilities to revise the formula the FCC uses to regulate pole attachment agreements between cable systems and utilities. Two revisions being sought would considerably increase rates that cable systems could be charged for pole attachments.

And "a thorny question" Smith said Chairman Mark Fowler wants to resolve this year is the proposal to lift the ban on tele-

phone company ownership of cable systems. "We favor deregulation as much as possible—and the rule barring telco ownership is a form of onerous regulation," he said. The commission staff two years ago recommended retaining the rules for telcos in all but rural areas.

The panel, then, was stacked against local regulation of cable television. Local regulation, McKinney said, has been part of the problem. And Markey, even though stating the administration's preference for allowing state and local governments to exercise more responsibility, noted it supports the Senate cable deregulation bill (S. 66) and favors "removing the burden on cable to allow it to move ahead."

But the director of the Office of Cable Communications, in Scottsdale, Ariz., Carder Hunt, offered a view from the city. He said cable should be regulated—"You are the only game in town."

That point was disputed by other panelists who cited over-the-air television and DBS and videocassette recordings, among other competitive services. But Hunt said many of those services are still promises not yet delivered. "People talk of what will be, not what is," he said. He also said cable "has not demonstrated the maturity to act without regulation in an urban market," adding that consumers "expect more in an urban market. And your subscribers," he noted, "are our constituents. Because we granted a franchise, we are held responsible for your shortcomings."

What would be the effect on local regulation of passage of the cable deregulation bill? Hunt said there would be less emphasis on enforcing franchise provisions out of sync with market forces and more on customer relations and on monitoring construction standards.

What if the legislation is not enacted? The



Two sides. Debating state versus federal cable regulation were (l-r): Markey, McKinney, Smith, Hunt and Black.

panel's reactor, Norman Black, an AP reporter specializing in communications, asked McKinney how much deregulation the FCC could accomplish with its present statutory authority. McKinney was not specific as to what the commission could do. But one objective it could gain for the cable industry, he said, is "guaranteed renewal."

Hunt also noted the value of relative permanence offered in legislation. "What the FCC giveth," he said, "The FCC can taketh away. So it may be better to put it into law."

If the present regulatory problems were not sufficiently difficult, the panelists veered off into a discussion of problems to be encountered in the years ahead. Markey began it in connection with the question of telephone company-cable crossownerships. Although the administration has not taken a position on the issue, he said, he feels "there is a lot to be said for allowing telephone companies to provide cable service, particularly in rural areas," where they can now own systems. It makes sense to allow telephone companies to provide two services—and maybe more later—on one wire. "It will be more economical." He would also be "more lenient" regarding telephone company ownership of cable generally—and for the same reasons. "There is no reason why there should be two wires."

Markey noted that the cable industry does not want the telephone company to provide such service. But cable, he added, "should be allowed to get into data or similar service." "With or without state regulation?" Black said, raising one of the controversial questions posed by the House deregulation bill (H.R. 4103). "That's the difficult question," Markey said. "I don't know the answer...If someone is competing in voice through cable systems, how do you regulate it? Perhaps we pre-empt and let the FCC make a decision. Maybe it makes sense to look at the entire picture, not just cable and telephone but all services that can be provided." NTIA, in commenting on the Cox petition, has asked the FCC to make an examination before deciding to pre-empt.

McKinney predicted that "far down the road," there will be one wire into the home. "I don't know whether it will be a phone wire or a cable wire, or a consortium," he said.

No one speculated it would not be subject to regulation. □

Taking the offense on theft of service

NCTA panelists discuss ways to stop yearly \$400 million lost to pirates

"It's estimated that in 1983, close to \$400 million in revenue was lost by the cable industry to various forms of theft." That statement was made by Daniel Gold of Comcast Cable who moderated a Tuesday morning session on preventing theft of service.

All on the panel agreed that not only should something be done, something can be done. The tack cable operators should take, the panelists agreed, was to determine the problem, do homework on the applicable laws, then go to the law enforcement agencies for help.

Giving the law enforcement perspective was William (Skip) Arbuckle III, Pennsylvania's deputy attorney general, who offered a case history of activity his office had taken to catch pirates illegally selling HBO in the Scranton, Pa., area. Cable systems went to the local district attorney, who in turn called in Arbuckle's office. State agents signed up for the service and had cameras outside and inside the house. They shot videotape of the pirates climbing the telephone pole outside the house and making the illegal drop to the house. After taping the payoff, the state got search warrants and confiscated illegal decoder boxes as well as finding a "client" list of 1,800 customers.

Using the resulting publicity of the arrests, the cable systems called a press conference to announce an amnesty program in which people had 30 days to bring in illegal equipment and, the systems hoped, sign up for the same or better level of service they were stealing. Fifteen people were arrested and were all convicted of theft.

"More important than prosecution," said Arbuckle, "is education." The public has to be told that what is happening is a crime, he said.

Education and amnesty were two oft-repeated themes during the session. Robert McRann, vice president/general manager of

Cox Cable in San Diego, the country's largest cable system, gave a case study of the antipiracy plan his system put into action in February 1983. The system estimated it was losing about \$10 million in revenue to unauthorized devices. Cox went to the police with its allegations, then announced an amnesty campaign that netted 14,000 illegal decoders. After that there were 45 arrests, 18 court cases and 16 convictions.

But offers of amnesty and then prosecution are not the only steps to be taken. They should be followed by more consumer education, panelists said. At the Cox system, commercials were shot using the attorney general to describe the penalties for theft of service.

Cox also uses radio spots, full-page newspaper ads, a quarterly subscriber newsletter and appearances by executives on local talk shows to keep public awareness of the issue high.

Sam Towne of Gill Cable, San Jose, Calif., ran through a list of steps a system should take when it decides it can no longer tolerate piracy: Top management needs to be fully involved to coordinate. A staff should be selected to research and institute a plan of action. (He suggested a task force approach.) The problem and economic impact ought to be defined. The source of illegal equipment ought to be detected. Management should find out whether system employees are involved, investigate applicable laws and search for technology that is available.

Towne went on to suggest that systems keep accurate records of the serial numbers of its decoders—possibly on a computer—to help cut down on theft by employees. A company should also have a firm, well-publicized policy on dealing with any employee caught stealing equipment. It should also "provide for adequate methods to get equipment back after disconnects." Systems, Towne said, should also offer rewards. "We've had good results with secret witness tip programs," he said.

David Schreff, director of affiliate marketing for Showtime/The Movie Channel, unveiled a "Theft of Service Combat Kit" the pay service is making available to its affiliates. In addition to the kit, Showtime has representatives who work with systems in fighting piracy. He suggested a plan of action: Work to strengthen state laws. Educate public officials on the problem. Design and implement amnesty programs. Then have a follow-up. Actively prosecute. On the last point, he added, "The illegal customer's fear of negative publicity can be major deterrent," Schreff added.

In a question and answer session, Schreff was asked when the pay services are going to scramble their signals to stop the owners of the approximately 300,000 "backyard" earth stations from picking up the feed. He replied that Showtime is getting close to such action, but that there are still equipment problems.

Moderator Gold replied, "We've been hearing about scrambling for two years. It's time for the pay services to put up or shut up." □

Creative financing on the system front

Limited partnerships, loans, seller financing, preferred stock among options given at NCTA panel

There are many ways to find cash, according to speakers at a Tuesday afternoon panel session: "New Cable Pioneers: Building Companies Through Creative Financing."

Steven B. Dodge, president of American Cablesystems Corp., said the 200,000-subscriber MSO has used a variety of techniques to raise money in its six-year history. Among those he mentioned were limited partnerships, preferred stock, seller financing and bank borrowing. He cautioned: "If there is one thing that can put you out of business quickly, it's being too highly leveraged without rate (interest) protection on the upswing." Dodge said a decision to take American Cable Systems Corp. public would require a convergence of a strong public stock market with good financial figures from the company.

Dodge spoke on behalf of bankers in recommending that cable operators should "never give projections you don't think you can make." He also "highly recommended going with experienced money" saying the criterion of experience was more important than the cost of money. He rephrased the same concern saying that operators should avoid "hopping" from bank to bank in search of an extra half-a-percentage point. "Loyalties are important in any business... no less so in the money business," he said.

In response to a question about the decline of limited partnerships, Dodge said raising money that way was "certainly more challenging than a year ago." He noted that people read a lot of "negative" news headlines. He said for every 10 questions asked by investors about a limited partnership offering, eight or nine will be about DBS competition or franchise renewal problems in other cities. "Very few would be about the deal itself," he lamented.

Steven J. Simmons, president, Simmons Communications Inc., said that before the Stamford, Conn.-based MSO considers buying a system it examines the cost on a per subscriber basis. Second, he said he takes a look to see if the purchase would fall into the eight-to-ten times cash flow range. Neither

consideration, he said, is as important as the "internal rate of return." Simmons said the company looks for a 30% compounded rate, before tax, over five years.

Robert M. Rogers, chairman and president of TCA Cable TV Inc., said that despite the concentration of cable ownership in existing MSO's, there was "still plenty of room for new companies." Dodge agreed: "People who complain about not being able to find deals may not be working very hard."

Hard work and sacrifice were also the advice given by J. Patrick (Rick) Michaels, chairman of Communications Equity Associates, who said that during the years he has brokered cable deals, "I've seen plenty of people along the way lose families and everything else," and added that "very few people actually make it." Michaels noted that the buying and selling of cable systems was an "extremely intense" market and suggested those who want to build a group of systems should understand the market well. He added that good professional advisers,

(lawyers, accountants and investment advisers) were needed by most.

Simmons observed that there "seem to be more buyers out there" and added that "prices were going up generally." He said that, "on balance, the bill [H.R. 4103] will lift prices of systems." Dodge said that prices were holding up, despite high interest rates. He said there was "always a way" to raise money to buy systems, even without using limited partnerships. Deals can be leveraged as much as 90%, the Beverly, Mass.-based MSO president said, and other corporate "players" could be brought in as equity partners.

Money, while the topic of the panel session, was not all important, noted Rogers, who said that "getting good people to run the systems may be harder than finding the money." He noted that, "cable television in the future will be of more value than it is today, for some reasons we can't currently foresee. It was true 20 years ago, it was true 10 years ago." □

Congressmen tackle data issue

Panel splits 3 to 2 in favoring postponement of cable's entry in field

Five congressmen appeared with NCTA Chairman-elect Edward Allen (of Western Communications) to face the "data issue" at still another convention panel last week. The result: a three-two split in favor of cable's taking the course of least resistance on the issue, and putting off for another day its ambitions for legislative endorsement of its entry into the data carrier arena.

Allen set the scene for the discussion. He described the issue as "a real shoulder-shruger" at the system level, with many operators wondering why the industry was going to the wall with telcos. Owners, on the other hand, felt they had invested heavily in cable plant and wanted to take advantage of the opportunity for incremental revenues in putting it to work. The market may not be there now, Allen said, "but we see it there." Telephone companies, on the other hand, see cable's coaxial plant as a threat and say that if they're going to be regulated, cable should be as well—and, on the contrary, if cable is to be unregulated, so should the telcos. But

that, Allen said, overlooks the dominant carrier policy, and the fact that telcos can cross-subsidize the data area to drive out competition. Telephone companies contend, however, that if they lose revenues to cable they will be forced to increase rates to basic phone subscribers.

Representative Jim Bates (D-Calif.) was the first to address the issue—and to advise cable to stand fast in expanding its business base. "This is an opportunity to bring back free enterprise," Bates said, adding that there has to be some curb on the telephone companies to allow cable to compete.

Representative Thomas J. Bliley Jr. (R-Va.) was the other supporting a hard line against the telephone companies. "Prospects have never looked brighter" for passage of legislation and the telephone issue is a "non-issue," he said. Moreover, telco shares of data transmission revenues are growing markedly in spite of competition, Bliley said, noting that the Richmond, Va., cable system stops short of the business district and is not even a potential competitor. The more immediate threat to telcos is from microwave carriers, he said.

Bliley's view: Deregulate cable now and deregulate the telephone companies later if that proves advisable.

Lead witness for the view that cable should yield on the data issue was Representative Norman F. Lent (R-N.Y.), who with Representative Al Swift (D-Wash.) is co-sponsor of H.R. 4229, a bill identical to H.R. 4103 but for omission of the data provision. State public utility commissions, which now regulate telephone companies, can best regulate cable's entry into this field, he said—assuring his audience that the PUC's wouldn't act to hurt or thwart cable.

That sentiment was echoed, if for different reasons, by Representative Tom Tauke (R-Iowa), who said it was important for cable to be realistic at this juncture. The industry



Fiscally speaking. Looking at cable system financing were (l-r) moderator Bob Rosencrans, UA Columbia, and Rogers, Simmons and Dodge.



Data debaters. Five congressmen discussing the cable data issue with NCTA chairman Ed Allen (far left)—(l-r) Bates, Bliley, Lent, Tauke and Tausin.

can't get 4103 through Congress in the time left by tackling the phone company head-on. "For cable, the issue is important but not critical," Tauke said. "Fight it another day."

Tauke made it clear that his basic sentiments were pro-cable and that he would support a continued fight if the industry insisted. "But I think it would be a poor political judgment," he said. Tauke added that there is a clear trend toward deregulation and "you will come out OK if you wait."

So also was the counsel of Representative W.J. (Billy) Tausin (D-La.), who is Tauke's running mate on broadcast deregulation and appears to share common ground on the cable matter as well. Quoting from the John Naisbitt book, "Megatrends," on the growth of the information society, Tausin urged cable to accelerate its efforts in that area. Data, he said, might just be the vehicle to carry

cable into the 45% of homes it has historically been frustrated in reaching. Nevertheless, he joined Tauke in "urging you to fight this another day. . . . If you have a player in this game that doesn't want the bill out, it may not get out."

After moderator Allen had commented on cable's success in beating telephone company opposition to S. 66, Tauke retorted that the industry had not felt the full power of the telephone company on that occasion. "The ease with which you defeated the telephone companies in the Senate is no indicator of what you'll be up against in the House," he said. The question is, Tauke said, "whether cable wants three-quarters of a loaf—almost a sure shot—this year, or whether it will try to go for the other one-quarter."

Under the status quo, Tauke said, the worst cable faces is regulation by the PUC's.

Basics of cable audio

Session examines stereo TV sound, digital audio, compact disks; problems and opportunities of each

On April 23, the FCC authorized stereo television sound. Broadcasters will soon begin transmitting it, and cable is scrambling to find the best way to transmit the audio over its systems.

Some ideas on how that may be done were examined at a Tuesday technical session, "Audio: The New Playing Field."

Dennis Waters, president of Waters & Co., Binghamton, N.Y., listed four forces shaping cable audio and problems or benefits for cable associated with each:

(1) Multichannel TV sound. Most cable systems cannot transmit the Zenith/dbx stereo system expected to be used by broadcast TV stations. (2) Digital audio. Digital encryption is the highest level of security for pay services. (3) Pay audio. Experiments are under way on tiering of audio services. (4) Compact disks. They offer cable the opportunity of providing "high-definition audio."

Sony Corp.'s Yuichi Kojima explained his company's new system for digital data and audio transmission for cable. It is a one-way addressable data transmission system with a transmission capacity of 7.4 megabits per second, has a bandwidth of 6 mhz and can provide four services: digital audio, comput-

ENERGY PRODUCTIONS' TIME-LAPSE LIBRARY

WCBS-TV New York
KHJ-TV Los Angeles
WLS-TV Chicago
KGO-TV San Francisco
WBZ-TV Boston
WXYZ-TV Detroit
WDVM-TV Washington
WPXI-TV Pittsburgh
WPLG-TV Miami
WTCN-TV Minneapolis-St. Paul
KCPQ-TV Seattle-Tacoma
WXIA-TV Atlanta
WTSP Tampa-St. Petersburg
KSDK St. Louis
KBTB Denver

KTXL Sacramento
WPDS-TV Indianapolis
WETG-TV Hartford-New Haven
KPNX-TV Phoenix
WCPO-TV Cincinnati
WKRN-TV Nashville
WMC-TV Memphis
KTVY Oklahoma City
WJXT Jacksonville
KMPH-TV Fresno
WLRE-TV Green Bay
KOLR-TV Springfield, Mo.
KOLD-TV Tucson
KVVU-TV Las Vegas

Also available, **THE ANIMATED GRAPHICS PACKAGE.**

Energy Productions 846 North Cahuenga Blvd., Hollywood, CA 90038 213-462-3310
 2433 Cedar Wood Ct., Marietta, GA 30067 404-977-4324 • Exclusive Sales: **Murray Oken**

er functions, facsimile transmissions and still pictures. All these services will be controlled by a home computer.

Group W Cable's James Wonn, manager, project and equipment and engineering, presented an "equipment scenario for delivering stereo TV sound on CATV." Some of the problems include equipment at both the headend and converter level, picture quality (signal-to-noise ratio and separation) and customers (explaining to them how the new stereo TV sets will work on cable). He then listed features cable stereo should offer: (1) TV channel tracking. When the subscriber turns the channel on his set, the stereo audio coming through his stereo system should also change without another adjustment. (2) It should be able to use home stereo equipment. (3) It should be able to use existing converters. (4) It should be low cost. (5) A stereo TV set should not be needed. □

Proper pay packaging

What's good for the pay programmer doesn't necessarily bode well for the cable operator, panel hears

Tom Schmitt, vice president, sales and marketing, Group W Cable, opened Monday's panel on packaging of pay services by noting that the strategy "really broke upon the cable industry two years ago," and added: "There isn't agreement on what we have learned." He might also have added that the different conclusions reached by pay programmers and cable system operators support different interests.

One representative from pay programming, Jack Heim, senior vice president, sales and affiliate marketing, Showtime/The Movie Channel, said a major misconception about packaging was that it was only for "heavy users," and that it ignored the "untouchables," or those basic or nonsubscribers who were receiving no pay services. John Billock, senior vice president, marketing, Home Box Office, also said that the "non-buyer is important" and stressed that cable system operators should bring in those outside the pay universe.

Representing a different point of view, Ajit M. Dalvi, director, corporate marketing and sales, Cox Cable Communications, said: "Packaging has been oversold... It is simply one of several elements in the overall marketing strategy," and added that the Atlanta-based MSO targets its packaging for "heavy users." He said 25% of Cox subscribers accounted for 66% of all pay units, and said that therefore a marketing strategy for multipay was only "relevant to that 25% of the market." Confirming that the customer base for pay services was limited, Nimrod Kovacs, director, marketing, United Cable Television Corp., said a study of a variety of systems run by the Denver-based MSO shows that the pay-to-homes-passed ratio averaged 29% and varied little among different systems.

The proper pricing of pay packages was

the sticking point of conversation among the speakers. HBO's Billock suggested that discounting prices for consumers who purchased a third or fourth pay channel would ultimately lead to higher revenue through increased volume.

He said an HBO study showed that while one system offering no pricing incentive for a consumer had initially gained more revenue because of higher prices, after 18 months a similar system offering reduced prices for additional channels ordered by the subscriber had higher revenue. He concluded that "revenue-per-homes-passed is more important than revenue-per-sub," and that systems that discounted prices would reach more homes passed. For the several hundred in the audience, Billock did not need to add that additional subscribers would also benefit the pay programmers, who earn their money on a per-subscriber basis.

While also noting that offering price discounts to subscribers reduces gross profit margins, Dalvi said it increases absolute return on assets. He also said discounting gives the customer "real value" and noted that discounting reflected the fact that the incremental satisfaction consumers receive from additional pay services declines with each additional channel. He cited a Cox study showing that a subscriber to a single pay channel watched 6.3 movies per month; two channels, 9.2 movies per month; three channels, 11.4 movies, and four channels, 11.7 movies.

ICR study reveals why subscribers stay or leave

A special study commissioned by the National Cable Television Association and nine MSO's has found 83% of current cable subscribers to be "very" or "somewhat" satisfied with cable television over all. But customer service drew lower scores.

The study, which cost \$250,000 and was conducted by International Communications Released last week by Char Beals, NCTA vice president, programming and marketing. Participating MSO's were ATC, Warner Amex, General Electric, Group W Cable, Colony Communications, Centel, Cablevision, Rogers Cablesystems and Viacom.

The findings were based on telephone interviews conducted earlier this year with 1,501 current and former cable subscribers. The results indicated that subscriber penetration in areas of the country wired with cable now stands at 56.3%. Former subscribers now total 11% in the same areas, while the remaining 32.7% have never subscribed.

The study also found nearly two-thirds of former subscribers indicating general satisfaction with cable. And even when those dropping service due to relocation are factored out of the equation, more than 50% expressed general satisfaction with cable.

The industry's grades for customer service



Just like on TV. The Pay-to-Play Programmers, a team of pay programming executives, defeated teams of basic programming executives, program producers and cable operators in the NCTA convention's version of "Family Feud," which was hosted by Bill Tush of Turner Broadcasting. The basic programming team, the Bad News Basics, knocked out the operators in the first round (above), but lost to the pay team in the finals.

The session, which kicked off NCTA's National Cable Programming Conference, was not all fun and games. During the first two rounds, participants on opposing teams had to debate briefly selected issues, including the importance of original programming on pay and basic networks and how to pay for it.

The pay programming team: Peter Chernin, senior vice president, original programming, Showtime/The Movie Channel Inc.; Christie Hefner, president and chief operating officer, Playboy Enterprises, and Winston Cox, president, network group, Home Box Office.

The basic programming team: Ted Turner, chairman and chief executive officer, Turner Broadcasting System; Kay Koplovitz, president and chief executive officer, USA Network, and John Wynne, chairman and chief executive officer, The Weather Channel.

The cable operators team: John Sie, senior vice president, Tele-Communications Inc.; William Strange, vice president-corporate development, Sammons Communications, and John Charlton, senior vice president, programming, marketing and sales, Warner Amex Cable Communications.

The program producers team: Charles F. Engel, president, Universal Pay Television Programming; Michael Brandman, executive vice president, Pay TV Cable, Lorimar Productions, and John Pike, senior vice president, programming, Paramount Video.



Teaching the ropes. For cable television system operators for whom the business of selling advertising is still a new, even an untried, experience, there was a panel at the NCTA convention. Some of the information was pretty basic. For instance, Ron Fischmann, vice president and local sales director of the Cabletelevision Advertising Bureau (second from left), advised small systems interested in selling time to begin with a serious commitment to pay the sales manager well to make sure he does not leave, and to remember that salespersons are the system's ambassadors. A suggestion that cable operators use direct response ads—those that sell directly to consumers who call a toll-free number—came from M. Lewis Parsons, president of VideoDisc Broadcasting Co. (second from right), whose subsidiary, VBC Direct Response, provides direct response ads to cable systems and splits the profits on sales, 50-50. Joseph S. Gans, president of Cable TV Co. of Hazelton, Pa., shared an idea of how systems with relatively few subscribers could achieve the critical mass of viewers needed to make advertising a sensible activity: regional interconnection. Systems within a 25-mile radius can be fed the commercials from a microwave distribution system in the center of the area, he said. He has several small systems in eastern Pennsylvania with 40,000 subscribers. "So I have the financial ability to support an advertising effort." The systems can work, he said, with systems of different owners—even with radio stations tied in. Mel Gilbert, president of Snyder Community Antenna Television, Snyder, Tex. (far left), was the moderator.

were worse. The study noted two weak points in cable customer service—response to telephone inquiries and timely resolution of billing problems.

But the majority of cable subscribers are, in the words of the study, "willing to accept occasional problems in favor of something more compelling; their overall pleasure in the medium."

However, said ICR, there are certain factors, predominantly in sales/marketing and customer service, which tend to "tip the balance" between retention and cancellation—an indication perhaps that cable operators can control churn to some extent by addressing those problems. ICR found the top five factors to subscribers (in order of importance) were perceived honesty of the cable sales representative, quick response of cable repair personnel, predisposition toward cable before interacting with the sales representative, perceived value of cable and perceived personal concern of the sales representative.

Improved customer service performance, or the perception of improved service, said ICR, can be particularly crucial in signing former subscribers. Although about 70% of former subscribers in the study said they were satisfied with customer service, the study indicated "there is a precipitous drop-off in likelihood to reconnect when service ratings are low."

The study also suggested that greater marketing efforts directed at telling former subscribers of the variety of programming cable offers would bring more back into the fold.

ICR concluded that the industry's man-

date might be stated as "sustained yield: retaining current customers by continuing to provide the services they require, regaining former customers by improving those areas that provoked voluntary disconnects and gaining new customers by overcoming largely unexamined prejudices of cable or ill-managed first impressions."

In six months, the ICR report predicted, 3.4% of current subscribers will disconnect; 17.8% of former subscribers will return; 6% of those who have never subscribed will do so and, throughout the period, pay penetration levels will remain about the same. Basic penetration in wired areas will climb 2% to about 58.3%, said ICR. □

Searching for PPV and VCR answers

NCTA panel explores relationship between increased VCR use and PPV

The question before the panel at the NCTA convention was: Will pay-per-view be swamped in the rapidly rising tide of videocassette recorders beginning to flood the country? One answer seemed to be: "Maybe not." But one clear conclusion was that the competition is generating more business for the movie markets.

VCR growth figures, as recited by the moderator of the panel, Edward Bennett, executive vice president of Viacom Cable, helped set the stage: 10 million VCR's in American homes in 1983, double the number of a year earlier, with the total expected

to reach 15 million this year. That amounts to a penetration of 17%.

One panelist for whom the figures have special meaning was Philip B. Lind, senior vice president for programming and marketing for Rogers Cablesystems of Toronto. He wasn't sure whether VCR's are "complementary to, or a challenge to, cable." But Rogers's strategy is not to sit and ponder: "We're going out to VCR homes and market to them directly," he said. "VCR is selling something—a good signal and time shifting. Cable should be doing more pay-per-view."

The Rogers system in Portland, Ore., has been offering pay-per-view using an addressable system. And Lind and others on the panel cited the importance of addressability to the success of a pay-per-view operation. The system has demonstrated the power of impulse pay-per-view. When installed in Portland, Lind said, viewing jumped 25%. Representatives of Qube, which has considerable experience with the two-way system, say viewing will increase substantially more, perhaps by 100%.

If cable systems are concerned about VCR penetration, so are the networks that service them. David L. Meister, senior vice president of HBO Entertainment, said that "anything that affects our affiliates affects us," and that HBO is "looking at developments." One conclusion—not surprising in view of the figures—is that "the consumer is willing to see movies on a pay basis." He noted that "many homes with VCR's are pay-per-view homes."

One member of the panel who thought VCR represents "a boon" to the cable industry, as well as a challenge, was Edward Bleier, executive vice president of Warner Brothers Television. The time-shifting quality that commends VCR's to consumers who prefer to watch commercial television programs at times of their choosing can also be applied to pay-per-view programming. "Pay TV is a resource of first-run movies without commercials that are available for recording," he said. However, Lind said only 8% of all cable programming is recorded.

Bleier represents an industry that had much to gain from the spread of VCR's as well as the development of pay-per-view. The motion picture industry feels wronged by the recording of its product without payment—a practice the Supreme Court upheld as legal. But the demand for motion picture product is increasing. Bleier said there is so much product that even good movies do not remain long in movie houses before being replaced.

Lind, who said cable operators are "product sensitive," complained of an inability to get product for Rogers's pay-per-view operation as quickly as or in the quantity needed. He said the system shows three or four pictures a week. "So we can't compete with VCR," he said. "We think we will be able to. We'll have better picture quality. The subscribers say it's a satisfactory way [to see movies] and the studios are satisfied with the split."

Evidence that the motion picture industry is in something like a no-lose situation was provided by a member of the audience at the

panel, Bob Klingensmith, senior vice president for video distribution of Paramount. During the question-and-answer session following the presentations, Klingensmith disclosed that Paramount will release "Terms of Endearment" both to pay-per-view cable systems with addressable systems and for distribution by VCR. He said the systems involved serve more than one million addressable homes—the first time that many will be involved in a pay-per-view performance. And he said the total will probably reach one and a half million.

Why release to both services on the same day? Because, he said, the return to Paramount is the same from both services.

Whatever the major marketing strategies cable systems develop to counter VCR competition, Bennett offered some customer-relations advice. "We should be VCR friendly," he said. What kind of policies do you have to accommodate subscribers? "If there is too much hassle in hooking up a VCR, you might lose subscribers." □

Still hope for copyright

NCTA panel hears legislators discuss obstacles to passage in 1984

Although there is only a month's worth of working days left in the current congressional session, it is possible that Congress will pass some form of cable copyright legislation before it goes home.

That sentiment was conveyed last week at an NCTA panel session on cable copyright issues featuring Representatives Henry Hyde (R-Ill.), Robert Kastenmeier (D-Wis.), Harold S. Sawyer (R-Mich.) and Mike Synar (D-Okla.), all members of the House copyright subcommittee, of which Kastenmeier is chairman, and Senator Patrick Leahy (D-Vt.), a member of the Senate copyright subcommittee.

"We're within one vote on the subcommittee and a handful of votes on the full committee of getting [a bill] out," said Synar. He said it was important for the House to act promptly, "to send the right signal to the Copyright Royalty Tribunal."

Both the NCTA and the Community Antenna Television Association are working to get the bill through. But as Steve Effros, executive director of CATA, put it, "This is silly season on Capitol Hill," as legislation takes a back seat to re-election campaigns. Effros remains committed, however, to an all-out effort at getting legislation passed before the current term ends. And he remains convinced that if legislation isn't passed this year, it will be passed in the next session.

Senator Leahy said the Senate would follow the House's lead on cable copyright, and would not initiate its own bill until the House had acted. He suggested that it was unlikely that legislation would be forthcoming as early as some in the House would like. "We're just getting around to examining the [copyright] laws. We're just getting familiar with

[the issues]."

The proposed cable copyright legislation being worked on in the House subcommittee would give some cable operators relief from the copyright rate hikes imposed by the CRT two years ago for distant signals imported by cable systems. The CRT ruled the systems must pay 3.75% of their revenues for each distant signal imported. Under the proposed legislation, the 3.75% rate would be triggered only when a system carried four or more distant signals. It could carry up to three distant signals at a rate of 1.15% of revenues. The legislation would also pare the CRT down to three commissioners from five; set specific guidelines under which the CRT would have to operate in determining rates, including a public interest standard (i.e. the cost of rate hikes to the consumer), and define all independent television stations in a cable system's Area of Dominant Influence as local stations.

Referring to the CRT, Kastenmeier said: "We expect them to be absolutely neutral," a position he said that body had not taken when it imposed the rate hikes two years ago.

Asked by Effros if he thought there was a direct link between cable copyright and possible legislation concerning the must-carry rules, as FCC Chairman Mark Fowler says there is, Kastenmeier responded that he did not think there was. "The compulsory license is a statutory law," he said. "Must-carry is FCC [policy]." Noting no direct connection, he said broadcasters would have to approach the House Commerce Committee with any proposal concerning codification of the must-carry rules. □

Getting to the bottom of rising basic cable costs

Programers offer explanations for high costs of programing and say they may continue to rise

How to contain basic cable programming costs was the focus of a session during last Wednesday's (June 6) National Cable Programming Conference, which followed the NCTA convention in Las Vegas. Basic cable program suppliers participating in the session indicated cable operators can expect to continue to pay carriage fees for basic services, and that those fees will continue to rise, at least moderately.

ESPN is now taking some heat from operators (as all basic programers do when they impose rate hikes) in the wake of its recent announcement that the carriage fee for the all-sports network will rise from 13¢ per subscriber to 20¢ beginning in January. ESPN President Bill Grimes explained that higher fees were necessary in light of the ever-escalating costs associated with acquiring quality sports programming.

And in particular, he noted, it's the few high-ticket, but exclusive, quality packages

such as the USFL contract, that contribute most to that cost escalation. ESPN paid \$11 million for the exclusive cable rights to the first two years of USFL games. But, said, Grimes, the payoff comes in the performance of the games on the network. And they have generated a 6 rating on ESPN and a monthly cumulative audience of between 60% to 70%.

Grimes was critical of two recent Turner Broadcasting System bids—a \$20-million bid that won TBS a two-year pact with the National Basketball Association and three-year \$60 million bid now pending before the USFL—for adding fuel to the inflationary fires. ESPN lost about \$3.5 million on NBA basketball last year, having paid about \$2.5 million for the rights. And the Turner USFL bid, on an annual basis, represents about four times what ESPN paid for its contract. "The cable operators will be the gigantic losers," said Grimes, because if WTBS carries the USFL, the operators will lose their local availabilities. And, he said, "Turner will lose a tremendous amount of money. It is impossible for TBS to generate the ad revenues to pay for [those rights]."

Nicholas Davatzes, president of the Arts & Entertainment Network, said cable operators should stop complaining about escalating fees, which he suggested were inevitable to some extent, and work together to increase subscriber penetration through joint market efforts.

John Schneider, president, Warner Amex Satellite Entertainment Co., which supplies the cable industry with MTV and Nickelodeon, said his company spends \$8 million to \$10 million annually in tune-in advertising, a direct benefit to affiliates. Asked if MTV's carriage fee, now at 12¢, was justified in light of the fact much of MTV's product [music videos] is offered free by record companies. Schneider said it was a "delusion" to believe the network's operational costs were light. He said MTV has lost "tens of millions" in its first three years of operation. (The network is currently negotiating with major record companies for exclusive rights agreements under which MTV would pay for the videos it carries. MTV executives indicated last week an agreement with CBS Records is near, and that others would more than likely be completed shortly after that.)

According to Larry Wangberg, president of Times Mirror Cable, "operators have kept their part of the bargain" by building the necessary plant capacity to accommodate various basic services. Operators are losing money, he said, and with the softening of the pay market in some sectors and copyright costs and interest rates on the rise again, he said, it is "hard to sympathize" with operators' demands for higher carriage fees. "We are losing money too," he said. "Programers need to be in it for the long haul." WASEC's Schneider countered that program suppliers are in it for the long term, if for no other reason than necessity. "We are both in the same spot," he said. "We want to recoup our return on investment." But, he said, it will be "well into the 1990's" before that investment—hundreds of millions of dollars—is recouped. □

Team work

Co-productions involving pay programmers are going to increase, judging from remarks made by executives of Showtime/TMC and The Disney Channel at a Wednesday afternoon panel session in Las Vegas.

Peggy Christianson, vice president, program development, The Disney Channel, said when that service went on air, it had no co-produced shows, but that now five of its 14 series either produced or in process are co-productions. One-third of its theatrical product are co-ventures, she said, noting that its partners have been freelancers, major studios and foreign companies from a variety of countries. "We are looking for... wholesome family fare... not a lot of which is being done," Christianson said, adding that The Disney Channel was also actively looking for mini-series product.

Henry Chandler, of Showtime/The Movie Channel, said the recent emphasis on co-productions was a result of "the mutual need to find quality programming." He added that the value of finding other "end-users" such as foreign and home video markets meant that he "looked for scripts that might be appreciated by other audiences" in addition to Showtime subscribers.

Robert Crestani, an agent with the William Morris Agency, who moderated the panel session, mentioned other reasons for co-productions besides the need for quality product, including insuring some control over the distribution of product. He said foreign co-productions had proved valuable because of cheaper labor and production facilities and tax-shelter considerations. Crestani also noted that satisfying the diverse programming tastes of foreign markets was a negative consideration, along with the difficulty of qualifying for investment tax credits. □

Addressing the cable-telco problem

Pre-emption of FCC's authority and mechanisms for resolving fairness disputes remain chief obstacles

The constant battle between telephone and cable companies over pole access charges serves as evidence, perhaps, that some problems cannot be legislated away. In 1978, Congress passed legislation authorizing the FCC to regulate pole attachment rates, except in states opting to pre-empt the commission's authority in favor of their own remedies.

The problem is, as the cable industry sees it, that 23 states have pre-empted the commission's authority to regulate pole rates, but only nine states have developed mechanisms to deal with rate disputes. A second concern raised by cable operators is the disparity of rates authorized by states deciding to pre-empt the commission. "There's something wrong with a system," said a cable executive attending a panel on pole attachments at last week's NCTA convention, "where cable op-

erators in New York are charged an average \$8 or \$9 per pole, and only \$1.88 in some parts of Wisconsin and \$2.50 in California."

That executive did not receive much sympathy from members of Congress on the panel who have been involved in establishing pole attachment legislation on the federal level, although those congressmen recognized the need for some relief for cable operators, since the telephone industry is a regulated monopoly. "The phone companies should be restricted in this area," said Representative Thomas Luken (D-Ohio), a member of the House Energy and Commerce Committee, which has jurisdiction over pole attachment rate issues. He called the rates imposed by the commission "reasonable and

just." At the time, he said, states were given the option to pre-empt FCC jurisdiction but were not explicitly required to set up their own pole rate regulating processes. But, said Luken, language has been inserted in the cable deregulation bill (H.R. 4103) that will require states to set up mechanisms by which pole attachment rate disputes can be settled effectively—and within a six-month period—should they pre-empt federal jurisdiction. "States that pre-empt will now have to regulate as well," he said.

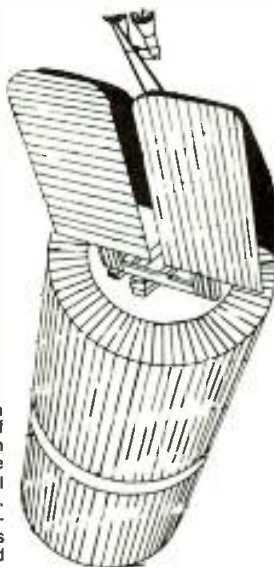
The commission has developed a formula that calls for a cable operator to pay, on average, between \$2 and \$3 per pole to string cable.

If a state, under the proposed legislation,

STARLOOP

THE ONLY FULL SPECTRUM SATELLITE ORIGINATION SERVICE

NEWS
SPORTS
VARIETY
DATA
AUDIO
VIDEO



ENTERTAINMENT
COMMUNICATIONS
TELECONFERENCES
SATELLITE
NATIONWIDE
TRANSMISSIONS

Meadowlands Communications full spectrum satellite origination service - a nationwide system of uplink centers providing premium quality, cost-effective satellite audio and video services from all of the nation's major news, sports, teleconferencing, and programming centers. All Meadowlands uplink centers are furnished and maintained by AT&T Communications.

QUALITY AUDIO

If you have to transmit an audio program from a remote origination, then our digital audio transmission system is just the ticket. Thanks to the proven, T-1 digital transmission technology, your audio is relayed with the highest fidelity and no distortion, in either mono or stereo.

7.5 kHz or 15 kHz. And Meadowlands Communications delivers true, end-to-end service. Deliver your signal to one of our conveniently located uplink centers, and we handle the rest.

QUALITY VIDEO

Each of our uplink centers provides network quality video transmissions, using the latest tech-

nology. Fully redundant components, automatic switching and continuous monitoring of operating parameters guarantee the quality and reliability of each transmission. Deliver your video signal to one of our uplink centers, and we will uplink it to your own space segment or to another organization providing it to you.

EXPERIENCE PLUS

Our service combines modern satellite communications technology with the most extensive telecommunications management experience available today. Three of our operating officers boast a combined 75 years of network broadcasting skills. They're ready to solve your transmission problems and save you money!



MEADOWLANDS COMMUNICATIONS, INC.
320 Veterans Blvd., Rutherford, N.J. 07070 • (201) 460-3555

said Representative Carlos Moorhead (R-Calif.), does not establish its own pole rate mechanism after pre-empting the commission, jurisdiction might revert to the federal level, if cable operators petition for revision.

Cooperative and municipally owned telephone companies are exempt from legislation currently on the books as well as from that proposed in H.R. 4103. The cable industry had initially sought to repeal those exemptions in the current proposals, but then backed away from the idea. Representative Howard Nielson (R-Utah) told those attending the session that backing down "was wise," because the two groups may have successfully opposed the legislation otherwise. □

Colony forms local ad unit

**In panel on cable advertising
MSO's chairman announces
Colony Cable Ad Sales Consultants
to help operators in local sales;
Alter previews '84 ad environment**

Colony Communications, the Providence, R.I.-based MSO, has formed a new subsidiary to assist cable operators in establishing local advertising sales operations. Jack Clifford, chairman of Colony, announced the subsidiary at a panel session on cable advertising sales at last week's NCTA.

The new company, called Colony Cable Ad Sales Consultants, will assist operators in sales startup efforts, including acquisition of personnel and equipment, designing rate cards, billing and collection procedures and budgeting. The company will charge a fee, perhaps based on a share of revenues in the operations it helps establish.

Bob Alter, president of the Cabletelevision Advertising Bureau, said at the session that advertiser-supported networks are expected to generate \$500 million in sales in 1984, an increase of close to \$200 million over 1983. Estimates indicate that local cable advertising will amount to approximately \$80 million in 1984.

Alter also said that viewing erosion among the three broadcast networks is on the

The name for the multipay game was 'fraud,' Nicholas charges



Moderator Brian Lamb of C-SPAN keeps his eye on (l-r) Elkes, Wussler and Nicholas.

Proving once again that you never know when to expect a bombshell, an otherwise innocuous discussion between three reporters and three cable/programming executives produced this startling quote at the NCTA convention last week:

"We're beginning to admit publicly that we've been treating consumers as though they couldn't add or subtract... by 'smudging'—offering three pay services with the same product. We're now dealing with the reality of undoing what we've done, the fraud we've been perpetrating on the consumer in the last four years."

The speaker was N.J. Nicholas Jr., executive vice president of Time Inc., whose Home Box Office and Cinemax were surely among the pay services he had in mind. Remarkably, there was no follow-up to the Nicholas condemnation from the three inquiring reporters: David Crook of the *Los Angeles Times*, Merrill

Brown of the *Washington Post* and Ron Alridge of *Electronic Media*.

The tenor of the discussion—the other two participants on the panel were Terrence A. Elkes, president and chief executive officer of Viacom International Inc., and Robert Wussler, executive vice president of Turner Broadcasting—concerned the apparent slowdown of cable momentum in recent months, particularly among the pay services. The consensus among the industry executives was that, on the one hand, cable was going through a necessary readjustment following a period of heavy capital spending and, on the other, that cable was on a plateau while it grows from the present 35 million home level to the 45 million to 60 million level, when another round of programming opportunity is expected to open up. The projected timetable for that happening: in the 1990's.

upswing again. Network viewing in the first quarter of 1984 was down 3%, compared to a decline of 2% a year ago. And, he said, "erosion is three times greater in cable households." Broadcast network advertisers, he said, face a "serious underdelivery problem in the cable universe," and the most effective way to manage the problem, he said, is to buy cable.

The latest Nielsen figures, he said, indicate that half of all television viewing takes place in cable homes. From April 1983 to April 1984, he said, cable program viewing

in cable homes grew 17% to an average 18.5 hours a week. Thomas McKinney, vice president in charge of advertising sales for Group W Cable, said: "We think the business is really at the local level." He said Group W's main thrust would be to pursue the advertiser with \$300 or \$400 a month to spend on advertising. He said that company's advertising revenues grew 258% over the last year, although he did not give specific revenue figures.

Bill Wiener, a senior vice president with BBDO, said the agency will spend \$16 mil-

lion on cable advertising for 14 clients in 1984, up from \$10 million last year. He said that advertisers generally see cable as an opportunity to once again sponsor programs, a practice that was once widespread in broadcast television advertising, but which has since become unaffordable in that medium. "We want programs we can call our own," he said, "programs that we can be identified with." He also said that with so many cable networks around, it is unrealistic to expect large ratings from any of them. "There are too many players slicing up the pie." □

Business

Rally round radio: ANA/RAB annual workshop

Nearly 800 turn out in New York to hear testimony of advertisers and agency executives for radio as effective advertising medium

Product positioning through radio headlined the 17th annual radio workshop held by the Association of National Advertisers and the Radio Advertising Bureau last week in New York. The meeting, on Wednesday (June 6) at the Waldorf-Astoria, attracted approximately 800 radio and agency sales executives who heard leading corporate executives sing the praises of radio's effectiveness as an ad vehicle.

Keynoting the event was Jeff Campbell, president and CEO, Burger King Corp., who said radio became part of a major ad campaign by his company two years ago when his company fell behind McDonald's and Wendy's in "bottom-line" performance. He cited several factors influencing Burger King's decision to use radio: cost efficiency, fast turnaround time and steady listening levels in the summer, which, he said, is a season that can either "make or break us." After the "Battle of the Burgers" campaign of fall 1982, in which the taste of Burger King hamburgers was compared to that of McDonald's, the company's "top of mind" awareness soared 253%, he said.

"Thanks to top-rated, youth-oriented programming, we've increased our radio expenditures during the past five years from \$100,000 to \$4 million," said Levi-Strauss's Jim McCarty, senior advertising manager.

jeanswear division. He said radio became an effective way to extend Levi-Strauss's TV message, citing the company's ad campaign launched last month for its new "501" line of jeans. According to McCarty, Levi-Strauss is using both network and syndicated concert programming spots to cover a 14-24-year-old market for jeans. And to maintain its identity with the West, said McCarty, Levi-Strauss airs spots on many country-format stations, and during early morning farm reports.

Radio served as the principal medium for Pitney-Bowes's advertising last year, especially for its new products, copiers and postage-by-phone, according to Dave Anderson, director of advertising, worldwide, and Barry Crane, vice president and account supervisor for D'Arcy MacManus Masius. With a musical radio campaign called "Mr. Pitney-Mr. Bowes," the company increased sales by 15%, the two executives said. Time was purchased on the ABC-Information, CBS and NBC radio networks and supplemented by spot buys in several key markets, all of which had eight-week flights during spring and fall. "We were able to reach 80% of adults more than 10 times with even greater frequency against our business audience by positioning commercials in news, easy listening and sports programming," they said.

The medium also received high marks from Seven-Up's Ralph Countryman, vice president for media services, and Beatrice Foods's Pat Kane, director of corporate advertising. Countryman told the audience radio served as the "catalyst" for local bottler promotional involvement in the overall mar-

keting program of the firm's cola product, "Like." The Seven-Up executive said he began to use spot radio in every market where Like was distributed. "We would schedule radio leading up to and including the best food [buying] day in each market, and just before peak shopping hours in those key cities," he explained.

Kane said radio advertising was responsible for a more than 60% increase in first-quarter sales in San Francisco for Callard & Bowser imported candies, and a 25% increase in New York and Boston. Kane also noted the Sanna Division of Beatrice Foods spends 23% of its ad budget on radio for "Swiss Miss Pudding Bars" and 15% for "Swiss Miss Chocolate Milk Maker."

But what about the quality of today's radio commercial? Malcom MacDougall, president and director of creative services for Hill, Holiday, Connors, Cosmopolos, offered an opinion. He said the industry may not have advanced very far, in terms of creativity, since the first radio commercial, which he claimed was purchased by his grandfather in 1922. The ad cost \$50 for five minutes, on then WEA(AM) New York, and was aimed at selling a garden apartment complex in Queens county, N.Y. "Good commercials are few and far between," he said.

MacDougall called upon ad agency creative directors to make the improvement of radio commercials their "top" project. "We need to put the best producers in charge of radio production... and start searching for radio acting talent." □



Campbell



McCarty



Anderson and Crane



Countryman



Kane

Weil unveils PBS's fall lineup

New series are previewed at press tour in Phoenix

The Public Broadcasting Service, the non-commercial television programming network owned and operated by its 302 member stations, released its preliminary fall schedule last week with the promise from Suzanne Weil, senior vice president of programming, that the service is "not forgetting who we are or why we're here."

Weil unveiled the lineup last Monday (June 4) during the Consumer Press Tour in Phoenix, stressing the schedule's large percentage of new programming and joking that the nationally distributed material is in danger of "shoving out" local productions and acquisitions by individual PBS stations. The large number of national programs available, she added, should give licensees considerable flexibility in developing local schedules.

"Don't look for a 'premiere week,' because there isn't going to be one," Weil advised. The new productions will begin appearing in mid-September and will be added as they become available. She noted that some of the new series represent the birth of projects in gestation for years.

Original programming this summer will include coverage of the Democratic and Republican party conventions, Weil disclosed, although those plans have yet to be confirmed.

"We couldn't afford the network pool [feed]" from the conventions, she said, but PBS is currently negotiating with cable's C-SPAN for access to its feed. "We'll be there," Weil maintained.

Programs being added to the fall schedule, all previously announced, include: *Wonderworks*, a 26-part, one-hour family film series premiering Monday, Oct. 1, at 8 p.m. NYT; *Heritage: Civilization and the Jews*, a one-hour series chronicling the history of the Jewish people that debuts Monday, Oct. 1, at 9 p.m. NYT; *The Constitution: That Delicate Balance*, a one-hour program about in-

dividual rights and liberties, beginning Tuesday, Sept. 18, at 10-11 p.m. NYT; *The Brain*, a one-hour, eight-part study of the human brain, premiering Wednesday, Oct. 10, at 8 p.m. NYT; *On the Money*, a half-hour, 13-part series on personal money management, airing at 8:30-9 p.m. NYT beginning Thursday, Oct. 11, and four new programs that do not have scheduled times yet. The four programs are: *Congress: We the People*, an inside look at how Congress works, premiering Aug. 25; *Child Sexual Abuse: What Your Child Should Know*, a five-part program that begins Sept. 17; *Voyage of the Mimi*, a 13-part series exploring math and science aboard a sailing ketch, to debut Sept. 10, and *Adam Smith's Money World*, a money management series with no start date. More than 20 other programs are returning to the PBS schedule with new episodes.

PBS has also invested between \$30,000 and \$35,000 in the design of a new on-air logo to be seen at the close of new prime time programs this fall. The logo, a modification of the service's "anthropomorphic 'P,'" is being designed by Ivan Chemayeff and Tom Geismar and is seen as standing for the "wider 'public'" of public broadcasting.

Weil said PBS is still suffering from a lack of available funding for some of its more ambitious programs, and that existing programs would likely reach much wider audiences with larger promotion and advertising budgets. She noted that Corporations in Support of Public Broadcasting, a 15-member group of corporate underwriters, has been "very helpful" in its efforts to expand the network's funding base. The group met in New York late last month to try to determine ways of increasing corporate support on the local level.

"They've been a very supportive group, and it's part of this spirit of trying to take care of ourselves better," Weil emphasized. "It's hard to measure, but I think it has [helped]. There are a couple of underwriting grants that have come in that would not have come before, and some [existing grants] have been expanded."

Weil conceded that national ratings for PBS programs have been erratic, down somewhat in prime time but up overall. Individual stations report increases and declines in some instances for the same programs in the same time slots.

"I think that we're not stuffy and dull anymore," Weil said, "certainly not every day, all the time. And I don't think we've gotten the word out to that other audience." By "other audience," Weil was referring to the audience between grammar school age and age 45, since the service does well with those viewers.

She said PBS is trying to counter its image as the "humor-impaired" network with more comedy programming, noting the funding of a humor series entitled *Survival Guides* that is



Convention kickoff. National Association of Broadcasters Radio Board Chairman Martin Beck (l), Beck-Ross Communications, Rockville Centre, N.Y., and National Radio Broadcasters Association President Bernard Mann (r), Mann Media, High Point, N.C., met last Tuesday to unveil the theme for the NAB-NRBA joint Radio Convention and Programming Conference (Sept. 16-19). The slogan, "Up with Radio," was shown in Washington as Mann and Beck (co-chairmen of the convention) met with other RCPC committee members to complete plans for entertainment, panelists and exhibits for the Los Angeles convention. Performers already slated for the RCPC include singer-actress Irene Cara, the "Up with People" ensemble and actress Jayne Kennedy. The last will tape segments of her nationally syndicated morning exercise show, "Radorobics," on Sept. 17 during the conference.

According to Beck, 65% of the exhibit space has been reserved, and four hotels—the Westin Bonaventure, the Biltmore, the Sheraton Grande and the Los Angeles Hilton—will house those attending the RCPC. The Westin will serve as the headquarters for registration and exhibits, and the Biltmore will hold "special programming events." (Two raffles, offering "valuable prizes," will be held to encourage traffic flow between the two exhibit areas in the Westin.) Mann said that "all expenses and revenues" from the joint project will be "split down the middle" between the NAB and the NRBA. Asked what will come from the joint convention, Beck said he sees an "expanded voice on the Hill" as the two organizations continue to work together.

being developed by some of the creative team behind the original NBC series, *Saturday Night Live*. Weil conceded that PBS "just didn't have enough homework" done on *Sacred Cows*, the controversial series withdrawn from consideration under a volley of protests last year. "Another incarnation" of the program is being developed, she said, under the title, *Letters to PBS*. Trying to get the series on PBS in its original form, she admitted, "was one of the dumber things we've done." □

Christensen expresses concern about PBS underfunding

New president and CEO says cuts in authorizations could force stations to seek ad dollars, sees need for more promotion

The president of the Public Broadcasting Service believes that Congress will approve funding authorization proposals for fiscal years extend into 1989 by the end of this month, although he acknowledges President Reagan might veto authorizations calling for increased federal spending for PBS. Bruce Christensen, who became PBS president and chief executive officer on May 15, told reporters gathered in Phoenix last Monday (June 4) for the semiannual Consumer Press Tour that any major cut in federal funding, coupled with other declines in revenue, would force noncommercial stations to consider selling air time to advertisers.

"If public broadcasting cannot find a secure and sustaining combination of revenue sources; if the federal government refuses to fund public broadcasting or state funding drops or we have dramatic drops in the membership of public television, another revenue source will have to be found," Christensen told his Arizona Biltmore hotel audience. "The only alternative that could return substantial revenue to public broadcasting is advertising. If we don't have the resources to meet the needs that the licensees have, ultimately public broadcasting will have to look at advertising as a source of revenue. It doesn't have any alternative."

Christensen said the advertising issue will not be considered until after the current legislative session, during which the executive said he is "hopeful" that increased federal support will be forthcoming. PBS is seeking a supplemental increase of \$70 million over the next three years, yielding an appropriation of \$145 million for fiscal 1984, \$153 million for 1985, and \$162 million for 1986. Congress is also considering authorizations for the three following years, when PBS is requesting \$238 million for 1987, \$253 million for 1988, and \$270 million for 1989 (BROADCASTING, May 14). The latter authorization has been voted out of both Commerce Committees with action awaited on the floor.

Christensen predicted the next several years would find heavy pressure on the President to reduce federal spending, "and it's not going to be easy to fund any pro-

grams that anyone believes can be cut. That's one of the reasons it's so important for us to get our supplemental appropriations this year and get the next three years reasonably secure so that we can weather whatever happens during that period of time."

Earlier, Christensen had conceded there is some "danger" that President Reagan might veto authorizing legislation for public broadcasting. "I don't think the President has any problem with the Congress having its say about what it thinks public broadcasting should be as long as he has the ultimate say on how much it's going to get."

Christensen, who served two years as president of the National Association of Public Television Stations before succeeding Lawrence Grossman as PBS's top executive, said he does not believe a spectrum fee is politically feasible as a possible source of PBS revenue. He termed debate over possible configurations of such a fee moot, adding: "It's not going to happen; it's not something that's likely to ever happen in the American communications system."

He said that he has spent most of his first few weeks on the job meeting with PBS affiliates and assessing their needs. He is telling them his first priority is maintaining PBS's strengths as a "quality" program service.

"Quality and diversity mark the distinctive nature of public television program services," Christensen maintained. "Education, children's programming, target audience programs, cultural programs that you simply can't find anyplace else [are on PBS] because the communication marketplace has proved that it won't support those kinds of programs. Because public television hasn't had an easy time with its funding, many of our dreams for better service have had to be deferred."

The deferred dreams, according to Christensen, involve a lack of resources for "the quality and quantity" of local public television programs desired by the individual stations, redirection of creative energies from production to fund raising, a lack of risk capital for program and technical development and shortage of funding for proper advertising and promotion.

On the last point, Christensen warned that PBS is in danger of becoming the "Oh, if I'd only known" network. "When I talk with folks about a program that may have been on public television the night before, they say, 'Oh, if I'd only known, I would have watched'... We simply have to do more to make sure that the public sees, understands and knows what's available on public television." He compared the \$20-million program budget of PBS to a similar amount reportedly spent by ABC-TV for promotion of a single mini-series in 1983, *The Winds of War*.

"In spite of all that has been deferred and all the work that remains to be done," Christensen concluded, "public television has an outstanding record of accomplishment... The public has access to at least one channel of the most pervasive medium in our society. I think this is the great untold story of public television," he stressed. Public television is "really democracy at its best and worst. Public television is a world of democratic complexity." □



**130 SIXTY SECOND PROGRAMS
26 Weekly Soap News Updates**

The difference between inserts and programs is... you can sell your programs.

Soap Opera Minute is designed as a spot carrier, with commercial intros and outs. Sponsor messages expand them by 10, 20, 30 seconds — and you're selling all that time.

Take a minute to put daytime's top soap and game show stars to work locally in this pre-proven format. In fact, take 130 minutes.

NO FRILLS SYNDICATION

All the frills are in the programs, not the sales. There's no syndication company so there's no distribution fee to increase the cost. Our direct-from-the-manufacturer selling "strategy" is frill-free: each market is priced with the lowest fee we can accept, making this the most affordable short-form series on the market.

**AVAILABLE NOW
FOR NOVEMBER 5**

**RESTIVO PRODUCTION
ASSOCIATES, INC.**

619 West 54 Street, Suite 621,
New York, New York 10019
212-265-3676

Cable holds first 'consumer press tour'

National Cable Forum, held on eve of NCTA convention and press tours by PBS, ABC, NBC and CBS, previews fall highlights from cable networks

The first-ever National Cable Forum convened in Phoenix June 1-3 as a prelude to the National Cable Television Association convention in Las Vegas. The event attracted 78 television critics and columnists to the Arizona Biltmore hotel for a series of news conferences, screenings and other presentations by cable program services.

The gathering was jointly sponsored by a newly formed consortium of 11 cable networks, most of which participated in two previous "cable days" under the auspices of Women in Cable and the Television Critics Association. This year marked the first expansion of the event to three days and the first meeting under the National Cable Forum banner.

The series of meetings kicked off the semiannual Consumer Press Tour, with PBS and CBS following the cable services in Phoenix, and ABC, NBC and the critics' own association holding news or promotional events at the Century Plaza hotel in Los Angeles beginning today (June 11). Up to 120 journalists from the U.S. and Canada gather for the June and January tours, which began a number of years ago as a means of introducing fall or midseason programming to the nation's television writers.

This year's National Cable Forum committee was co-chaired by Char Beales, vice president of programming and marketing for NCTA, and Barbara Ruger, vice president of consumer marketing and sales for the Nabu Network.

HBO moves up date for premiere of 'Sakharov'

Home Box Office, responding to pleas from the exiled family of Soviet dissident Andrei Sakharov, has rescheduled the premiere of its made-for-pay television motion picture, *Sakharov* for June 20, the pay network announced at the NCF in Phoenix. The two-hour HBO film had originally been scheduled for September, but HBO President and Chief Operating Officer Michael Fuchs said Sakharov family members, who advised HBO in the production of the film, urged an earlier date in view of the Nobel Prize-winning physicist's current hunger strike.

"The reason we're coming out with it [on June 20] quite honestly is not for commercial reasons but because the family and other people involved asked us and really pleaded with us to get it out as soon as possible," said Fuchs. He labeled the program "a story about a hero, a man against the state." HBO produced the program, through Titus Productions Ltd., in "a nonpolitical, nonheavy-handed, nonideological USA versus USSR way," Fuchs emphasized.

The New York-based executive said he had at least one conversation with Aleksis-Semyonov, Sakharov's stepson (who lives in Newton, Mass.), and that there had been "a lot of indirect requests and efforts to ask us to

move up the date of the program."

The movie, which stars Jason Robards as Sakharov and Glenda Jackson as his wife, Yelena, will be shown on June 20 at 8 p.m. NYT and again with what Fuchs termed "a full schedule treatment" in September. *Sakharov* which cost more than \$4 million to produce, was shown on Dutch television May 27. It has been sold in Australia, and discussions are ongoing with potential buyers in Japan, Canada, Great Britain and France. The film may be shown theatrically in Scandinavia, West Germany and Italy.

"We have taken this special step to pre-



Sakharov

empt our normal program schedule to create a greater awareness of the plight of the Sakharovs," said Fuchs, "with the hope that the weight of public opinion might influence the Soviet Union to release this brave couple." Semyonov, son of Yelena Sakharov, said the family is "deeply grateful to HBO for its humanitarian gesture," predicting the showing "will be of significant help in keeping the world's attention focused on Andrei's and Yelena's fate."

Fuchs said that there had been no direct contact with the State Department or administration about the film, although copies have been sent to the White House and a major screening for government officials, the press and Soviet experts is planned in Washington on June 19. He said members of the Sakharov family had seen the script and finished film. While generally approving, Fuchs told BROADCASTING "they wanted it to be heavier-handed. We went easier on the Soviets than we could have." Scenes involving psychiatric hospitals and torture, which Fuchs said could have been included with accuracy, are not in the film. He told a questioner that no specific comments on the project, filmed mostly in Austria, have been received from the Soviet Union.

"I would like to do 10, 12, 15 *Sakharov's*," said Donald March, senior vice president, HBO Premiere Films. "I think it really indicates to us the power of the medium... It's our responsibility to take our social consciousness and wed it to the entertainment medium."

March announced the July 15 debut of a second HBO Premiere Film, *Draw!* starring Kirk Douglas and James Coburn. The two-hour, made-for-pay movie, from Astral Film Productions and the Bryna Co., is described as a "tongue-in-cheek, action/adventure western."

Films like *Draw!* and *Sakharov* outper-

form theatrical films in both tune-in and satisfaction, according to Nielsen and HBO research described by Fuchs during the news conference. Nielsen meter ratings, he said, gave the first telecast of HBO Premiere Films an average rating of 17.0 and 23 share compared to a 14.5/23 for theatrical films in HBO homes.

Cinemax, HBO's companion pay service, also will increase its original programming, stressed its senior vice president for programming, Lee deBoer. The first mini-series produced for Cinemax, the \$13-million French co-production of *Louisiana*, will premiere in late October. Also announced is a one-hour movie parody for September, "Oklahoma Jones and the Trumpets of Death;" *Caught in the Act*, a six-episode comedy series starring Richard Belzer; six new episodes of the comedy series, *Assaulted Nuts*; a half-hour situation comedy to debut July called *Hincus, Pincus (& Hincus)* about "a talent agency that has seen better days," and several rock music oriented specials. According to deBoer, Cinemax is seeking a younger, more upscale audience than HBO with original programming directed mostly toward those aged 25 to 34. The service is planning no original drama series, he said.

Seth Abraham, senior vice president, HBO programming operations and sports, disclosed that HBO will show Marvin Hagler's next middleweight title fight, planned for next September or October. HBO Sports will continue to emphasize "big events," primarily prize fights. Fuchs termed such programming a "very, very strong form of retention."

HBO is not involved in direct negotiations for the 1988 summer Olympics, Abraham said, but indicated "the networks have approached [HBO] to try to gauge if there is any interest" in possible co-productions involving the Seoul games. "It would be unrealistic for HBO to think that we could afford all rights to the Olympics, be it winter or summer," he added. "We are not interested in kayaking, however."

ESPN announces plans for scrambled transmissions in 1985

The Entertainment & Sports Programming Network will begin scrambling its satellite feed in early 1985 as part of a DBS package being developed by Home Box Office in association with ESPN and other cable services, according to Roger L. Werner Jr., executive vice president of marketing for the basic cable service. Werner told reporters at an NCF news conference that "HBO is not really carrying the freight for all of us" involved in the package, but will absorb some costs associated with the scrambling system, developed by M/A COM. The executive said ESPN would not market its programming on an exclusive basis, but did not give specifics on marketing plans. The sports-oriented network receives a per-subscriber fee from the only current U.S. DBS operator, USCI, which serves an estimated 20,000 homes.

Werner called DBS "a nice add-on business," predicting that ESPN could have five million DBS subscribers within the next five

or six years. By that time, he said, there may be 10 to 12 million home satellite receivers or the equivalent of "one or two of our largest cable MSO's." Werner thinks there are about 600,000 home dishes operating now, with that figure expected to climb to one million by the end of 1984.

ESPN expects to reach the break-even point by its fifth anniversary next September and become profitable in 1985. Werner estimated ESPN would see about \$55 million from \$70 million in advertising revenue this year, while tallying \$10 million in cable operator subscriber fees. Over the "long haul," he predicted, 30%-40% of ESPN's revenues will be derived from such fees. The service is raising its per-subscriber rates from 13 cents to 20 cents in 1985. Prime time advertising rates are currently from \$3,000 to \$4,000 per 30-second spot. New national accounts include Kentucky Fried Chicken, Procter & Gamble, IBM and 7-Up.

Responding to a reporter's question, Werner insisted that the lawsuit filed against ESPN by Falcon Communications, an independent California MSO, alleging an illegal hike in per-subscriber fee rates, represents "an isolated incident" not being duplicated in other parts of the country. He said ESPN is discussing the dispute with Falcon and hoping for a peaceful resolution of the matter. In what could become a precedent-setting battle, Falcon is complaining that its 1982 contract with ESPN precludes the latter from increasing both subscriber fees and its estimated subscriber base totals through spring 1987. "It's a difference in contract language interpretation," said Werner. "We can change or raise the rate within 90 days notice."

On other financial matters, the executive said that although U.S. Football League games and Thursday night boxing are the highest-rated programs on ESPN, the service is willing to lose such events if bids for cable rights reach unreasonable levels. Noting Ted Turner's \$20-million purchase of NBA basketball rights for the next two seasons, Werner said: "At that price we simply walked away." Payments above \$5 million for those rights made it a "marginal business venture," Werner added. "We are prepared to lose it... it has not been a major anchor for national advertisers." Meanwhile, ESPN is still bidding for USFL rights following the expiration of its two-year, \$11-million contract at the end of this season. Turner is reportedly willing to spend more than \$50 million for a three-year USFL cable rights deal.

Future plans include possible collaboration with ABC Sports on the 1988 Olympics. ABC, ESPN's parent, has obtained cable as well as broadcast rights for the winter games, and Werner is hopeful that the same will be true for the summer games in Seoul. Although it is an operating unit of ABC Video Enterprises, distinct from ABC Sports, ESPN is doing some joint productions with the broadcast sports unit and "we hope to do more in the future," said Werner. Also planned is more event coverage in stereo and more original "news, fitness and lifestyle" programming under the sports umbrella. Much of the latter will be seen on weekday afternoons, when ESPN is trying to beef up its female viewership. The audience is estimated to be 97% male over all.

Showtime/The Movie Channel executive discusses new tangent for two services

"We really are beginning to deliver different programming than network television," declared Peter Chernin, senior vice president, original programming, Showtime/The Movie Channel, during a June 1 news conference at the National Cable Forum in Phoenix. In announcing a plethora of new programs before visiting television columnists at the Arizona Biltmore hotel, Chernin said the pay services are distinguished by the commitment to "big events... uniqueness... and quality."

While The Movie Channel is and will remain a movie-only service, Chernin said that adding more original programming to the mostly-movies Showtime network will enhance the public's perception of its value. Even The Movie Channel will begin moving in that direction next fall with the premiere of "The Ratings Game," a made-for-pay film about the television ratings race, directed by and starring Danny DeVito. The 90-minute feature is the first made-for-pay picture produced for the Movie Channel. Chernin said a deal has been completed for a second film, and three others are in the planning stage. The Movie Channel, he said, may be showing as many as one original feature each month by next year.

As for Showtime, Chernin said the service has about 50 original programming projects in development to contribute to the pay channel's 65/35 mix of movies vs. original fare.

Other announcements from Showtime in Phoenix included:

- Filming will begin in August for Showtime's first-ever mini-series; *Tender is the Night*, a six-hour adaptation of the F. Scott Fitzgerald novel, starring Peter Strauss, Mary Steenburgen, Jennifer Beals and John Heard. It is being produced by the BBC for Showtime, to air "in the middle of next year."

- An original comedy series, *Brothers*, will premiere on the network July 13, telling how an all-American family is "turned upside down when the youngest of three close-knit brothers reveals that he is gay." Robert Walden, who played Rossi in CBS-TV's *Lou Grant*, stars as the family "go-between." An initial seven-episode order has been received by Paramount Video, with Gary Nardino as executive producer. "We feel a little like Lewis and Clark," said Walden in describing the new territory that the show charts. According to Chernin, *Brothers* will be shown no earlier than 8 p.m.

- *Steambath*, a six-episode original series from Joe Byrne/Falrose Productions in association with Warner Brothers Television, will premiere in August on Showtime. Termed "an irreverent, no-holds-barred comedy" by Chernin, the program is based on the off-Broadway play of the same name. Weekly episodes are slated for September.

- Special programs announced by Showtime for upcoming months include *Stevie Wonder Comes Home*, a concert performance by Stevie Wonder, scheduled to air this month; *Garry Shandling, Alone in Vegas*, an original one-hour comedy program produced on location in Las Vegas to be seen in August; a new production of "Cat on a Hot



Brothers

Tin Roof," the Tennessee Williams play, to star Jessica Lange, Rip Torn and Tommy Lee Jones and also premiering in August; and "Shirley MacLaine on Broadway," a music and dance performance from MacLaine's recent Gershwin Theater show, to be taped this summer in Los Angeles. The MacLaine program will be shown at a date to be announced, probably in October or November.

Chernin said at least one other original comedy series will join the Showtime lineup next fall and emphasized his goal of establishing the service as "the comedy network" for pay television.

MTV in the black to stay, network executives say

MTV: Music Television, the 24-hour music video program service of Warner Amex Satellite Entertainment Co., turned a profit for the first time in the first quarter of 1984 and

Why Accu-Weather?

Because

Accurate forecasts can be your competitive edge. Accu-Weather gives them to you — exclusively.



619 W. College Ave.
State College, PA
16801

814-237-0309

The Leading Weather Service

expects that trend to continue, network executives were claiming last week. (The disclosure was first made in Los Angeles by Warner Communications Inc. Chairman Steven Ross during the company's annual stockholders meeting ["Cablecastings," June 4].) Ross said that Showtime/The Movie Channel, in which Warner has a minority interest, has also started to turn a profit.

John Sykes, vice president of production and promotion for MTV, said the music service has been selling out its six minutes of available national advertising time during its most-viewed time periods, and, if that trend continues, the service should remain in the black. Asked why MTV has taken so long to become profitable, given its wide popularity, Sykes cited the expenses involved in transmitter leasing, processing videos, "vee-

jay" and staff salaries, and production costs.

Sykes acknowledged that MTV has received negative feedback from some viewers and cable operators because of the content of some clips and confirmed that some videos have been dropped from the MTV lineup as a result.

"We don't condone blatant violence or blatant sexism in music videos," he declared. He said new videos are reviewed "at least once a week" (MTV receives upward of 40 new tapes each week) by an executive committee that makes a "very subjective" decision on what will be added to the playlist.

Three consultants from the radio industry have been retained by MTV since its inception, Sykes said, but their suggestions are considered as part of several research tech-

niques that include studies of mail, record sales, radio playlists and call-outs to MTV viewers. Rick Carroll and Lee Abrams remain as consultants. Jon Sebastian was a former consultant to the service.

Sykes also announced that MTV in June will present *London Calling*, the sixth in a series of programs about the British rock music scene, hosted by Steve Blackwell. The network is also presenting *The Cutting Edge*, a barter series produced in association with IRS Records about new music groups. He said MTV is actively developing promotional tie-ins with several performers for upcoming concert tours, including Yes, The Pretenders and Bruce Springsteen. Sykes said MTV is "talking with" The Jacksons regarding promotional tie-ins with the groups' fall concert tour. □

NBC ties ABC for first in ratings

With eight of the top 10 programs, NBC was able to tie ABC in the eighth week since the end of the 1983-84 prime time season. It was the first time since May 1982 that CBS did not have a show in the top 10.

For the week ending June 3, Nielsen's National Television Index showed ABC and NBC in a tie for first place with each averaging a 13.4 rating/24 share in prime time. With only three programs in the top 20, CBS recorded a 11.5/20, nearly one-third below its 37-week average.

NBC won four nights: Tuesday, Wednesday, Thursday and Sunday. ABC won Monday and Saturday. CBS took Friday.

Although the official beginning of the summer season with its attendant decline in viewing levels might account for the low averages suffered by all three networks, the combined three-network rating and share levels were under the comparable period last year. For the week ending June 5, 1983, the combined rating/share was 39.2/70 compared to 38.3/68 for the most recent week.

It was a week characterized by a heavy load of repeats and pre-emptions by specials in the 9-11 block on all three networks. ABC had four movie nights because of the premiere a two-part showing of Sidney Lumet's "Prince of the City" on Tuesday and Wednesday nights.

Highlights of the week, night by night:

■ ABC took Monday night solely on the strength of a repeat broadcast of "The Concorde—Airport '79." The three-hour movie averaged a 17.8/29 and was the number-three ranked show of the week. Runner-up NBC averaged a 15.5/25.3 with a Bob Hope birthday special from 9 to 11 p.m. averaging a 15.6 rating.

■ NBC won Tuesday with repeats of its regular lineup of *A-Team*, *Riptide* and *Remington Steele*. The first part of an *ABC Movie Special* "Prince of the City," captured a 15/24 and outdrew by 4.3 rating points a special broadcast of The Screen Actors Guild 50th anniversary celebration on CBS.

■ Wednesday night, the last night of the Nielsen sweep period (May 3-30), NBC glided into first place with original episodes of its regular lineup of *Real People*, *Facts of Life*, *Double Trouble* (at 18/29, the second-ranked show of the week) and *St. Elsewhere*.

■ It was NBC's regular lineup again that helped it win Thursday night, repeats of *Family Ties*, *Cheers* and *Hill Street Blues* notwithstanding. It was also the fourth consecutive third-place night for CBS, this time being dragged down by the second game of the NBA championship (Los Angeles Lakers vs. Boston Celtics) which averaged a 12.3/23 from 9 to 11. And although NBC won the night, it did most of its work between 9 and 10 with *Cheers* and *Night Court*: CBS won the 8 to 9 block with *Magnum, P.I.* and *20/20* on ABC slipped passed *Hill Street Blues* by 0.2 of a rating point.

■ CBS bounced back Friday for its only nightly win of the week and achieved it by a repeat of a special movie presentation, "City on Fire." Repeats, however, of *Benson* and *Webster* on ABC won the 8 to 9 p.m. block against a repeat of *Dukes of Hazzard*, which with an average 8.4/17 was ranked 53d out of 59 shows of the week.

■ ABC won Saturday night with repeats of *Love Boat* and *Fantasy Island*, and despite NBC's capture of the 8-9 slot with repeats of *Diff'rent Strokes* and *Silver Spoons*, second place still went to CBS because of the lead it maintained in the 9-11 period with a repeat showing of the theatrical, "Defiance."

■ An unusual Sunday night won for NBC. Although CBS's *60 Minutes* dominated at 7 p.m., ABC took over at 8 with a repeat *Hardcastle & McCormick* episode. NBC led the night by almost one full rating point with its movie, "Villain. NBC's sustaining, and thus nonrated, Democratic debate, helped in its win because that period, 7-8 p.m., pulls low numbers. The Tony awards on CBS underperformed the *ABC Sunday Night Movie*, "Orca" opposite it by 3.1 rating points.

Rank □ Show □ Network □ Rating/Share

1.	A-Team	NBC	19.3/32
2.	Double Trouble	NBC	18.0/29
3.	Concorde—Airport '79	ABC	17.8/29
4.	St. Elsewhere	NBC	17.0/29
5.	Riptide	NBC	17.0/26
6.	Cheers	NBC	16.8/29
7.	Facts of Life	NBC	16.6/28
8.	Night Court	NBC	16.4/28
9.	20/20	ABC	16.2/29
10.	Remington Steele	NBC	16.1/28
11.	Hill Street Blues	NBC	16.0/28
12.	60 Minutes	CBS	15.9/34
13.	Villain	NBC	15.9/26
14.	Bob Hope Special	NBC	15.6/25
15.	TV Biocopers	NBC	15.4/26
16.	Orca	ABC	15.4/26
17.	Magnum P.I.	CBS	15.1/29
18.	Prince of the City, Part 1	ABC	15.0/24
19.	Cagney & Lacey	CBS	14.3/24
20.	Fall Guy	ABC	14.2/23

Rank □ Show □ Network □ Rating/Share

21.	Prince of the City, Part II	ABC	13.7/23
22.	Fantasy Island	ABC	13.6/26
23.	Three's Company	ABC	13.3/22
24.	Scarecrow & Mrs. King	CBS	13.1/22
25.	Roultups, Bleeps & Blunders	ABC	13.0/22
26.	Webster	ABC	12.5/25
27.	City On Fire	CBS	12.4/23
28.	NBA Championship Game #2	CBS	12.3/23
29.	Tony Awards	CBS	12.3/21
30.	Hardcastle & McCormick	ABC	12.1/23
31.	Newhart	CBS	12.1/19
32.	One Day at a Time	CBS	11.9/19
33.	Benson	ABC	11.8/25
34.	Real People	NBC	11.8/21
35.	Love Boat	ABC	11.7/23
36.	Family Ties	NBC	11.7/21
37.	Oh Heavenly Dog	ABC	11.6/21
38.	AfterMash	CBS	11.5/22
39.	Jeffersons	CBS	11.5/21
40.	Silver Spoons	NBC	11.7/25

Rank □ Show □ Network □ Rating/Share

41.	Jump	NBC	11.3/22
42.	Bugs Bunny Special	NBC	11.2/20
43.	S.A.G. 50th Anniversary	CBS	10.7/17
44.	Matt Houston	ABC	10.6/19
45.	Defiance	CBS	10.5/21
46.	Diff'rent Strokes	NBC	10.3/24
47.	Time Bandits	CBS	10.2/17
48.	Mama's Family	NBC	10.1/21
49.	Blue Thunder	ABC	10.0/19
50.	Knight Rider	NBC	9.9/19
51.	Muppet Movie	CBS	9.3/16
52.	Ripley's Believe It Or Not	ABC	9.0/19
53.	People Are Funny	NBC	8.5/17
54.	Dukes of Hazzard	CBS	8.4/17
55.	Saturn 3	NBC	8.2/15
56.	Master	NBC	7.6/16
57.	8th Air Force	NBC	7.3/16
58.	Whiz Kids	CBS	7.1/16
59.	Olympic Trials	ABC	6.6/15

*Indicates premiere episode

Turner takes the stand during press tour; announces interest in televising CBS-Westmoreland trial

In a wide-ranging news conference at the NCF, Turner Broadcasting System President Ted Turner renewed his attack on the three commercial broadcast networks—labeling their programs “stupid, violent and ridiculous”—and insisted he is “very serious” about gaining control of one of the three some day. Even if he does not realize that ambition, Turner said, his services will be in 70% of all U.S. television homes by 1990, which he said would allow him “to spend as much money per hour on programming as the major broadcast networks.”

He argued that his Cable News Network and CNN Headline News are much more cost-efficient in their newsgathering than any of the three broadcast networks, estimating his per-hour costs are 1/36 those of ABC, CBS and NBC, which he claimed spend about \$250 million each in a year of news production. CNN’s annual budget, Turner said, is about \$100 million. He estimated his news services are losing about \$10 million a year, but predicted CNN will approach the break-even point in the second half of 1984.

Turner defended his decision to spend \$20.5 million on exclusive cable rights to a two-year package of National Basketball Association games (“Closed Circuit,” May 21), insisting, “We think that we will break even on the NBA package and maybe even make some money.”

“There’s nothing wrong with loss leaders,” he said in defending his sports rights bidding. “You have to take a long-term look at things.” Short-term losses for some packages may be offset by other deals, he explained.

Queried about rumors that his company may be involved in an effort by HBO to market and distribute a direct broadcast satellite package that would include most major pay and basic cable services, Turner replied: “I would hope not to be a part of an HBO-run anything.” He insisted there are no plans to scramble any of Turner’s three satellite-delivered services or to recover revenues lost to “backyard dish” owners.

“Ted does not want to scramble,” Turner Broadcasting Vice President and WTBS(TV) President Robert Wussler told reporters later. “He has always felt he was in the DBS business.” Turner has “cooled” on the idea of marketing his services directly to dish owners, according to Wussler.

On the subject of CNN’s live coverage of controversial trial and pretrial courtroom proceedings, Turner said he has no regrets over the network’s handling of either the recent barroom rape case in New Bedford, Mass., or the McMartin PreSchool child abuse case in Los Angeles.

“We think there’s a lot of good to be gained [from such coverage],” said Turner. “We’re not going to ship out.”

Turner also said his network plans to cover the libel trial involving General William Westmoreland’s suit against CBS News if the trial takes place, assuming the judge approves it. (CBS has asked for dismissal of the suit, and a decision is expected on that request in August.)

‘Newscope’ service scheduled to be discontinued

Telepictures production fails to attract crucial barter advertising, but executives hint there may be way to save show with changes

Due to insufficient clearances in “satisfactory” time periods in the top 15 markets, Telepictures announced it would not proceed with a second season of its first-run syndicated strip, *Newscope*.

However, at a press conference in New York last week, held jointly by Telepictures and Gannett, partners in *Newscope*, Telepictures executives said discussions have taken place with various parties about the possibility of continuing the service in modified form.

Without the crucial barter advertising that could only have been achieved if *Newscope* had favorable time periods in the top markets, “a show like this cannot go forward,” explained Richard T. Robertson, senior vice president, sales and marketing, Telepictures.

According to Robertson, 41 of about 92 stations had renewed *Newscope* for next season, “but without the big cities, it doesn’t give us the NTL penetration needed to attract national advertisers.” Robertson said traditionally such barter programs need between 75% and 80% coverage, with about 30% covering the major markets, to draw national sponsors.

Robertson said half of the show’s revenues were dependent on the sale of the one 30-second national barter spot in each program; the other half came from license fees. Furthermore, Robertson said barter spots were necessary to help foot the show’s \$10-million annual production bill because stations were also unwilling to forgo the national spots in exchange for higher license fees.

Telepictures executives added that *Newscope* would fulfill its contracts with stations by continuing to supply unduplicated programs until Sept. 15, a year after the show’s debut. Robertson stressed that means full budget, staff and advertising support to “sustain the program at its present level.”

“The bottom line,” Robertson commented, “is that the show was too expensive for syndication.”

Telepictures executives also acknowledged they were unprepared for the “slight decline” in local news programming. It took them by surprise, they said, because it had steadily increased for nine consecutive years. David Salzman, executive vice president, Telepictures, noted that news programming has a “slow growth curve,” but he said he expects the present “arrest” to be temporary: “We’re convinced it will increase over the long haul.”

Telepictures declined to say last week exactly what kind of modified service it has in mind. However, according to Salzman, discussions are taking place with “major station groups” and any action, because of corporate timetables, would have to come within two to three weeks.

Programers for station groups cited various reasons for the failure of *Newscope*, but the most common explanation given was that stations were scheduling it in low-viewing time periods, such as daytime, or as a local news lead-in in early fringe—periods that gave the show little exposure. Another complaint was that stations had not been supporting the show. For example, it was said, many stations had not used their top news talent to anchor the program, which would benefit a newscast containing stories with national appeal, such as *Newscope*. □

More local sweeps

What follows are reports of the May sweeps in more major metered markets. BROADCASTING reported on sweeps results in New York, Los Angeles, Chicago, Philadelphia and San Francisco in the June 4 issue. Ratings cited in the following reports are not the final tabulations of Nielsen and Arbitron but are station-compiled averages of the overnight metered ratings provided to the stations by both services. Meter ratings only measure households and do not measure demographics. Final results—“the book”—should begin going to stations early 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.

Detroit

Remaining on top in both rating services during the early- and late-news time slots was ABC-owned WXYZ-TV, which pulled a 12 rating/26 share in Arbitron and 13/30 in Nielsen during its 5-7 p.m. local news period. At 11 p.m. it finished with an 18/32 in Arbitron and 17/33 in Nielsen.

As for the two network affiliated stations’ late-afternoon local newscasts, both of which air from 5:30 to 6:30 p.m., NBC-affiliate WDIV-TV was second with a 10/23 Arbitron and 10/22 Nielsen followed by CBS-affiliate WJBK-TV with 7/14 in Arbitron and 5/10 in Nielsen.

The same ranking for WDIV-TV and WJBK-TV in early news held true for the 11-11:30 p.m. period, with the NBC outlet in second place, posting a 13/25 in Arbitron and a 12/25 in Nielsen. CBS was third with a 12/21 in Arbitron and a 9/19 in Nielsen. Following in fourth position in both services was independent WKBD-TV’s broadcasts of *Sanford & Son*, registering a 4/7 in Arbitron and 4/9 in Nielsen.

Taking first-place honors in prime-time access—7:30-8 p.m.—is WXYZ-TV, with its showing of the increasingly popular *Wheel of Fortune* game show. The station had a 19/37 in Arbitron and an 18/34 in Nielsen—up from a year ago when it posted a 16/31 (Arbitron) and 14/29 (Nielsen) for *Tic Tac Dough*. Second in Arbitron was WXYZ-TV’s *People’s Court* program, which garnered an

11/19. Meanwhile, WKBD-TV's reruns of *Three's Company* tied WXYZ-TV for second in Nielsen, both having an 11 rating/21 share. Fourth position in Nielsen and Arbitron went to WJBK-TV's *PM Magazine*, which netted a 7/13 and 7/12 respectively.

Two of the market's independent stations made some noise in the early fringe and 6-7 p.m. time periods. WKBD-TV had a 7/15 in Arbitron and a 6/15 in Nielsen from 5 to 6 p.m. when it aired *Mork & Mindy* followed by *Laverne & Shirley*. Even more impressive was its showing the next hour, when it finished with an 8/17 in Arbitron and 10/21 in Nielsen with *Happy Days Again* and *WKRP in Cincinnati* broadcasts. As for WXON-TV, it had a 5/12 in Nielsen from 5 to 6 p.m. for *Buck Rogers* and a 4/8 in Nielsen from 6 to 7 p.m. for *BJ & Lobo Hour*.

Boston

This is the first sweep period for Boston since meters were turned on there April 1. Nielsen, at present, is the dominant service; only two UHF independents—WQTV(TV) and WXNE-TV—subscribe to the Arbitron meter.

Group W's NBC affiliate, WBZ-TV, continues to lead in most of the half-hours between 4 and 7 p.m. and in prime access, but in some cases by a smaller margin than it did a year ago. Ratings have improved for locally owned WNEV-TV this past May since it dropped its two-hour early fringe program, *Look*.

In prime access, from 7:30 to 8, most stations were flat compared to a year ago, except Metromedia's ABC affiliate WCVB-TV, where its \$1-million-per-year-budgeted local public affairs/news magazine titled *Chronicle* had a 50% higher average rating and share over last year.

At 4-5, all three network affiliates were down from a year ago, according to Nielsen. WBZ-TV had a 6/20 with *The Love Boat*, down from a 8/27 last year for the hour when it programed *The Match Game* and *People's Court*. On WCVB-TV, *Breakaway* recorded a 5/16, down from last year when *The Waltons* drew a 6/24. WNEV-TV scheduled its own locally produced video music program, *Hot Hit Video*, which recorded a 3/10 in Nielsen this past May.

Last year, WNEV-TV was programing its locally produced *Look* in the 4-6 period, which averaged a 3/11 in the May 1983 sweep.

From 5 to 5:30, *People's Court* on WBZ-TV pulled an 8/21 Nielsen, compared to an 8/25 it drew last year when *Family Feud* was in that period. *Family Feud* is now on WCVB-TV and it scored a 6/17 Nielsen this past May. A year ago, *Soap* in that period recorded an 8/25 in Nielsen. *Joker's Wild* on WNEV-TV, which was replaced with *Solid Gold Hits* following the end of the sweep period, earned a 4/10 in Nielsen.

From 5:30 to 6, WBZ-TV is the only station to program local news—*Live On 4*—and drew, according to Nielsen, a 10/23. Last year, the same news program recorded a 10/27. Also showing a decrease in households was *All in the Family* on WCVB-TV, which earned an 8/17 this past May in Nielsen compared to a 9/25 a year ago. But

Wheel of Fortune on WNEV-TV netted a 6/15, a vast improvement over the final half-hour of *Look* last year, but still down from the 9/21 it pulled in the February sweeps.

From 6 to 7, all three affiliates run local news, and the two major independents were not far behind. And this year, WBZ-TV, which virtually tied WCVB-TV in the 6 to 7 local news race, came out ahead—but at a lower rating and share.

WBZ-TV led the 6-7 news period with a 11/22 Nielsen, compared to a 14/28 last year. WCVB-TV followed with an 11/24 compared to a 14/28 last year. The only local newscast to show an improved performance, however, was WNEV-TV. Although still in third place from 6 to 7, Nielsen lifted it from a 5/10 last year to a 6/13 this year.

Independent WSBK-TV, owned by Storer, pulled an average 4/8 for the hour with *M*A*S*H* and *The Jeffersons*, down from an average 5/10 for the period a year ago. And WLVI-TV, owned by Gannett, drew an average 5/10 for the hour with *Three's Company* and *Laverne & Shirley*, up from a 4/7 last year with *Happy Days* and *Laverne & Shirley*.

There was some reordering in access, from 7:30 to 8, as WCVB-TV's *Chronicle* picked up momentum. *Evening Magazine* on WBZ-TV, however, stayed out front with a 9/17 in Nielsen, down slightly from the 9/18 Nielsen gave it last year. *Chronicle* moved from fifth to second this year with a 7.6/15 in Nielsen compared to a 5/10 last year. It beats by a hair *Entertainment Tonight* on WNEV-TV, which drew a 7.5/15 from Nielsen, down from an 8/16 last year. In fourth is *Taxi* on WLVI-TV, which attracted a 7/14, followed by *Barney Miller* on WSBK-TV, which pulled a 5/11 in Nielsen.

There was also some reordering in late news, with WCVB-TV falling back to second place compared to last year when it beat WBZ-TV by one share and rating point. This year, WBZ-TV was out front with a 13/31 for its 11-11:30 late news, compared to a 12/34 last year. WCVB-TV scored a 11/26, compared to a 13/35 a year ago. At 6/16, WNEV-TV was flat compared to last year.

Washington

In Washington, *Three's Company* on WTTG(TV) outdrew the network newscasts on WJLA-TV and WRC-TV, and by nearly twice as much. But it is the CBS affiliate, WDCM-TV, which is the leader in the local news periods, although in some cases by smaller margins than last year.

This is also the first sweep period for Nielsen with meters; Arbitron has had the market metered since June 1983. Still, among stations at least, Nielsen is the dominant service; only one independent subscribes to Arbitron.

From 4 to 5, WDCM-TV is on top with *Hour Magazine*, which recorded a 6.5/19 in Nielsen, up slightly from a 5/19 last year, according to the Nielsen book. The only other station to program the 4-5 period with a full hour was NBC-owned-and-operated WRC-TV, which ran *Charlie's Angels*. It recorded a 6.2/18 in Nielsen, down from a 6/25 last year.

From 4 to 4:30, ABC affiliate WJLA-TV was neck and neck with WRC-TV, which pro-

gramed Telepictures's *Love Connection*. It drew a 6.2/18 in Nielsen, but *He-Man and Masters of the Universe* did better on Metromedia's WTTG, pulling a 8.4/25. Taft-owned WDCA-TV recorded a 1.7/5 for *Scooby Doo* in Nielsen.

From 4:30 to 5:30, WJLA-TV runs *CHiPS*, which took a 7.3/20 for the hour. Meanwhile, *The Pink Panther* on WTTG recorded a 5.2/15 in Nielsen compared to a 3/9 for *Superfriends* on WDCA-TV.

At 5, WDCM-TV kicked off local news 30 minutes earlier than the other two affiliates and earned an average 9.5/24 for the hour. *People's Court* on WRC-TV tied in the 5 to 5:30 period against the first half-hour of *Love Boat* on WJLA-TV at 7/18. WDCA-TV scheduled *Little Rascals* from 5 to 5:30 and drew a 2/6.

All three affiliates began going head to head with news at 5:30, and WDCM-TV kept its lead. From 5:30 to 6, WDCM-TV pulled a 10.5/26 (up from the previous half-hour average of 8.4/22). Second place went to WRC-TV, which scored a 6.6/16 (down from an 8/25 last year). In third was WJLA-TV with a 5.6/14 (almost flat compared to last year's 5/14).

WDCA-TV from 5:30 to 6 scheduled *What's Happening* and drew a 4/10 in Nielsen.

In the 6-7 local news hour, there was a little reordering of rank, as WRC-TV slipped from first place last year to a distant second, and WDCM-TV moved from second into first. This May, WDCM-TV clocked an average 10.9/23, up from 9/21 last year. WRC-TV came in second at 7.2/15, down from a 10/24 last year. WJLA-TV slipped from a 7/16 last year to a 6.5/14.

But WTTG did better than either WJLA-TV or WRC-TV in the 6 to 7 period. First, with *WKRP in Cincinnati* it picked up a 11/24 in Nielsen (compared to a 7/17 last year when it ran *One Day at a Time*) and then a 11/23 for *Taxi* (up from last year's 7/16 with *Alice*.) WDCA-TV, which programs two half-hours of *The Jeffersons* back-to-back in the 6-7 period, recorded a 5/11 and 6/12, respectively.

In access, from 7:30 to 8, *M*A*S*H* on WTTG kept its lead, but by less than it did last year as *Wheel of Fortune* gained ground. This year, *M*A*S*H* pulled a 14/26, down from a 14/29 last year. But *Wheel of Fortune* on WDCM-TV vaulted that station from fifth, when it was carrying *Joker's Wild*, to second with a 13/24.

Entertainment Tonight on WJLA-TV came in third with a 9/17, down from a 10/21 last year. *Family Feud* on WRC-TV placed fourth with an 8/14, compared to a 10/22 last year, and *Sanford & Son* on WDCA-TV was up slightly from last year to a 5/9 from a 4/8.

During the network news half-hour, from 7 to 7:30, the most popular program in Washington during the May sweeps was *Three's Company*. It scored a 5/30 in Nielsen (although down from a 13/28 last year). The *CBS Evening News with Dan Rather* on WDCM-TV pulled up next at 11/22 (up from 9/19 last year), while *World News Tonight* on WJLA-TV drew an 8/15 (up from a 7/16 last year), and *NBC Nightly News* on WRC-TV clocked in third at 7/13 (down from an 8/17 last year.) Finally, *Barney Miller* recorded a 5/9, compared to last year's 5/10.

Stock Index

	Closing Wed June 6	Closing Wed May 30		Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING							
N ABC	60	56 1/2	1/2	3	1/2	6.19	11 1,760
N Capital Cities	153	144 3/4	5/8	8	1/4	5.70	18 2,051
N CBS	75 5/8	70 5/8		5		7.08	12 2,244
N Cox	49 3/8	45 3/4	3	5/8		7.92	18 1,398
A Gross Telecast	70 1/8	69 1/2		5/8		0.90	16 56
O Gulf Broadcasting	7 1/2	7 1/4		1/4		3.45	188 330
O LIN	21 1/2	19 3/8	2	1/8		10.97	20 450
O Mairite Commun.	8 7/8	8		7/8		10.94	8 75
N Metromedia	37	35 3/4	1	1/4		3.50	31 1,035
O Orion Broadcast	1/16	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	36 3/8	33 5/8	2	3/4		8.18	21 596
O Sungroup Inc.	4 1/4	4 3/4	—	1/2	—	10.53	2 3
N Taft	60 1/8	56 1/2	3	5/8		6.42	14 547
O United Television	13 5/8	13 3/8		1/4		1.87	19 151

BROADCASTING WITH OTHER MAJOR INTERESTS							
A Adams Russell	17 3/4	17 3/8		3/8		2.16	16 107
A Affiliated Pubs	42	42					16 340
N American Family	16 1/2	16 5/8	—	1/8	—	0.75	9 270
O Assoc. Commun.	9 1/4	9 1/2	—	1/4	—	2.63	44
N A.H. Belo	42 1/2	41		1 1/2		3.66	13 485
N John Blair	33 7/8	30 1/8	3	3/4		12.45	14 268
N Chris-Craft	27 1/2	25 1/2	2			7.84	32 174
N Cowles	34 1/2	34 7/8	—	3/8	—	1.08	33 137
N Gannett Co.	40 1/2	38 5/8	1	7/8		4.85	17 3,241
N General Tire	32 1/4	30 3/4	1	1/2		4.88	11 693
O Gray Commun.	59	58		1		1.72	13 29
N Harte-Hanks	29	28 1/4		3/4		2.65	18 636
N Insilco Corp.	15 3/8	14 7/8		1/2		3.36	8 261
N Jefferson-Pilot	42	39 1/4	2	3/4		7.01	10 893
O Josephson Intl.	8 1/2	9 1/4	—	3/4	—	8.11	6 42
N Knight-Ridder	27 5/8	24 5/8	3			12.18	15 1,806
N Lee Enterprises	22 1/4	22 3/8	—	1/8	—	0.56	14 299
N Liberty	23 3/4	23 3/4					14 238
N McGraw-Hill	42 1/4	37 7/8	4	3/8		11.55	17 2,117
A Media General	54 1/2	53 1/4	1	1/4		2.35	11 379
N Meredith	43	41 1/4	1	3/4		4.24	12 405
O Multimedia	39 1/4	37	2	1/4		6.08	18 653
A New York Times	29 3/8	26 3/8	3			11.37	7 1,146
O Park Commun.	24	24 3/4	—	3/4	—	3.03	20 221
A Post Corp.	61 1/2	61		1/2		0.82	22 112
N Rollins	19 3/8	17 7/8	1	1/2		8.39	24 502
N Schering-Plough	39 1/8	36 3/4	2	3/8		6.46	12 1,976
T Selkirk	13 1/2	13 3/4	—	1/4	—	1.82	29 110
O Stauffer Commun.	52	52					13 52
A Tech Operations	36 1/2	37 7/8	—	1 3/8	—	3.63	15 34
N Times Mirror	39 3/8	36 1/4	3	1/8		8.62	15 5,408
N Tribune	25 3/4	25 1/8		5/8		2.49	12 1,055
O Turner Bcstg.	23 1/2	23 1/2					67 479
A Washington Post	74 1/2	73 3/4		3/4		1.02	17 1,056

SERVICE							
O BBDO Inc.	38	37	1			2.70	13 244
O Compact Video	5 5/8	4 1/4	1	3/8		32.35	26 22
N Comsat	23 1/4	23		1/4		1.09	8 419
O Doyle Dane B.	19	18 1/2		1/2		2.70	15 115
N Foote Cone & B.	48 1/2	47 3/4		3/4		1.57	13 141
O Gray Advertising	112	110	2			1.82	9 664
N Interpublic Group	31	28	3			10.71	7 331
N JWT Group	34	34 1/2	—	1/2	—	1.45	12 201
A Movielab	5	4 5/8		3/8		8.11	5 8
O A.C. Nielsen	47 1/4	41 5/8	5	5/8		13.51	21 1,065
O Ogilvy & Mather	25	49	—	24	—	48.98	7 112
O Sat. Syn. Syst.	7 3/4	7 3/4					16 44
O Telemation	5 1/2	5 1/2					5 6
O TPC Commun.	5/8	3/4	—	1/8	—	16.67	1 1
A Unitel Video	7 3/8	7 1/8		1/4		3.51	11 16
N Western Union	24 3/8	23 3/4		5/8		2.63	11 60

	Closing Wed June 6	Closing Wed May 30		Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING							
O Barris Indus	4 1/2	4 3/8		1/8		2.86	24 26
N Coca-Cola	56 5/8	54 5/8	2			3.66	14 7,709
N Disney	65 1/4	63	2	1/4		3.57	24 2,256
N Dow Jones & Co.	41 3/4	37 5/8	4	1/8		10.96	23 2,675
O Four Star	6	6					6 5
N Gulf + Western	33 5/8	31 1/4	2	3/8		7.60	10 2,601
O Robert Halmi	1 5/16	1 5/16					26 22
O Lorimar	9 3/4	9 1/2		1/4		2.63	6 50
N MCA	42 1/4	39 1/8	3	1/8		7.99	13 2,036
N MGM/UA	14	13 3/8		5/8		4.67	25 696
N Orion	12	10 1/2	1	1/2		14.29	13 111
O Reeves Commun.	6 1/2	6 1/2					10 81
O Telepictures	13 3/8	13 1/2	—	1/8	—	0.93	22 87
O Video Corp.	12 3/4	12 3/4					23 21
N Warner	23 1/4	22 3/4		1/2		2.20	3 1,520
A Wrather	40 1/2	37	3	1/2		9.46	44 90

CABLE							
A Acton Corp.	5 5/8	6 1/8	—	1/2	—	8.16	19 31
O AEL	25 1/2	25		1/2		2.00	19 52
O AM Cable TV	3 7/8	3 1/4		5/8		19.23	19 14
N American Express	28	25 7/8	2	1/8		8.21	11 5,960
N Anixter Brothers	17 1/2	17 3/8		1/8		0.72	24 318
O Burnup & Sims	5 7/8	5 5/8		1/4		4.44	6 53
O Cardiff Commun.	13/16	7/8	—	1/16	—	7.09	81 4
O Comcast	19 3/4	19 1/4		1/2		2.60	19 162
N Gen. Instrument	21 7/8	20 5/8	1	1/4		6.06	16 689
N Heritage Commun.	16 5/8	16		5/8		3.91	34 123
T Maclean Hunter X	17 1/2	17 1/2					24 645
A Pico Products	8 3/8	7 7/8		1/2		6.35	27 23
O Rogers Cable	6 3/8	6 1/4		1/8		2.00	8 141
O TCA Cable TV	12 1/4	12 3/4	—	1/2	—	3.92	25 82
O Tele-Commun.	17 5/8	16 1/4	1	3/8		8.46	18 758
N Time Inc.	38 1/8	38 1/4	—	1/8	—	0.33	14 2,239
N United Cable TV	22 3/8	21 1/2		7/8		4.07	15 246
N Viacom	28 1/4	26 1/2	1	3/4		6.60	17 362

ELECTRONICS/MANUFACTURING							
N Arvin Industries	22 1/2	22		1/2		2.27	9 169
O C-Cor Electronics	8 1/4	8		1/4		3.13	8 29
O Cable TV Indus.	3 3/4	3 1/4		1/2		15.38	19 11
A Cetec	7 7/8	7 7/8					15 17
O Chyron	17 3/8	15	2	3/8		15.83	25 106
A Cohu	8 1/8	8 1/4	—	1/8	—	1.52	18 14
N Conrac	13 7/8	14		1/8		0.89	12 85
N Eastman Kodak	66 3/8	66		3/8		0.57	17 10,989
O Elec Mis & Comm.	9	9 1/2	—	1/2	—	5.26	27 26
N General Electric	53 1/4	52	1	1/4		2.40	12 24,187
O Geotel-Telemet	1 1/2	1 3/8		1/8		9.09	21 5
N Harris Corp.	28	27 3/4		1/4		0.90	16 1,105
N M/A Com. Inc.	17 1/2	15 3/8	2	1/8		13.82	58 754
O Microdyne	8 1/4	8		1/4		3.13	27 38
N 3M	76 1/2	73 3/8	3	1/8		4.26	13 8,979
N Motorola	34 3/8	106 3/4	—	3/8	—	67.80	5 1,350
N N.A. Philips	31 1/4	30 1/4	1			3.31	5 448
N Oak Industries	3 3/4	3 1/8		5/8		20.00	1 61
A Orrox Corp.	2 7/8	2 5/8		1/4		9.52	3 7
N RCA	33 5/8	31 1/4	2	3/8		7.60	16 2,747
N Rockwell Intl.	27 5/8	25 1/4	2	3/8		9.41	11 4,268
N Sci-Atlanta	9 1/2	9 5/8	—	1/8	—	1.30	475 227
N Signal Co.s	26 3/4	26 1/4		1/2		1.90	27 235
N Sony Corp.	14 1/4	14 3/8	—	1/8	—	0.87	26 3,290
N Tektronix	57 1/4	55 3/4	1	1/2		2.69	22 1,097
A Texscan	12 5/8	12 3/8		1/4		2.02	14 79
N Varian Assoc.	39 1/2	36 3/8	3	1/8		8.59	20 84
N Westinghouse	22 3/8	20 5/8	1	3/4		8.48	8 3,917
N Zenith	26 5/8	25 3/8	1	1/4		4.93	11 583
Standard & Poor's 400	176.27	170.86		5.41		3.17	

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. **Special Note:** Tocom shareholders voted to become wholly-owned subsidiary of General Instrument, effective May 30. **Footnotes:** * Ogilvy & Mather stock split 2-for-1. ** Motorola stock split 3-for-1.

BPA/BDA in Vegas: Time for reassessment

Sohmer, Turner, Stanton among speakers at five-day convention

Record attendance is expected at the annual seminar jointly sponsored by the Broadcasters Promotion Association and Broadcast Designers Association, meeting this week (June 11-15) at Caesars Palace hotel in Las Vegas. According to outgoing BPA President Fred Bergendorff, director of advertising and promotion for KNX(AM) Los Angeles, more than 1,400 promotion, marketing and design professionals from television, cable and radio are scheduled to convene for workshops, panels and meetings during what he believes will be "a very substantive seminar."

"General managers can be assured that when their people come back from our meeting, those employees will have learned a lot and will be bringing back important information to share," Bergendorff stressed in a pre-conference interview.

The theme of this year's BPA/BDA seminar is "1984 and Beyond," with many events keyed to prognostications of the future.

Bergendorff has been with KNX since 1969 and joined BPA's board of directors in 1977, chairing the organization's international seminar in Los Angeles that same year.

Among headline speakers for this year's event are Steve Sohmer, senior vice president, NBC Entertainment; Ted Turner, president, Turner Broadcasting, and David Ogilvy, co-founder of Ogilvy & Mather, the New York-based advertising agency.

Four workshops are included in the management workshop certificate program this year. Scheduled in the continuing series are: decision making, performance appraisal, communication and time management. Each two-hour workshop is produced by the Sterling Institute of Broadcast Management. Topics covered in special and general sessions this year include television advertising's current state-of-the-art, sex in broadcast promotions, changes in technology affecting broadcast design, and shifts in radio formats.

During Tuesday's opening keynote presentation, titled "Technology, Entertainment and Design: Beyond 1984," seminar partici-



Bergendorff

pants will hear from Harry Marks, president of Marks Communications; Frank Stanton, president emeritus of CBS Inc., and designer/architect Richard Saul Wurman.

Turner will speak at lunch that afternoon on the topic, "Cable TV: Beyond 1984," while Sohmer will be joined by Peter Downey, senior vice president, programing administration and information, Public Broadcasting Service, on Wednesday morning for a joint presentation, "TV Advertising: State of the Art."

One topic expected to come up during the BPA's annual business meeting on Wednesday is the proposed name change of the association to Broadcast Promotion and Marketing Executives. The name change has been recommended by McNulty Research, hired by the BPA last year, and is endorsed by the current board.

"We wanted to be thought of in those [new] terms," Bergendorff explains. "The new name will be introduced gradually, and used exclusively after the first of next year."

Asked to reflect on changes he's seen at the BPA during his years of involvement in the association, Bergendorff told BROADCASTING the group has broadened in scope and depth.

"I've seen the organization become much more sophisticated," said Bergendorff. "We've taken advantage of situations. We have been able to pretty accurately project some of the future needs and directions in the field. We've gotten more and more involved in long-range planning, which is one of the ways the name change came about. We've done more and better surveys. We've produced a textbook, to allow us to finally help people in the colleges get more of a background in broadcast promotion." Bergendorff co-authored a BPA-endorsed handbook for college students. "Our goal is to

- BROKERAGE
- FINANCING
- APPRAISALS

Put our experience to work for you!

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

3/19/84

make [broadcast promotion] professional from the ground up."

The BPA has recently grown from a full-time staff of one to three permanent employees. Bergendorff sees this as allowing the association to more effectively plan its annual seminar, its printed materials and its ad hoc network programming fed directly to television stations via the Seminars by Satellites series produced with the cooperation of the Robert Wold Co. Another sign of growth has been the increase in submissions to BPA's annual advertising and promotion awards competition. This year entries exceeded 6,000.

Jerry Cappa, art director for WLS-TV Chicago, will preside over the portion of the



seminar sponsored by the Broadcast Designers Association. Hands-on design as well as management workshops have been slated, with sessions on video art, animation, scenery and computer graphics scheduled throughout the five-day meeting. Cappa reported that approximately 3,500 entries from 220 stations were received in this year's design awards competition, with winners to be announced Tuesday night. (BPA's awards will be bestowed on Wednesday evening.)

Although some concurrent BPA and BDA events are scheduled, Bergendorff emphasized the importance of allowing and even encouraging professionals from design and promotion to attend each group's sessions.

"I've been very insistent about have a co-working seminar. I want people to have the opportunity to go to just about anything they want to. There will be very few closed sessions," he stressed, adding that "tracks" are set up for those interested in specializing in single areas, such as radio, cable, television and so on.

During his tenure, Bergendorff has also sought to strengthen ties with "sister associations," such as the National Association of Broadcasters, National Radio Broadcasters Association and international promotion or advertising organizations.

"We want to have a subhead for our name that reads, 'an international professional association,' to stress the contributions of other countries," he said. "We have a lot to learn from the promotion and design people in other countries. I see this as a definite goal in the years ahead."

Another goal is to increase use of the BPA archive and resource library, established recently at San Diego State University. A catalogue is available to members describing examples of exceptional promotional material kept on file in the repository. □

Changing Hands

PROPOSED

WBTI(TV) Cincinnati □ 90% sold by United Cable Television to channel 64 Ltd. for \$9.5 million cash. **Seller** is publicly traded, Denver-based cable MSO with 36 systems serving 628,000 subscribers. **Buyer** is owned by Stephen J. Kent, general manager of station, Lawrence H. Rogers II, retired president of Taft Broadcasting Co., and Raymond Balson, former general manager of WOFL(TV) Orlando, Fla. which Rogers and others formerly owned. WBTI(TV) airs subscription television service which will be continued under new ownership. It is on channel 64 with 1,000 kw visual, 20 kw aural and antenna 940 feet above average terrain.

WNYR(AM)-WEZO(FM) Rochester, N.Y. □ Sold by Malrite Communications Group Inc. to Grace Broadcasting of Rochester Inc. for \$7.36 million. **Seller** is publicly traded, Cleveland-based station group with six AM's, seven FM's and four independent TV's. **Buyer** is owned by Harvey Grace and Siedman, Jackson, & Fisher, Chicago-based venture capital firm. They also have majority interest in KDON-AM-FM, Salinas, Calif., and recently purchased WOOD-AM-FM, Grand Rapids, Mich. ("For the Record," Feb. 20). WNYR is on 990 khz with 1 kw day and 250 w night. WEZO(FM) is on 101.3 mhz with 27 kw and antenna 640 feet above average terrain.

WDGY(AM) Minneapolis-St. Paul □ Sold by Storz Broadcasting Co. to Malrite Communications Group Inc. for approximately \$3.5 million. **Seller** is Omaha-based station group owned principally by Robert H. Storz, president. It has sold two of its other five AM stations, WTIX(AM) New Orleans and KOMA(AM) Oklahoma City, Okla., subject to FCC approval ("Changing Hands," March 27). **Buyer** is selling WNYR(AM)-WEZO(FM) Rochester, N.Y. (see above) and also selling KLBB(AM), Minneapolis-St. Paul to comply with FCC duopoly rules (see below). WDGY is on 1130 khz with 50 kw full time. **Broker:** Blackburn & Co.

KENI(AM) Anchorage □ Sold by KENI Associates to Eagle Broadcasting Group for \$2,150,000, comprising \$538,500 cash, \$425,000 cash for real estate and remainder note. **Seller** is owned by William L. Simpson, Wally Christiansen, Art Greenfield and Charles Gray, who also own KSPL(AM) Seattle, Earl Reilly and R.D. Jensen. Reilly, Gray and Christiansen also own KINY(AM) Juneau, Alaska. Jensen has no other broadcast interests. **Buyer** is owned 25% each by Harry Woodworth, Richard Cattansasch, Julian Mead and Van Carragan, Anchorage investors with no other broadcasting interests. KENI is on 550 khz with 5 kw full time. **Broker:** Broadcast Properties West.

KLBB(AM) Minneapolis-St. Paul □ Sold by

MIDWEST

Dominant Fulltime AM and Underdeveloped FM
Economically stable medium market
Priced at less than 2 times 1983 revenue
Terms available to qualified buyer
\$2,250,000

Successful Daytime AM and Underdeveloped FM
Exceptional university/government market
\$600,000 down with negotiable terms
\$2,300,000

A Confidential Service to Owners & Qualified Buyers

CECIL L. RICHARDS
INCORPORATED

MEDIA BROKERS

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE, FALLS CHURCH, VA 22043 • (703) 821-2552

MIDWEST OFFICE
4320 DUNDEE ROAD, NORTHBROOK, IL 60062 • (312) 291-0188

Malrite Communications Group Inc. to Newsystems of Minnesota Inc. for \$500,000. **Seller** has purchased WDGY(AM), Minneapolis (see above). **Buyer** is owned by Ragan Henry, owner of Broadcast Enterprises National Inc., Philadelphia-based station group with six AM's and two FM's. KLBB(AM) is daytimer on 1400 khz with 1 kw. **Broker:** Blackburn & Co.

WAMM(AM) Woodstock, Va. □ Sold by Dean O'Connell Inc. to Shenandoah Broadcasting Co. for \$415,000, comprising \$235,000 note and \$180,000 noncompete agreement. **Seller** is owned by Robert L. Dean, who has no other broadcasting interests. **Buyer** is owned by William B. Holtzman (50%), owner of Mt. Jackson, Va.-based oil company, and Franklin K. Funkhouser (50%), owner of Woodstock insurance agency. They have no other broadcast interests. WAMM is daytimer on 940 khz with 250 w.

KINE-AM-FM Kingsville, Tex. □ Sold by Radio KINE Inc. to Whitlock Broadcasting System for \$320,000, comprising \$110,000 cash and remainder note. **Seller** is owned by Richard M. Claiburg III, chairman, and 8 other equal partners. They have no other broadcast interests. **Buyer** is owned by Ron Whitlock who also owns 25% of KITE(FM) Portland, Tex. KINE is daytimer on 1330 khz with 1 kw. KINE-FM is on 97.7 mhz with 3 kw and antenna 150 feet above average terrain.

CABLE

System serving Bay St. Louis, Waveland, and Hancock County, Miss. □ Sold by Essex Group to Lamar Communications for esti-

mated \$2.5 million. **Seller** is Jackson, Miss.-based outdoor advertising firm, headed by Albert Lamar, president. It has no other cable interests. **Buyer** is Greenwich, Conn.-based MSO operating 55 systems with 70,000 subscribers. It is joint partnership of Paul Field, chairman, Dave Pardonner, president, and Odyssey Partners, New York-based investment firm. System passes 4,000 homes and serves 2,500 basic subscribers.

System serving Laurel County, Ky. □ Sold by Colony Cable TV to Centel Corp. for estimated \$1 million. **Seller** is owned by Harold Smyth and his wife, Carolyn. It has no other cable interests. **Buyer** is Des Plains, Ill.-based telephone company and cable MSO with 41 systems serving 250,000 subscribers. It plans to link the system with Centel's London, Ky., system headend, bringing total number of subscribers to 47,000. System now passes 1,300 homes with 1,200 basic subscribers and 38 miles of plant.

For other proposed and approved sales see "For the Record" page 93.

Gunman kills TV station employe, takes hostage

A man shot to death a North Carolina television station executive and abducted a station secretary in a six-and-a-half-hour siege that ended when the gunman released his hostage unharmed and gave himself up to police.

The alleged sequence of events, accord-



WGHP-TV photo

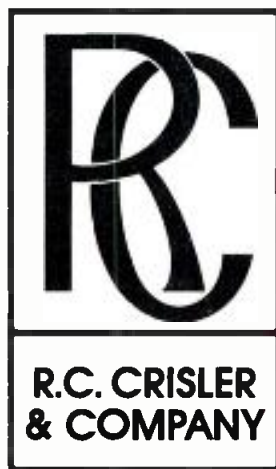
ing to a station spokesman: At about 10 a.m. on June 5, a man later identified as Ronnell Jackson walked into the lobby of independent WJTM-TV Winston-Salem, N.C. He approached Michelle Holland, secretary to the general manager, complaining that television stations, through their satellite dishes and religious broadcasts, particularly *The 700 Club*, were spying on him through his television set and he was there to put a stop to it. The man then pulled a gun. General Sales Manager William Rismiller entered the room and approached Jackson, asking him what he wanted. Jackson turned and shot him in the abdomen.

Reid Walls, local sales manager and a former fireman and paramedic, heard the shot and rushed to Rismiller's aid, while account executive Joel Kaczmarek called the police and ambulance. Jackson then took Holland hostage, walked out to his car and drove to his home about five miles away. Rismiller was rushed to the hospital, where he died of his injuries at 11:45 a.m.

At the house, Jackson demanded that Winston-Salem NBC affiliate WXII(TV) (which also airs the *700 Club*) make an on-air confession and apology for spying on him. Police asked the station whether this could be done and, after it had been determined that Jackson's house received cable, WXII and the local franchisee, Summit Cable, arranged to play a prerecorded statement that would appear to be a live interruption of WXII's regular programing and that could be patched into the cable near the house, and thus confined to a one- or two-block area. The station videotaped one of its reporters making what appeared to be an on-air apology, clearing the text of the statement with police negotiators to make sure, in the words of WXII News Director Dave Emery, "that we didn't push any wrong buttons."

"We are here," the statement read, "to apologize to Mr. Ronnie Jackson and to bring an end to the trouble on 12th street. WXII has been guilty of spying through his television and our satellite system. This has stopped and will not happen again. We are sorry for the problems we have caused and hope this makes him feel better." At about 4:30 p.m., within 10 minutes after the statement was aired, Jackson released Holland and gave himself up.

Tim McDonald, president of The Television Corp. Stations, parent of WJTM-TV, said he has applied to the FCC to change the station's call letters to WNRW, the initials of William N. Rismiller, the slain general sales manager. "We wanted to try to do something lasting for Bill," he said. □



Full service financial counseling
to the broadcast industry.

EXCELLENCE. INTEGRITY. EXPERIENCE.

R.C. CRISLER & COMPANY

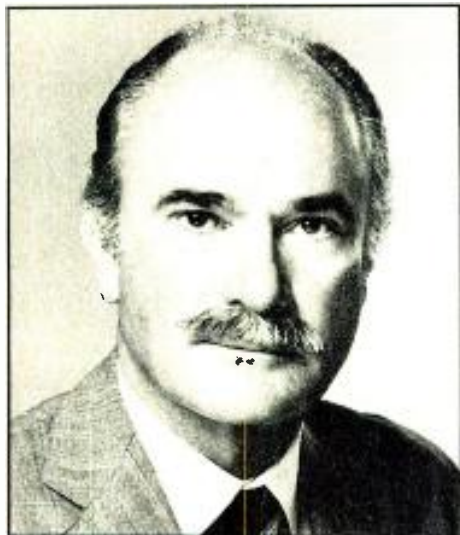
580 WALNUT STREET
CINCINNATI, OHIO 45202
(513) 381-7775

Cordtz gives tips on economic reporting

ABC's Dan Cordtz, ABC's chief economics correspondent, says the "terrific appetite for economics news" can be satisfied if broadcasters avoid jargon, translate complex terms and remember that "we're talking about money, not economics."

"Assume zero understanding on the part of the audience," Cordtz told a Boston conference sponsored by the Foundation for American Communications and the Gannett Foundation. At the conference, leading economists advised reporters to take their predictions with several grains of salt. (The session will be repeated June 15-17 in New York for NBC affiliates and June 22-24 in Tarrytown, N.Y. See "Datebook" for more information.)

Reporters should not hide behind such phrases as "technical rally," Cordtz suggested. "You have to speak English to people,



Cordtz

and that forces you to understand what you're saying."

Cordtz, who joined ABC in 1974 after eight years at *Fortune*, said viewers have more trouble with "information overload" than with oversimplification. They often hear numbers incorrectly.

Broadcasters should be careful to use accurate examples and to avoid overstatement, he said. "Don't grab and build up the easiest, emotion-laden story." Doing so, Cordtz said, gives ammunition to the "very dangerous" attack on the media by what he called such "vicious, dangerous and well-financed groups" as the Media Institute and Accuracy in Media.

"We should want to do a good job because our job is to inform," Cordtz said. "But we have an extra motivation, with people waiting to snipe at us."

He sees a "big, untapped interest in the world of business" because everyone in the

audience is an employee and a consumer, and he thinks broadcasters can meet this demand by looking for pieces that explain how companies function—"not puff pieces but neutral reporting."

Two professors and authors warned reporters against mistaking the political or ethical views of economists for their professional analysis.

"There's a high degree of consensus among us about theory," said Frank C. Wykoff of Pomona College in California. "Ninety percent of the disagreement is on what we'd like to do morally or ethically. But we're trained not to care [about these issues]. Economists are hired guns, and they

don't all shoot straight."

Wykoff and Harvard Professor Joseph P. Kalt told reporters to probe for exact numbers, instead of merely accepting general predictions, and to interview other economists before accepting any one analysis at face value.

Nobel Prize-winning economist Paul Samuelson called network and major newspapers' economics coverage "enormously better than it used to be," and added that the media are blamed unfairly for "hyped" stories in this area. The press is simply "doing what the public wants," Samuelson said, and "the public doesn't want a boring economics lecture evening after evening." □

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 targets & acquisitions

1835 Savoy Drive, Atlanta, GA 30341 (404) 458-9226

Writing the rules for AM opportunities on foreign clears

FCC receives comments on proposed AM full-timers; many favor giving daytimers break

Ground rules for perhaps 400 unlimited time AM facilities proposed on Canadian, Mexican and Bahamian clear channels (BROADCASTING, March 19) were the subject of comments at the FCC last week.

Singing what appears to be the new theme song on allocations questions, the majority of the commenters spoke for giving daytimers—at least those operating on the foreign clear channels—some sort of break.

The National Radio Broadcasters Association recommended the FCC drop its proposed eligibility criteria. NRBA noted the commission is proposing to use the application eligibility criteria of Section 73.37 (e)(2) of its rules, along with criteria designed to provide additional opportunities for minorities and for noncommercial radio

facilities. [Section 73.37 (2) requires at least 25% of the community involved in the proposal not receive primary nighttime service from any other AM or FM station, that the community have fewer than two aural nighttime broadcast stations and that no FM channel be available for use, or that at least 20% of the area or population of the proposed community of license receive less than two aural services at night and that no FM channel be available for use.] Thus, under the commission's proposal, any applicant for nighttime authorization on a foreign clear channel would have to propose a first or second nighttime service to an unserved or underserved community, minority ownership or noncommercial service.

"The NRBA urges now, as it has in the past, that the commission abandon these artificial allocation criteria and replace them with allocation standards based solely upon engineering considerations," NRBA said. "Applicants for foreign clear channels should be permitted to obtain operating authority as long as such operation would not create any objectionable interference or prohibited overlap with other stations, or conflict with some other principle of sound engineering practice."

The National Association of Broadcasters recommended the commission adopt domestic full-time power complements and interference standards in accordance with the Region 2 agreement. It also urged repeal of Section 73.37 (e) of the rules. In the near term, the association said the commission should grant a waiver of the Section 73.37 (e) provisions for daytimers submitting applications to extend operation to full-time status on a foreign clear channel. Moreover, the association recommended the matters raised in the notice be addressed by the Advisory Committee on Radio Broadcasting. "The advisory committee was established for the purpose of giving assistance and guidance to the commission on domestic and international allocations matters and, as such, is an appropriate body to give further consideration to the issues involved in this proceeding," NAB said.

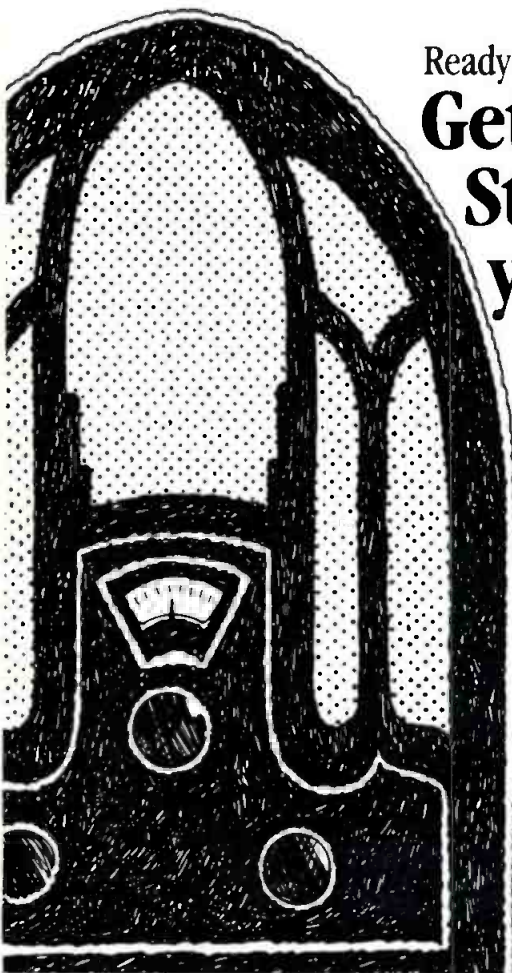
The Association for Broadcast Engineering Standards said the FCC should insure that daytimers seeking to upgrade their facilities be provided "at least equal" access to these new nighttime operating opportunities. "ABES submits that by encouraging daytime-only stations to file applications for Canadian clear channels, not only will the public interest in this proceeding be served, but the strong public interest in providing nighttime operating opportunities to daytime stations will be met to a far greater degree than have the marginal technical improvements" the commission granted daytimers in permitting post-sunset operations.

The Ad Hoc Committee of Daytimers on Foreign Clear Channels recommended the commission either abolish the allocation standards of section 73.37 (e) or waive them in this proceeding. "It is patently unfair to deny the communities served by daytimers the opportunity to obtain full-time service because of outdated allocations policies."

The committee also recommended the commission make it its first priority to grant full-time operating authority to all daytimers operating on foreign clear channels, permitting them to operate with up to 250 watts at night—or more if they can demonstrate higher power won't result in "undue" interference to dominant co-channel stations.

The committee's comments include an engineering study that concludes that all daytimers on foreign clear channels can operate at night while providing full protection to dominant foreign clear channel stations and without causing undue interference to co-channel U.S. stations. The study suggests 250 watts as the mean average acceptable power from which to begin.

The Washington consulting engineering firm of du Treil-Rackley said daytimers on the foreign clears should be allowed to obtain full-time operation with no acceptance or power restrictions other than providing protection to existing stations and the required city coverage. "This firm believes that the foreign I-A channels are quite differ-



Ready to buy a radio station? Getting a lot of Static from your Banker?

Tune to the Armco Financial Alternative

We finance and refinance radio station purchases.

- Asset-based lending
- Loans from \$1 million to \$6 million
- Leveraged buyouts
- Offices conveniently located in Dallas —

The Third Coast

Call Armco Financial Corporation,
Special Funding Division today and ask for
Mike Burks, 12720 Hillcrest Road,
Suite 700, Dallas, TX 75230, 214/233-1070.



**ARMCO
FINANCIAL
CORPORATION**

ent from the U.S. Class I-A channels, and applications for full-time operation should not be handled in the same manner as applications for new domestic stations on U.S. Class I-A clear channels," the firm said. "There are numerous existing daytime stations using the foreign Class I-A frequencies and those stations should be permitted the opportunity to achieve full-time operations without the encumbrance of rules which prohibit continued service to their communities on a fulltime basis."

Forward Broadcasting said the commission, "at a minimum," should broaden the acceptability criteria proposed to include daytimers operating on the foreign clears. "These stations do not enjoy the benefits of a full-time license, and while in other contexts, the commission has attempted to alleviate to some degree the difficulties these stations face, the stations continue to face substantial obstacles. This proceeding presents another opportunity to provide relief to daytimers, an opportunity Forward urges the commission to take."

Associated Communications Corp. and United Broadcasting Co. of Eastern Maryland said "maximum efficient usage of the newly available spectrum can be achieved only if existing daytime-only stations on the frequencies are permitted to begin full-time operation" and the commission opts against the "artificial power restrictions" on nighttime operation it has proposed. "There is no unfairness or procedural impediment to adoption of a plan which simply allows daytime stations on the foreign clear channels to operate full time," they said. "The daytime only restrictions were placed on these stations only because of the existence of the North American Regional Broadcasting Agreement. . . . Once NARBA ceases to exist, the rationale for the daytime-only restrictions on these stations' licenses ceases to exist. Accordingly, the restrictions should simply be removed. Because the applications for these stations have already been subject to competing applications, there is no occasion now to allow competing applications again."

RAM Communications and Galesburg Printing and Publishing Co. said the commission should allow "stand-alone" daytimers to apply to operate on their currently licensed frequencies on a full-time basis, regardless of their community of license, the number of services in the community, or other factors. "Indeed, given the number and variety of other broadcast services which are available to the public throughout the continental U.S., the commission should establish a discrete period during which such daytime-only stations may apply to upgrade their existing service *before* accepting applications for yet additional stations to operate on those frequencies," they said.

Universal Broadcasting Corp. recommended Section 73.37 (e) be amended to provide, among other things, that daytimers operating on foreign clear channels that apply receive a preference similar to those accorded to minority and noncommercial applications. "Such an amendment would not unduly prejudice applicants from outside the community, any more than an express preference for minority owned or noncommer-

cial facilities would," Universal said. "It would merely provide a preference for existing daytime facilities, which would, in all probability, tend to speed up the application process through settlement, through clear guidelines to commission staff and administrative law judges for selection of applicants, and through avoidance of lengthy and expensive administrative and judicial appeals."

On the topic of eligibility criteria, Central Bucks Broadcasting Co., licensee of daytimer WBUX(AM) Doylestown, Pa., said first

priority should be given to a station that will satisfy the requirement of Section 73.37 (e) (2) (ii) of the rules for a first or second authorized nighttime aural transmission service where no FM channel is available for use in the community. "Secondly, a community should be preferred which is 10 miles or more distant from a major market," Central Bucks said. "Third, other criteria being equal, a preference should be given to an application for nighttime operation to a county seat as the focus of 'localism' for the area within county boundaries." □

FCC's regulation in domsat field upheld by court

Appeals body approves commission's action allowing sale, rather than lease, of satellite transponders

The U.S. Court of Appeals in Washington last week affirmed an FCC action the court called "a modest adjustment" in the manner in which the commission regulates domestic communications satellite service—authorizing domsats to sell transponders rather than lease them on a more traditional and conventional common carrier basis. A three-judge panel of the court held unanimously that the commission acted within its discretion and in a rational manner. Indeed, the panel noted that, under the circumstances, the commission is entitled to considerable deference:

"We confront an arcane, fast-moving field of technology, opposing estimates of down-the-road supply and demand derived from currently available information, and no congressional action geared to the new, burgeoning domsat industry."

At issue are commission orders concluding that applications of four domsat operators—Hughes Communications Inc., Southern Pacific Satellite Co., RCA American Communications Inc. and Western Union Telegraph Co.—to sell a limited number of transponders were not subject to common carrier regulation and were in the public interest. Among other things, the commission said transponder sales would provide would-be satellite operators with the means for rais-

Wanted: CABLE TV BROKER

Top media mergers and acquisitions Group seeking experienced professional specialist CATV deal-maker.

Please contact:
William M. Whetzel



Henry Ansbacher Inc.

277 Park Ave., New York, NY 10172
(212) 688-5544

Fairness extension. FCC General Counsel Bruce Fein has extended the comments deadline in the commission's controversial notice of inquiry examining the fairness doctrine from Aug. 6 to Sept. 6. The reply comments deadline was extended from Sept. 5 until Oct. 9. Media Access Project, in behalf of about 40 citizen and public interest groups, had requested a 90-day extension, a move endorsed by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and Representative Al Swift (D-Wash.) (BROADCASTING, June 4).

In an order last week, however, Fein said such a lengthy extension did not appear warranted. The commission, he noted, already had provided about 90 days for comments and another 30 days for replies. In addition, the commission had stated its intention to provide an en banc meeting at which the public could propound its views on the issue. Moreover, since no substantive changes to the fairness doctrine are being proposed at the inquiry stage, interested parties would have further opportunity to comment upon any substantive recommendations emanating from the inquiry, Fein said. The 30-day extension was provided "so that parties may have some additional time" to address the issues raised in the proceeding. "We emphasize, however, that we do not contemplate granting any further extensions," Fein added.

ing capital needed to enter the market and provide a mechanism for gauging the market. It also said it would make it easier to share risks and to encourage operators to design systems to fit particular users' needs. But it also made clear its orders did not constitute blanket policy: Applications to sell transponders would be examined on a case-by-case basis.

That did not satisfy World Communications Inc. and Satellite Syndicated Systems Inc., which provide satellite transmission service and which said the satellite owners should be limited to leasing transponder facilities on a nondiscriminatory, first-come, first-served basis. They contended that domsat transponder facilities are a scarce resource and that, as a result, the domsat operator would be able to command abnormal profits. They also said that demand for satellite service would continue to outpace supply and warned that a sales policy would limit satellite service to those with "enormous financial resources."

The appeals court panel, in the opinion written by Judge Ruth Ginsburg, made it clear it was reluctant to second guess the commission in an "arcane" field in which the FCC is the expert agency. Ginsburg said the court's jurisdiction in determining whether the commission acted in a rational manner is limited. She said that "the commission knew what it was doing and presented at length reasoned justification for its decision. A court cannot demand more if it is to respect the 'broad discretion' Congress vested in the commission 'precisely to facilitate... modifications of administrative policies in light of developments' in an evolving industry," she added, quoting from an earlier decision of the court.

And the court believes the commission has considerable authority under the Communications Act to act as it did in the domsat case—that the Communications Act provides sufficient flexibility. Ginsburg said that the appeals court on two occasions has noted that Congress's intent in the Communications Act of 1934 was to confer on the commission the sweeping authority it would need to regulate "in a field of enterprise the dominant characteristic of which was the rapid pace of its unfolding."

Indeed, Ginsburg, who was joined in the opinion by Judge Abner Mikva and Senior Circuit Judge David Bazelon, cited the public interest standard written into the Communications Act as the key to the justification of

the commission's action. She said the commission is responsible for making sure the act's standards are met and does not have unfettered discretion to choose which common carrier services it will regulate and which it will not. "But," she said, "the public interest touchstone of the Communications Act, beyond question, permits the FCC to allow the marketplace to substitute for direct commission regulation in appropriate circumstances." □

Use of narrowband supported overall in comments at FCC

Broadcasters generally agree with FCC rulemaking but recommend alternative approaches

The FCC's proposal to permit broadcasters to use narrowband technologies for remote pickup operations (BROADCASTING, March 26) has drawn a variety of reviews in comments at the commission.

Most commenters supported the thrust of the FCC's rulemaking. But many also championed key variations on the commission's proposals.

The National Radio Broadcasters Association supported the FCC proposals. "As the commission points out, with the growth of new broadcast outlets, such as additional full-service stations and low-power facilities, the demand for remote pickup stations, and frequencies necessary to support them, especially in news reporting, will continue to grow," NRBA said. "It is therefore desirable for the commission to encourage broadcasters in major markets to adopt the use of

Washington Watch

Granted. In initial decision, FCC Administrative Law Judge Joseph Stirmer has granted application of Jesse N. Williams Jr. for new FM station at Hilton Head Island, S.C., denying competing applications of Santee Cooper Broadcasting Co. of Hilton Head, Women's Broadcasting Coalition, Heritage Broadcasting Corp., Plantation Broadcasting Corp. and Calibogue Sound. Williams, black who has no other media interests, was preferred on diversification grounds. Williams is chief investigator of Public Defenders Corp. of Charleston county, S.C. He also is announcer for Sunday gospel show of WKCN(AM) North Charleston. □

And another. In initial decision, FCC Administrative Law Judge James Tierney has granted application of Rio Rancho Broadcasting for new FM station at Rio Rancho, N.M., denying competing applications of Hispanic Owners Inc., Professional Communications Inc., Loretta Rose Salazar and Spanish Radio Inc. for use of same facilities. Rio Rancho won out on Section 307(b) grounds since other applicants proposed Albuquerque as city of license. Section 307(b) of Communications Act requires FCC "to provide a fair, efficient, and equitable distribution of radio service... among the several states and communities." President and 50% owner of Rio Rancho is Donald S. Vogel, who currently resides in Concord, Calif., and assists his parents at Custom Glass and Screen, Pleasant Hill, Calif. Neither he nor applicant's four other owners has any other media interests. □

In another service. In initial decision, FCC Administrative Law Judge Walter Miller has granted application of Florida Cellular Telephone Co. for nonwireline cellular radio franchise serving Miami-Fort Lauderdale, Fla., area. He denied competing applications of Cell-Tel Network, Bayfone of Miami, Cellular Mobile Systems of Miami, MCI Cellular Telephone Co. and MRTS-POE of Miami. Florida Cellular is partnership of Washington Post Co. (60%), All Florida Communications Co. (10%), Air-Beep of Florida (10%), Gabriel Communications (10%) and Tel/Call Systems Inc. (10%). □

Yet another. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of South Florida Broadcasting Co. for new FM in North Miami, Fla., provided that Judith Hernstadt, 20% owner, sells her 20% interest in Hernstadt Broadcasting Co., licensee of WKAT(AM) Miami Beach. Judge denied applications of Radiocentro Broadcasting Co., First Black Broadcasters of Miami Inc., Onyx Broadcasting of Miami, Constance J. Wodlinger, Rana Broadcasting Co. and Southwest Radio Enterprises for stations on same frequency. South Florida was preferred on diversification grounds after Onyx and First Black received substantial demerits for "dishonesty" in their filings and Radiocentro was found technically unqualified because it lacked transmitter site. President and 43% owner of South Florida is George Feldenkreis, Hispanic resident of North Miami who, among other things, operates importing business. Attorney for South Florida said Hernstadt already has sold her 20% in WKAT(AM) to her husband, William, who owned rest of station. Remaining shares of South Florida are owned by five others.

new technologies in order to relieve the existing frequency congestion in these auxiliary services."

The Association of Maximum Service Telecasters supported the FCC's proposal to "split" channels and to permit the use of amplitude compandored sideband (ACSB)—and other narrowband technologies—in the 150 mhz and 450 mhz auxiliary broadcast bands. But AMST said formal frequency coordination procedures are neither necessary nor desirable. "Rather, the commission should continue to rely on the existing procedures for local auxiliary broadcast coordination as the best way to assure that plans for using auxiliary frequencies and technologies are suited to the needs of particular broadcasters and markets," AMST said.

The National Association of Broadcasters supported the use of ACSB and other narrowband technology—as long as such use is voluntary and administered by local frequency coordinating committees. It generally supported the FCC's proposed channel splitting plan, but suggested the commission consider reserving one or two nationwide wideband channels. Among other things, NAB also asked the FCC to eliminate the current rule that generally restricts use of Group R and S channels in the remote pickup service to transmissions of program material and cues.

CBS gave its general support to the rule-making. It urged the commission to proceed cautiously to insure that users operating under the current frequency plan are protected against interference for a "reasonable" phase-out period. "While any frequency assignment plan should anticipate expected improvements in equipment performance, CBS believes any plan should also minimize premature obsolescence of existing equipment, which is clearly unnecessary and wasteful," CBS said.

NBC also generally agreed with the FCC's proposals and thought the development of ACSB and other narrowband techniques should be encouraged. "However, procedures must be developed to insure the integrity of broadcast programs against interference, with secondary uses shutting down when this is necessary to protect program operations," NBC said.

"We are not convinced that ACSB transmissions are feasible, as a general rule, in the bands usually used for program transmission, including UHF frequencies," NBC said. "When that time comes, some means must be found for sharing that will insure the integrity of program transmission. There must be some method for a broadcaster who requires a wideband circuit for high quality transmission to seize the circuit without delay, even if it means that several narrowband circuits must cease operation. The logical

vehicle for this procedure is the local frequency coordinating committee. Adequate means can be developed, we believe, to make certain that the true intent of the remote pickup service will be accomplished," NBC said.

The Society of Broadcast Engineers questioned the desirability of permitting licensees to "stack" channels—to let licensees obtain channels greater than 50 khz wide. "While the commission hopes to foster a combination of coordinated sharing and technological advancement, we believe what will really happen is it will make it more difficult to accommodate new users," the society said.

SBE also thought the commission should consider whether it will have enough spectrum in congested markets for the service in the future. "If it [FCC] does not, it may place coordinating committees open to charges of antitrust actions, including restraint of trade," SBE said. "SBE believes coordination by our industry for our industry is valid. We ask the commission's help as this concept unfolds to make sure it does not create a feeling that the foxes are guarding the henhouse. In the future, new technologies such as spread spectrum may make our concerns moot. But for now, they are real."

ABC took exception to the FCC's contention that by splitting channels more space would be made available with no significant adverse impact on the current service. "Frag-

NAB's latest victory goes into the Pyrrhic column

The National Association of Broadcasters won a lobbying victory in the House of Representatives two weeks ago—and may wish it hadn't. Its success in killing some proposed language—presumably favorable to the cable industry—in a committee report ended up embarrassing the NAB with the subcommittee chairman and in undoing a compromise to which the NAB itself had agreed. It was a case of the right hand not knowing what the left was doing—or of not being able to win for losing.

It all began when the National Cable Television Association asked Representative Vic Fazio (D-Calif.), chairman of the Legislative Appropriations Subcommittee, to insert language in the report on the annual appropriations bill that would have sent a strong political message to the Copyright Royalty Tribunal and the Copyright Office, while not carrying the same weight as legislation. Cable's proposed language would have instructed the copyright office to pay heed to a particular section of the Copyright Act that permits cable systems to substitute grandfathered distant signals for other signals as long as "it is the same generic type of signal."

When the NAB (represented primarily by its executive vice president, John Summers), the networks, the Motion Picture Association of America and sports interests, all of which oppose cable on copyright issues, got wind of the industry's plan, they moved to block it. Broadcasters in particular felt the language was too broad and feared it would allow cable systems to import unlimited distant television signals without paying the 3.75% royalty fee established by the CRT in 1982.

The groups approached Fazio and alerted him to their concerns. And the chairman, who has been characterized by all the parties as more than "fair," offered to draft a compromise. Fazio's compromise specifically prevented cable systems from substituting distant signals with anything but the same type of signal.

According to reports from the Hill and other lobbyists, it was late Wednesday night, prior to the markup scheduled for the following morning, that all the parties—including cable—agreed to Fazio's compromise language. "We thought we had every-body committed," said one source.

But during the markup on the appropriations bill, a surprising scenario developed. Representatives Jamie Whitten (D-Miss.), chairman of the Appropriations Committee, Edward Boland (D-Mass.) and Silvio Conte (R-Mass.), pounced on the compromise language. Conti offered an amendment to strike it and the committee agreed.

Unbeknownst to Summers, NAB President Eddie Fritts also had gotten into the act. The former Mississippi broadcaster called fellow Mississippian Whitten to express the association's concern about the language. Whitten, a stickler for procedure who is unsympathetic toward the inclusion of controversial language at the last minute, appeared easily persuaded the language had to go.

The NAB's lobbying escapade was described by one observer as a "bull in a china shop." While it was successful in stopping the original cable initiative, it was at the price of effectively "sandbagging" an important subcommittee chairman.

"Everything moved so quickly," Summers said last week. (Most of NAB's lobbying activity took place within a span of three days.) Summers reviewed Fazio's proposal only briefly before the markup, but he told the congressman it appeared acceptable. Summers said he did not know anything about the Conti amendment. Moreover, Summers did not know until after the markup that Fritts had talked with Whitten. And on top of that, he did not have a chance to tell Fritts about the compromise. (Summers appears to have been fingered as the man in the middle; he later apologized to Fazio for the mixup.)

Nevertheless, despite the confusion and although the experience was "a bit embarrassing," in Summers's words, the association, in the long run, says it preferred not to see any language in the report. "Cable tried a cute end run which we thwarted and cable didn't get away with it," Summers said.

But the cable industry has a different view. Said NCTA Executive Vice President James Mooney: "NAB is putting itself in the position of the Italian army which, having repelled a minor border raid, announces a major victory and orders a victory column to be put up in Rome."

menting the existing channels, without consideration of the primary purposes for which auxiliary spectrum has been used, in ABC's opinion, will adversely impact present service," ABC said. "It is ABC's view that the commission's approach, undoubtedly well intentioned, is too uncertain to produce specific benefits and that its potential disadvantages are too great to justify adoption, as proposed. ABC believes that mandated changes, with restrictions, are the better way to allow for expansion while protecting existing services." □

FCC allows waiver for ITFS channels

The FCC has granted the Archdiocese of New York a waiver of rules regulating licensees in the private operational-fixed microwave service (OFS) to permit the licensee to lease excess capacity to SRM Computers Inc.

The archdiocese is a licensee of both the instructional television fixed service and OFS, delivering educational material to parochial schools and hospitals in the New York area. It uses three OFS stations to de-

liver programing to seven ITFS stations.

SRM, according to the FCC, is planning to provide digital data transmission capacity to banks and other institutions in the New York metropolitan area. It also intends to provide capacity to New York off-track betting corporations to transmit live horse race telecasts to off-track betting parlors.

According to the game plan, SRM will transmit a telecast of a horse race from a raceway to a leased satellite transponder via an uplink located at the track. Then the signals will be transmitted to an earth station at the archdiocese's Yonkers facility. From there, the signal will be transmitted via a wire link to the archdiocese's OFS system, and then through the ITFS facilities to the off-track betting parlors.

The waiver request said SRM plans to lease time on the system from 7 p.m. until midnight. The company would reimburse the archdiocese by a monthly fee, by rebuilding old equipment and funding the construction of certain new facilities for the system.

The problem: Under the plan, SRM would need to use both the archdiocese's OFS and ITFS facilities. And FCC rules prohibit OFS licensees from transmitting video entertainment products to customers. The rules also

prohibit licensees from leasing excess OFS capacity, except on a nonprofit, cost-sharing basis.

In an order released last week, however, the commission said grant of a waiver would be in the public interest. The FCC said the proposal at hand would provide the archdiocese with funds necessary to accomplish the educational purposes of its system. In addition, the commission said that without the waiver, SRM would have to obtain an alternative means of transmission, such as building its own OFS links or constructing an earth station at each of the archdiocese's ITFS transmission points.

"In the light of the excessive burden this would create as well as the inefficient use of radio spectrum it would produce, we do not believe this alternative is consistent with the commission's overall objective to maximize effective use of radio spectrum," said the FCC. "In these circumstances, and particularly given the hybrid nature of the ITFS system under consideration, we believe that waiver of the rules pertaining to OFS channels is in the public interest. The incidental use of OFS channels in a manner inconsistent with our rules will not undermine the rules' objectives and will further our policies for ITFS services." □



Gearing up

The organizers of this year's American Market For International Programing (AMIP), to be held at the Fontainebleau Hilton hotel in Miami Beach Nov. 17-20, are projecting attendance will top the 2,000 mark, almost double that of the first AMIP, which attracted 1,142 American buyers and overseas distributors last year.

According to Harvey Seslowsky, president of the National Video Clearinghouse and a partner with Bernard Chevy in the three-day U.S. market, AMIP is also doubling its exhibit floor space from 40,000 square feet last year to 80,000 this year because, as he put it, "we're anticipating a greater demand" from both old and new exhibitors. In addition, he said the exhibit floor will be split between two levels this year as compared to last year's single level.

The British Board of Trade has also agreed this year to help subsidize UK distributors who want to go to AMIP. After inspecting last year's market and deeming it important enough, Seslowsky said the British Board of Trade agreed to subsidize up to about \$2,800 per company and about \$380 per person (up to two people). The French also have a subsidy plan, Seslowsky said, which covers up to 60% of an exhibitor's cost, including travel.

Thirty exhibitors have signed up to date, Seslowsky reported, with another 20 expected to sign up within the month. He esti-

mated that 100 exhibitors from 50 countries will be on hand in Miami Beach next November.

MADD for Taft

Mothers Against Drunk Driving (MADD) and the seven Taft television stations have joined forces to present a summer-long campaign against the dangers of drinking and driving. The campaign includes PSA's, editorials, on-air demonstrations of the effects of drinking and driving and other educational programs—all co-produced by MADD.

The campaign will lead up to a half-hour special about the effects of drunk driving on both innocent victims and drinkers, scheduled to be broadcast on all seven Taft stations in late August. Each station will then follow the special broadcast with a live, local call-in show that will also feature law enforcement officials, legislators and representatives from MADD.

Home grown

The six television stations of the Wichita, Kan.-based Kansas State Network have launched what they call The Newswatchers Network. Each of the stations is recruiting people who own video cameras as freelance members of the KSN news organization.

"It's a throwback to the time-honored tradition of the news stringer," explains Patrick O'Donnell, executive news director of KSN.

Spurred by a similar eight-month-old program at General Electric's NBC affiliate, KCNC-TV Denver, KSN is finding its stringers by placing questionnaires in over 200 video stores throughout the state. O'Donnell says he hopes to have 150 freelancers by the end of the summer.

According to O'Donnell, the potential stringers fill out a brief questionnaire. Questions include kind of video equipment owned and whether the applicant has a four-wheel drive vehicle and/or two-way radio. The names are then put on a computer list that is distributed to the KSN stations.

Compensation will depend on market size, O'Donnell said, and could range from the replacement of the tape up to \$40-\$50, depending on the urgency of the news event recorded. KSN stations will also promote The Newswatchers Network on the air, he said, although not within any news programs. Stringers will receive on-air credit if a tape appears on the newscast. Also, added O'Donnell, plans are in the works for video dealers to offer incentives for stringers to sign up by giving them \$50-\$100 rebates on video equipment.

And O'Donnell is not worried that the program might attract crackpots, jokers or other publicity seekers: "Our staff will verify everything," he said.

So far, O'Donnell reports, it's working.

KSNW-TV got "some very exciting video" of a gasoline tanker truck explosion outside of Liberal, Kan., recorded by a stringer with a portable video camera. The segment ran on that day's newscast.

In the marketplace

Group W's *He-Man and Masters of the Universe*, the first-run animated half-hour for children, has now climbed to 151 stations representing 89% coverage, including all the top 40 markets. . . On June 11, Group W's *Hot* video music strip debuted in 80 markets representing 70% coverage, including all the top 25 markets. . . New York-based Syndicast Services has cleared 70 stations representing 62% coverage for *The 1984 Mrs. America Pageant*, as well as 77 stations representing 60% for *NCAA Football Previews*. *NCAA Football Previews* is sponsored nationally by General Motors' parts division, while the Bristol-Myers' Clairol line is principal sponsor of the eighth annual *Mrs. America Pageant*, which was taped last month in Reno. Stations airing the *Mrs. America Pageant* have a window from June through Aug. 15, while *NCAA Football Previews* has a third-quarter window. . . Fremantle International Inc. for a fifth consecutive year will be distributing internationally the 1984 Tony Awards, which was broadcast live by CBS on Sunday, June 3. Countries already sold include Germany, New Zealand, the Philippines and Japan. . . King World's *Wheel of Fortune* is now committed by 136 stations. Among the latest to sign are WLO-TV Lima, Ohio; WBKO(TV) Bowling Green, Ohio; WTWO(TV) Terre Haute, Ind.; WTAP-TV Parkersburg, W.Va., and KAMCTV Lubbock, Tex. . . *Television and the Presidency*, a two-hour documentary written by Theodore H. White and a joint venture of RKO General Television, Group W and New York-based syndicator On The Air, will begin airing May 31 on 70 stations representing 80% coverage. The two-hour program—stations get an option to run it twice during a June window—will explore and analyze the impact the Fifth Estate has had on presidential elections, and will be co-hosted by White and E.G. Marshall. The cash-plus-barter deal includes 16 minutes of local availabilities and three minutes reserved for national sponsors. National spots have been bought by Xerox, Warner-Lambert and Bristol-Myers. On The Air previously distributed *784 Days That Changed America* and *America Remembers John F. Kennedy*, also jointly produced by RKO Television and Group W. . . New York-based Program Syndication Services, a subsidiary of Dancer Fitzgerald Sample, has begun distributing *Holiday Moments*, a series of 36 50-second program inserts designed to air from Thanksgiving through New Year's. Produced by Carter Grant Productions, the inserts feature celebrities delivering a 50-second holiday greeting followed by a 10-second tag for local advertisers or station promos. Carter Grant will begin producing new spots this summer to add to previous spots that include celebrities Jamie Farr, Melissa Sue Anderson, Priscilla Barnes and Peter Ustinov. Last year, about 50 stations bought the series and so far about 20 stations have signed up for this year's package, including WNEW-TV New York; KKTU(TV) Los Angeles, and KDKA-TV Pittsburgh. . . Blair Entertainment has sold *The Cisco Kid* to 13 more markets, bringing

Fall predictions. Ted Bates & Co., New York, tabs CBS-TV as the ratings winner in the regular prime time series competition for 1984-85, with an average 17.5 rating, topping ABC-TV with a 17.1 and NBC-TV with 15.6. The ratings are Bates's projections for the fourth quarter of the year.

Bates noted that its estimates indicate that ABC-TV's household ratings for that quarter will be down less than 2%, CBS-TV's less than 3% and NBC-TV's up 4%. Bates also pointed out that the gap between number one and number three is projected at only 1.9 rating points, whereas three years ago the spread was 3.5 rating points.

Bates observed that for 1984-85 season, the three TV networks are attempting to stem the loss of young male adult viewers, 18-49. The agency noted that from 1979 through 1983, the average rating in prime time for men, 18 to 49, declined from 38.7 to 30.3, a drop of 22%. As a result, according to Bates, all three networks for 1984-85 are boosting mysteries at the expense of comedy and dramas.

its lineup to 38 stations, including six of the top 10. Latest signers include WBTI-TV Cincinnati; WOFL-TV Orlando, Fla.; WYFF-TV Jacksonville, Fla., and WZTV(TV) Nashville. Blair is distributing 156 half-hours, which are available in color. . . Los Angeles-based Western World Television has secured domestic and international distribution rights to a new series of 27 half-hour episodes of *Thunder Sub*. Heroes in the children's series command a combination submarine-/spacecraft against evil forces trying to take over Earth. . . Metromedia has cleared 28 stations for *The Jerry Lewis Show*, including 16 independents (six of them Metromedia's) and six affiliates each of ABC and NBC.

First steps

Edward Koplar, president of Koplar Communications, and Thomas M. Battista, former vice president at Lorimar Productions, have formed a new company to produce and dis-

tribute first-run programing exclusively for the independent marketplace. The company, World Events Productions Inc. based in New York, is a Koplar subsidiary but includes Battista as a partner.

World Events' first product, a half-hour animated strip titled *Volttron* and targeted for the 2-11 age group, is already cleared in 13 of the top 20 markets, reported Battista, who serves as vice president and general manager of World Events. The strip, set to debut Sept. 10, is being sold on a cash basis with a one-minute spot being withheld for the first five quarters (stations that sign up get a four-year license). After the first five quarters, the one minute reverts to the station.

"Our business is cyclical," explained Battista, "and the cycle right now is high-tech cartoons." High-tech will also be employed in the production of the strip, Battista said, and it will be the first strip to be produced in stereo, he claimed.

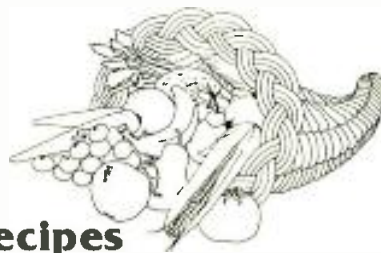
A Fresh Approach To News . . .

"CORNUCOPIA"

Daily 90 Second News Inserts On
Health, Diet and Fitness

On-Location, Constructive News Reports:

- Medical Updates
- Healthier Menus
- Exercise and Fitness
- Food Selection
- Nutritious Regional Recipes



Debuts September 1984

To build your news audience, sign up now for "Cornucopia"

Contact — Lynn Schneider or Betsy Mathews 202-457-0884
DWJ Associates, 1730 Rhode Island Ave., NW, Washington, DC 20036



April totals. Network radio business in April totalled \$21,694,091, according to the Radio Network Association (RNA), which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney. The new figure registered an actual percentage increase of 0.5%. Year-to-date, network radio's billings are \$73,817,215—down 1.2% when compared to the previous year.

Just the facts

Radio in an average day reaches 80.7% of all American teen-agers and adults, the majority of whom turn to it as their first source of news during morning drive time (6-10 a.m.). And 94.8% of all persons, 12 years of age and older, listen to radio for an average of 3.5 hours each weekday.

Those are some of the findings in the Radio Advertising Bureau's 25th edition of its "Radio Facts" handbook.

The handbook reports that food products were the leading business category for radio advertising among all national advertisers in 1983 while automotive dealers were the top category among local radio advertisers.

According to the association, "Radio Facts" is also available in a "flexiformat," which provides art work and data that can be utilized for flip charts, slides and posters. RAB's new book is available to member stations as well as advertisers and agencies.

Summer listening

A new format designed to appeal to affluent vacationers and residents, in resort areas has been developed by Phil Stout, vice president and creative director of New York-based Leisure Market Radio Inc., a group operator and national sales representative of resort area stations. Called "The Elegant Sound," the format features a variety of artists ranging from Count Basie to Rosemary Clooney to Linda Ronstadt.

According to Leisure Market, the format is currently airing on the company's two owned properties: WOTB(FM) Middletown, R.I., and WVI-FM Christiansted, St. Croix. The format is to be offered to the remaining 10 stations in Leisure Market's nonwired sales network as well as other stations later this year.

Digital on the Coast

Westwood One, Culver City, Calif.-based radio program supplier/syndicator, has announced that it is building the West Coast's

first earth station uplink providing digital audio to RCA's Satcom 1-R satellite, transponder 3. The cost will be \$800,000. And, according to Westwood One President Norm Pattiz, RCA Americom has become the company's first client for the dish through a \$2.9-million, eight-year leasing agreement.

Operating the new facility and marketing time on the satellite will be IDB Communications Group Ltd., also of Culver City ("Riding Gain," April 23). Westwood One's uplink is scheduled to be operational July 1. Earlier this year, the radio program supplier signed a \$6.7-million multiyear lease for four audio channels on Satcom 1-R.

In the marketplace

A one-hour special, *Norman Cousins Talks on Positive Emotions and Health*, is being made available to public radio stations by Three, a Los Angeles production company, in association with RadioWest Productions. The program, which is free, is a condensation of an address made by author Cousins to southern California physicians on connections between physical health and mental attitudes. The special, produced through

the facilities of KCRW(FM) Santa Monica, Calif., will be distributed through the Extended Program Service of the public radio satellite system on Aug. 14 and 21.

□

ABC-Watermark, Los Angeles-based producer/distributor of ABC Radio Networks programming, has acquired worldwide radio distribution rights outside the U.S. and Canada to *Police Self-Portrait*, a three-hour radio autobiography of the rock group, Police. The program contains 35 songs, including a live concert that has not been previously released. The special has already been licensed in Australia and New Zealand.

One for the money

The California-based Hewlett-Packard Co. has contributed \$200,000 to National Public Radio's news and information fund for the fourth consecutive year. The money is to be used for NPR's science coverage. NPR President Douglas Bennet said that the company's grants "have played a vital role in helping to maintain the quality of NPR's coverage."



Mondale



Hart

Primary concerns. The week before the California primary, Democratic presidential candidates Walter Mondale, Gary Hart, Lyndon LaRouche and Jesse Jackson appeared on ABC Talkradio courtesy of KABC(AM) Los Angeles, and the *Michael Jackson* (KABC air personality) Show.

On Thursday, May 31, Jackson interviewed LaRouche live from ABC Talkradio's KABC(AM) studios. On Friday, June 1, Hart appeared at 9-10 a.m., Pacific time, with ABC pre-empting its regularly scheduled programming to carry the hour interview and an hour of phone-in viewer response. Mondale appeared from 11 a.m. to noon, Pacific time, during Jackson's regular 11 a.m.-1 p.m. national slot.

Candidate Jesse Jackson, who was also scheduled to appear but, according to what he called a mechanical foul-up, was unaware of the scheduled interview, conducted a phone interview with host Michael Jackson on June 4 from 12:15 to 12:40. Jackson's program is heard nationally in approximately 60 markets.

For the Record

As compiled by BROADCASTING, May 31 through June 6, 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.

New stations

Applications

New FM's

■ Bonita Springs, Fla.—Bonita Broadcasting Corp. seeks 96.1 mhz; 100 kw; HAAT: 1,472 ft. Address: 11341 Dean St., Bonita Springs, Fla. 33923. Principal is owned by Audrea Anderson (6.66%), Milagros Garcia (6.66%) and Abigail Pena (6.66%), investors with no other broadcast interests. They will control 100% of voting stock and will be responsible for station management. Filed May 18.

■ *Notre Dame, Ind.—Voice of the Fighting Irish Inc. seeks 89.7 mhz; .3 kw; HAAT: 84 ft. Address: LaFortune Student Center, Notre Dame, Ind. 46556. Principal is independent nonprofit corporation controlled by University of Notre Dame du Lac, Theodore M. Hesburgh, president. University of Notre Dame also owns WNDU-AM-FM-TV South Bend, Ind. and WSND-FM Notre Dame, Ind. Filed May 18.

■ Price, Utah—Dart Inc. seeks 100.9 mhz; 3 kw; HAAT: 113.85 ft. Address: 727 N. 3rd St., Price, Utah 84501. Principal is owned by James M. Dart, and his wife, Ruth (30%), and three sons, Richard (20%), James (20%) and David (20%), and two daughters, Diane (5%) and Marilyn (5%). They also own KRPX(AM) Price, Utah. Filed May 23.

New TV's

■ Cumberland, Md.—Contemporary Communications Inc. seeks ch. 52; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,500 ft.; ant. hgt. above grnd.: 232 ft. Address: P.O. Box 3976, Jackson, Ga. 30023. Principal is owned by Larry G. Fuss (50%), and Rebecca R. Barney (50%). They are also applicants for new FM in Delhi, La., and new TV's in Kingman, Ariz., and Gallup, N.M. (see below). Fuss is also applicant for new UHF in Greenville, Miss., new FM in Marion, Miss., and is part owner of Contemporary Communications of Ga., which is applicant for new FM in Chatom, Ala., and new UHF in Albany, Ga., principally owned by his mother, June G. Fuss. Filed May 25.

■ Gallup, N.M.—Contemporary Communications Inc. seeks ch. 10; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 43 ft.; ant. hgt. above grnd.: 265 ft. Address: P.O. Box 3976, Jackson, Ga. 30023. Principal is owned by Larry G. Fuss (50%), and Rebecca R. Barney (50%). See above. Filed May 25.

■ Block Island, R.I.—Minority Broadcasting of Block Island seeks ch. 69; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 293 ft.; ant. hgt. above grnd.: 167 ft. Address: 2570 Indian Ridge Drive, Glenview, Ill. 60025. Principal is owned by John Travers, broadcast consulting engineer with no other broadcast interests. Filed May 23.

■ Cleveland, Tenn.—Phillip B. George seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 340 ft.; ant. hgt. above grnd.: 473.85 ft. Address: 22 Stanley St., Nashville, Tenn. 37210. Principal is broadcast consultant with no other broad-

cast interests. Filed May 21.

■ Cleveland, Tenn.—Cleveland Community Television Inc. seeks ch. 53; ERP vis. 947.76 kw; aur. 94.776 kw; HAAT: 600 ft.; ant. hgt. above grnd.: 742 ft. Address: 1812 Timber Trail, Cleveland, Tenn. 37311. Principal is owned by Dan Bishop (50%) and his wife, Patricia (50%). They have no other broadcast interests. Filed May 24.

■ Austin, Tex.—Capitol City Community Interests Inc. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 404.75 ft.; ant. hgt. above grnd.: 349 ft. Address: P.O. Box 7345, Austin, Tex. 78713. Principal is headed by David L. Ferguson and owned by Allandale Baptist Church (100%), which is headed by Harold E. O'Chester, pastor. Capitol City Community Interests has no other broadcast interests, Allandale Baptist Church is app. for LPTV on ch. 11 in Austin, Tex., and owns Capitol City LPTV, applicant for 5 LPTV's in Texas. O'Chester is app. for LPTV on ch. 48 in Austin, Tex. Filed May 22.

■ Katy, Tex.—Enigma Corp., U.S.A. Communications Division seeks ch. 51; ERP vis. 55 kw; aur. 11 kw; HAAT: 721 ft.; ant. hgt. above grnd.: 721 ft. Address: P.O. Box 601982, Houston, Tex. 77260. Principal is owned by James O. Brown, president (40%), his brother, David (20%) and six others. Enigma is Houston-based cable TV production, distribution and sales firm. It has no other broadcast interests. Filed May 23.

Actions

FM's

■ *Vero Beach, Fla.—Returned app. of Florida Public Radio for 91.3 mhz; 3 kw; HAAT: 297 ft. Address: 505 Josephine St., Titusville, Fla. 32796. Principal is noncommercial organization headed by Randy E. Henry, president. Action May 25.

■ *Winder, Ga.—Returned app. of Winder Educational Broadcasting Foundation for 91.7 mhz; 383 kw; HAAT: 183 ft. Address: 125 E. Williams St., Winder, Ga. 30680. Principal is charitable trust headed by Rodney Queen, pastor. Action 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	12,338	53	12,391
Aural STL & Intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ *Lewiston, Idaho—Returned app. of Idaho Educational Broadcasting Foundation for 90.9 mhz, 600 w, HAAT: minus 27 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by Lewiston trustees, including Richard C. Moore, minister. Action May 25.

■ *Topeka, Kan.—Granted app. of Quality Public Broadcasting Corp. for 88.3 mhz, 35 kw, HAAT: 368 ft. Address: 5712 Massachusetts Ave., Bethesda, Md. 20816. Principal is nonprofit educational institution headed by Eugene R. Bertermann, president, Ruth Free, George R. Douglas Jr. and Lowell Bush who also have voting interest in WWJC(FM) Jackson, Miss.; WDCJ(FM) Lorton, Va.; WPTG(FM) Lancaster, Pa.; WJYJ(FM) Fredericksburg, Va.; WTJY(FM) Lancaster, Wis., and KUUV(FM) Neola, Utah. Action May 24.

■ *Lake Charles, La.—Returned app. of Southwest Educational Media Foundation Inc. for 91.7 mhz, 39.82 kw, HAAT: 377.76 ft. Address: 704 Esplanade, Lake Charles 70605. Principal is nonprofit corporation whose president is T. Kent Atkins, minister. Action May 25.

■ *Clarksville, Tenn.—Returned app. of Austin Peay State University for 91.7 mhz; 3 kw; HAAT: 154 ft. Address: Dunn Center, Clarksville, Tenn. Principal is public educational institution, headed by Robert O. Riggs, president. Action May 25.

■ *Franklin, Va.—Returned app. of Alpha Educational Broadcasting Foundation for 91.7 mhz, 550 w, HAAT: 280 ft. Address: 9546 Shore Drive, Norfolk, Va., 23518. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by, among others, Phyllis J. Offutt, housewife. It has also filed app.'s for Richmond, Tappahannock and Winchester, all Virginia (see below). Action May 25.

■ *Wenatchee, Wash.—Returned app. of Joy Educational Broadcasting Foundation for 89.1 mhz; 100 w; HAAT: 1,313 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Principal is headed by Darrell D. Collard, salesman. Action May 25.

TV's

■ Burlington, N.J.—Dismissed app. of Spanish International Communications Corp. for ch. 48; ERP vis. 676 kw, aur. HAAT: 720 ft. Address: 460 W. 42nd St., 4th Floor, New York, N.Y. 10036. Principal is owned by Reynold V. Anselmo, president (24%); Frank L. Fouse (25%); Laura Investment Co. (20%), and 25 others. Action May 4.

■ Chillicothe, Ohio—Granted app. of Triplett & Associates for ch. 53; ERP vis. 63 kw, aur. 6.3 kw; HAAT: 328 ft.; ant. hgt. above ground: 387 ft. Address: Rte. 2, East Sandusky Ave., Bellefontaine, Ohio 43311. Principal is owned by Wendell A. Triplett (49%); his son, Marc (26%); Wendell's brother, Robert (20%), and G.L. Dunnigan and his wife, Sally (5% jointly). Wendell owns WTOO-AM-FM Bellefontaine, WOSE(FM) Port Clinton, both Ohio; WKTC(AM) Lexington, Ky., and WOCR-AM-FM Lebanon, Tenn. Robert is 33% stockholder of WWJM(FM) New Lexington, and 50% of WTRJ(AM) Troy, both Ohio. Marc is Bellefontaine attorney. Dunnigan is employed with Lima, Ohio, trucking company and Sally is controller of Triplett Broadcasting. Action May 25.

Ownership changes

Applications

■ WXCW-FM Homasassa Springs, Fla. (95.3 mhz; 3 kw; HAAT: 250 ft.)—Seeks transfer of control from Westwind Broadcasting Inc. to WXCW Broadcasting Co. for \$573,300, comprising \$36,000 cash and remainder note. Sellers are Howard H. Weston and his wife, Patricia (21.33% before; none after), Thad Lowery (32% before; none after) and Matthew Johns (4% before; none after). Buyer is owned, one-third each, by Steve Manuel and his wife, Barbara, who already own 21.33%; Bruce Snow and his wife, Cynthia, who already own 21.33%, and James H. Kimbrough. Snow, Manuel and Weston also own WWJB(AM) Brooksville, Fla. Kimbrough is Brooksville bank executive. Lowery and Johns have no other broadcast interests. Filed May 31.

■ **KINE-AM-FM** Kingsville, Tex. (AM: 1330 khz; 1 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Radio KINE Inc. to Whitlock Broadcast. System for \$320,000, comprising \$110,000 cash and remainder note. Seller is owned by Richard M. Claiburg III, chairman, and 8 other equal partners. They have no other broadcast interests. Buyer is owned by Ron Whitlock who also owns 25% of KITE(FM) Portland, Tex. Filed May 29.

■ **WAMM(AM)** Woodstock, Va. (940 khz; 250 w-D)—Seeks assignment of license from Dean O'Connell Inc. to Shenandoah Broadcasting Co. for \$415,000, comprising \$235,000 note and \$180,000 noncompete agreement. Seller is owned by Robert L. Dean, who has no other broadcasting interests. Buyer is owned by William B. Holtzman, owner of oil company (50%) and Franklin K. Funkhouser, owner of insurance agency (50%). They have no other broadcast interests. Filed May 25.

Facilities changes

Applications

AM's

Tendered

■ **WTYM** (1300 khz) Temple Terrace, Fla.—Seeks mod. of lic. to change SL. App. June 4.

Accepted

■ **KVOK** (560 khz) Kodiak, Alaska—Seeks CP to change TL and make changes in ant. sys. App. June 4.

■ **WAVS** (1330 khz) Davie, Fla.—Seeks mod. of lic. to change SL. App. June 4.

FM's

Tendered

■ **KHBC** (105.5 mhz) Wickenburg, Ariz.—Seeks CP to change TL. App. June 1.

Accepted

■ **KRBD** (105.9 mhz) Ketchikan, Alaska—Seeks CP to change ERP to 5 kw; change HAAT to minus 372 ft. and make changes in ant. sys. App. June 1.

■ **KXGO** (93.5 mhz) Arcata, Calif.—Seeks mod. of CP to change ERP to 100 kw; change freq. to 93.1 and make changes in ant. sys. App. June 1.

■ **KQLH** (95.1 mhz) San Bernardino, Calif.—Seeks MP to make changes in ant. sys. App. June 1.

■ **WQHL** (98.1 mhz) Live Oak, Fla.—Seeks CP to change ERP to 58 kw and change HAAT to 368 ft. App. June 1.

■ **WJLK-FM** (94.3 mhz) Asbury Park, N.J.—Seeks CP to change HAAT to 328 ft. App. June 1.

■ **WOWQ** (102.1 mhz) DuBois, Pa.—Seeks CP to change ERP to 26.3 kw and change HAAT to 211.8 meters. App. June 1.

Call letters

Applications

Call Sought by

Existing AM's

WCGT WBUZ Carl G. Timko, Fredonia, N.Y.
KLES KODE Remick Radio Inc., Joplin, Mo.

Existing FM's

KBGG KIVR New Frontier Broadcasting Inc., Cave Junction, Ore.

KWVS KNPT Charmar Broadcasting Inc., Newport, Ore.

Existing TV

WPRV WSTE WSTE-TV Inc., Fajardo, P. R.

Grants

Call Assigned to

New AM's

WEEG Kathryn C. Appleton, Jefferson, Ga.
WKLU Hughes Moore Assoc. Inc., Midway, Ky.
WLGC Greenup County Broadcasting Inc., Greenup, Ky.
KEUE Whidbey Broadcasting Services Inc., Oak Harbor, Wash.

New FM's

KENY Peninsula Communications Inc., Soldotna, Alaska
WYFH Double Eagle Broadcasting, Clifton, Ariz.
WEKH Eastern Kentucky University, Hazard, Ky.
KHJE Cecil A. Malme, Ada, Minn.
KHHC Hopkins, Hall & Associates Inc., Seligman, Mo.
KHUG-FM KHUG Inc., Phoenix, Ore.
WITQ Block Island Sound Inc., Block Island, R.I.
WYFH Bible Broadcasting Network Inc., N. Charleston, S.C.
WXY-FM Ridgeland Broadcasting Co., Ridgeland, S.C.
KHRN Freckles Broadcasting Corp., Hearne, Tex.
KVXO Pacific Metrocom Northwest, Spokane, Wash.

New TV

KMSG Sanger Telecasters Inc., Sanger, Calif.

Existing AM's

KTWN KADO-FM KATQ Radio Inc., Texarkana, Ark.
KKAI KHNL Wilson-Tipton Broadcasting, Honolulu
KXLQ KBAB Oak Communications, Inc., Indianola, Iowa
KUUS KBYM Communications Systems II, Billings, Mont.
KGLD KWK Robinson Broadcasting of Missouri Inc., St. Louis
WASB WJBT Sweden Broadcasting Inc., Brockport, N.Y.
WAST WAQI Quests Inc., Ashtabula, Ohio
WMMJ WTSa Southern Vermont Broadcasters Inc., Brattleboro, Vt.

Existing FM's

WCVK WAVV WIX Associates of Vevay, Vevay, Ind.
WAXU Central Kentucky Broadcasters Corp., Georgetown, Ky.
WLGC WLGC Greenup County Broadcasting Inc., Greenup, Ky.
WLTS WAIL Phase II Broadcasting Inc., Slidell, La.
WFXC WDBS Classic Ventures Ltd., Durham, N.C.
KEBQ KELS Waters Broadcasting Inc., Ardmore, Okla.
WLNK WBjX O'Grady Communications Inc., Goose Creek, S.C.
KXCR KXCU Etcom Inc., El Paso
WTSa-FM WMMJ Southern Vermont Broadcasters Inc., Brattleboro, Vt.
WNFM WRDB-FM Broadcasting Corp., Reedsburg, Wis.
KHNL-TV KIKU-TV Mid-Pacific Television Assoc., Honolulu
WMPT WAPB Maryland Public Broadcasting Commission, Annapolis, Md.

Services

FCC DATA BASE
dataworldSM
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
Harrison systems Ltd.
7515 Annapolis Road Suite 411
Myallville Maryland 20784

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Moffet, Larson & 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
16011 981-3222

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCCE
5390 Chester Avenue
Alexandria, Virginia 22304
(703) 642-4164

**EDWARD F. LORENTZ
& ASSOCIATES**
CONSULTING RADIO ENGINEERS
1334 G St. NW Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCCE

 **CARL T. JONES ASSOCIATES**
CONSULTING ENGINEERS
1001 VAINWOOD COURT SPRINGFIELD, VA 22151
MEMBER AFCCCE
TELEPHONE (703) 569-7704

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCCE

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 AFCCCE

Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCCE

**DAVID STEEL
& ASSOCIATES, INC.**
P.O. Box 230
Main St. & Melvin Ave
Queenstown, MD 21658
(301) 827-8725
Member AFCCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD. 20904
 301 384-5374
Member AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7D10
Kansas City, Missouri 64114
Member AFCCCE

**JULES COHEN
& ASSOCIATES, P.C.**
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM FM TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040

VIR JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave., #80219
(303) 937-1900
DENVER, COLORADO
Member AFCCCE & 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 AFCCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCCCE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
FW HANNEL, P.E.
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design, Modifications
Inspections, Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCCCE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCCE

 **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 AFCCCE

**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 AFCCCE

**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 AFCCCE

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

**W. LEE SIMMONS
& ASSOCIATES, INC.**
Broadcast Telecommunications Consultants
Applications • Field Engineering
14 Archer Road
Hilton Head Island, S.C. 29928
(803) 785-4445

 **COMSEARCH™**
INCORPORATED
11503 Sunrise Valley Dr./Reston, Virginia 22091
1701 North Greenville Avenue, Suite 814
Richardson, Texas 75081
Communications Engineering Services
Harry L. Stemple, Virginia 703/620-6300
G. Pat Mart, Texas 214/236-3156

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

Applications • Field Engineering
Radio • TV • Cellular • LPTV • STL
Pathfinders Ltd.
11704 Stonington Place
Silver Spring, Md 20902
301-681-8188

EDM & ASSOCIATES, INC.
B/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 AFCCCE

DON'T BE A STRANGER
To Broadcasters 197811 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

**LECHMAN, COLLIGAN,
& JOHNSON**
Telecommunications Consultants
Applications • Field Engineering
2033 M Street, N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057

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.

Sales manager, central, NY: seeking aggressive hard-working individual. Will consider experienced salesperson with good track record looking for first break into management. Resumes in confidence to HLZ, 104 Chestnut Street, Oneonta, NY 13820. EOE.

General manager for aggressive personality, MOR/information station in Idaho. Must have proven track record in sales with good management credentials. Need assertive, energetic, goal-oriented manager responsive to community. Grow with a small dynamic group. Send resume to Box T-27.

NJ top-rated medium market AM/FM seeks heavyweight sales pro with ability to become sales manager. Emphasis on local sales. EOE. Resume and particulars to Box T-44.

Dade County Florida - FM needs sales manager-formal change. Must be aggressive/street sales a must. Build sales department from the ground up. Opportunity for self-motivated individual to earn \$\$\$\$. Send your resume & financial expectations to: Fred Jacob, 2900 Sutherland Ave., Knoxville, TN 37919. EOE.

HELP WANTED SALES

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.

We have GMs begging for our salespeople. Learn & increase income. May/June classes. 4 days/\$250. Results Radio School, Box 741323, Dallas, TX 75374.

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.

Lucrative incentives and a supportive company! KIVR-FM will be a new 100,000 watt FM super station serving the Medford, Grants Pass and Crescent City markets with the music of your life format. Account executives are needed! Inquiries in strictest confidence. Contact Jeff Salgo, 503-592-4422. EOE, M/F.

Alaska! We're looking for an experienced salesperson to join our team, market is 30,000 and growing. We want a self starter with multiple talents — someone who can make a sale and follow thru. This is not a hideaway for retirees!! Excellent income in growing state. Send details to KINY, 1107 8th. St., Juneau, AK 99801.

Northern New England small market AM/FM. We're looking for people who are successful street fighters. Minimum three years experience. Salary plus bonus with opportunity for management. Tell me what you can do for me. Order takers need not apply. Box T-30.

Market leader KDKB, Phoenix, Arizona, looking to hire ambitious account executive with minimum one year experience in direct radio sales. Successful PMAs send resume: Sales Dept., KDKB, 1167 W. Javelina, Mesa, AZ 85202. EOE.

Jacksonville, Florida. 100,000 watt FM/5,000 watt AM. New group ownership. Verifiable radio sales ability required. Rush resume and letter, including income history. Bruce Webb, WJAX, Box 1740, Jacksonville, FL 32201.

Sales account executive. For major New York - based national radio syndicator. Must have broadcast sales or broadcast agency experience. Send resume to Carol Strauss, 32 E. 57th Street, 6th floor, NYC, NY 10022. All responses confidential.

HELP WANTED ANNOUNCERS

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/M/F.

Illinois AM/FM seeking talented personality. EOE. Excellent pay/benefits. Beautiful city. Resume to Box T-9.

Alaska! Expanding station looking for experienced announcers. Market of 30,000 but in a dynamic environment. This is not your average small community. Alaska's capitol requires talent and involvement. No time for polar bear herding. Send details to KINY, 1107 W. 8th St., Juneau AK 99801.

Enthusiastic morning jock. Small mkt., West Coast. Plentiful hunting/fishing. Opportunity to move in all fields. T & R: KAPA, 2065 Ocean Ave., Raymond, WA 98577.

Gospel radio job seekers! 650 religious radio stations printed on gummed labels for your resume blitz. \$49.50. Job Search, 11568 108th Avenue, North Largo, FL 33544.

Looking for winners. Entertainer wanted for bright, AC format. Middle Atlantic FM making its move. Ready to pay well and promote heavily. EOE. Send resume to Box T-48.

HELP WANTED TECHNICAL

Chief engineer. Responsible for maintenance and supervision of Lamar University's NPR radio station, non-broadcast television lab, and electronic media equipment. Prior experience necessary. Must have ability to diagnose, troubleshoot and repair electronic equipment. Salary: \$27,000 — \$29,000. Fringe benefits. Resume to: George Beverley, Lamar University, Box 10064, Beaumont, TX, 77710. Deadline: open until filled. Lamar is an EOE.

Alaska! We're looking for a motivated chief engineer for fulltime 5kw radio. Transmitter knowledge, routine maintenance, hands-on experience a must. Small but dynamic market of 30,000 and growing. Not a retirement opportunity! If you're energetic and adventuresome, send resume/salary details to KINY, 1107 8th St., Juneau, AK 99801.

Chief engineer. Public radio station KUHF-FM at the University of Houston is seeking a chief engineer to implement a PTFP grant for a tall tower project to 2,000 feet; 5-year plan includes new telecom center and satellite uplink. The position will execute and/or oversee the planning, design, construction, installation, operation, maintenance, repair and future systems expansion of all technical operations. Qualification requirements include a degree and three years experience or equivalent; experience with high powered FM transmitters, microwave STL, stereo studio and remote production equipment; and SCA and satellite experience helpful. Please send resume to Judy Jankowski, General Manager, KUHF-FM Radio, University of Houston System, 4600 Gulf Freeway, Suite 500, Houston, TX 77023. EOE/M/F.

Chief engineer. Immediate opening. WBCO/WBCQ, Bucyrus, Ohio. Phone General Manager Thomas P. Moore, 419-562-2222.

Chief engineer. So. Texas FM. Join our #1 team and enjoy the great Gulf Coast life style. Send resume to Chuck Dunaway, GM, KITE-FM, 441 Laguna, Corpus Christi, TX 78401. EOE.

Small but growing group in the South has opening for a chief engineer for 5 KW fulltime AM and 100 KW FM. This is an excellent opportunity for a technically competent self starter with the skills to manage a three person engineering department. We offer stability, excellent benefits, state of the art fully redundant equipment and a chance to grow professionally. Send resume and salary requirements to Box T-49. An EOE.

HELP WANTED NEWS

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 newscaster wanted for top stations in U.S.'s fastest growing market to gather, write, air news. Personal interview required. Tape/resume: J. Foley, WFGH/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. EOE/M/F.

Metromedia's KRLD in Dallas is seeking an experienced news director. Send resume to Ed Wodka, Vice President/General Manager, KDRD, 7901 Carpenter Freeway, Dallas TX 75247. Equal opportunity employer. M/F.

Anchor/reporter for metro combo. T & R to ND, WBBQ, Box 2066, Augusta, GA 30913. EOE.

Reporter with strong voice and good all around skills needed for expansion of award-winning AM/FM news department. Call Paul Lester, 914-856-5185.

Experienced news reporter/anchor for KLBK, Austin, Texas. News/talk station looking for newscaster with excellent writing and on-air skills. Send tape, resume, and examples of writing to news director. Do not hesitate. P.O. Box 1209, Austin, TX 78767, Equal opportunity employer.

News director for award-winning department in medium-market state capital. Minimum 5 years radio news experience; journalism degree. We need an aggressive, innovative leader to maintain the edge. Full benefits package with leading Midwest group operator. Resume to Box T-24. EOE.

Immediate opening for news person with dynamic delivery, capacity to gather as well as deliver news, plus have flexibility to do commercials inside newscast. Send resume, tape, and salary requirements to KRGO AM/FM, 5065 West 2100 South, Salt Lake City, UT 84120.

Radio news director. KWMU, University of Missouri - St. Louis' 100,000 watt NPR station, is seeking an individual to plan and supervise the editing and production of news programs; to produce reports and public affairs programming (including reports broadcast on the NPR network nationwide); and to develop and maintain contact with community members and leaders. A Bachelor's degree in journalism, or a related area, or an equivalent combination of education and experience, and 2 to 3 years of experience in news broadcasting, interviewing, and production are necessary. A Master's degree is preferred, as some teaching may be involved. Application deadline: July 15, 1984. Send resumes to University of Missouri - St. Louis, Personnel Office, 8001 Natural Bridge Road, St. Louis, MO 63121. EOE.

If you can tell people the news rather than read the news, we have a position for you! Top rated AM/FM stations in market seek tapes and resumes for full time reporter/anchor. Send to Bob Welch, Operations Manager, WDBQ/KLYV, 1170 Iowa Street, Dubuque, IA 52001.

WTAR/WTLY needs sharp person to anchor both stations during afternoon drive, and WTAR at night. Position requires fast writing and production skills, strong on-air work, amicable nature. T & R to Dale Gauding, News Director, 720 Boush Street, Norfolk, VA 23510. Minorities encouraged. EOE.

Morning news anchor at WPHM, Port Huron, Michigan. Experience, strong delivery and ability to operate fully-equipped operation. Contact John Hill, 2379 Military Street, Port Huron, MI 48060. An 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.

Program director for non-commercial public radio station KTEP-FM. Develop, manage and schedule all local, regional and national programming. Will also teach one course in mass communication. B.A. degree and a Master's or successful equivalent experience required. Minimum of 3 years experience in public radio programming and production and teaching or equivalent supervisory experience required. Minorities and women are encouraged to apply. Send resume and 3 letters of recommendation to David Wilson, KTEP-FM, University of Texas at El Paso, El Paso, TX 79968-0556. Closing date for applications is July 1, 1984. The University is an equal employment opportunity/affirmative action employer.

Operations manager/PD position available for New England AM/FM, AM-country, FM-CHR. Need take charge person with positive motivation environment. Both stations leaders in small market. Send resume plus salary requirements and references to Box T-31.

Associate producer (music programming) for public radio WFPK-FM/WFPL-FM. Produces classical, jazz and traditional music programming. Requires Bachelor's degree in related field, professional field and studio production experience, audio mixing skills, and familiarity with various music forms. \$10,920 plus, depending upon experience. References and production/announcing audition tape (non-returnable), on cassette only, must accompany application and resume. Submit to Administrative Office, Louisville Free Public Library, 4th and York Streets, Louisville, KY 40203. An equal opportunity employer. Deadline: 4:30 p.m. June 15, 1984.

SITUATIONS WANTED MANAGEMENT

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.

I am not an old hand in the business. I am a young hand. For 10 strong years, I have consistently delivered an excess of the expected revenue and ratings to my owners/supervisors in major and medium markets. My track-record for hiring, training, motivating, and achieving success is substantial, regardless of mkt. size, format, or agency vs. direct. I am currently positioned, but plan to make a change. If you have the need and the time to talk, I have the interest. All correspondence is reciprocally confidential. Box T-23.

28 year broadcasting professional looking for general manager's position in small market. Five years experience as general manager at AM/FM Midwestern combo, twelve years experience as sales manager. Willing to relocate. Resume and references upon request. Write or call Bill Kniesly, RR#1, Cutler, IN 46920. 317-258-3329 after 6 pm.

Heavyweight, sales-oriented general manager. Young, aggressive, proven winner. Excellent track record. Experienced in all phases of broadcasting. Why not make 1984 profitable? Box T-45.

15 yrs. radio & sales. Experienced all facets, including mgmt. & programing. Barry Fitzpatrick, 414-452-6976.

GM does it all — manages, sells, programs, promotes, trains, motivates. 20 years all phases. 316-799-2817.

Ten years as sales manager, desire small or medium market GM or GSM opportunity. Know what's important, manage people, and relate to community. Would like to learn your market and excel with your station. Write Box T-47.

Dedicated professional with 13 years experience. 3 years as GM, wants to work! Excellent motivator and proven sales builder. Midwest only. Pat Chambers, 816-665-5883.

SITUATIONS WANTED ANNOUNCERS

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.

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).

Broadcasting & mgmt. experience. Seeking return to broadcasting after several yrs. in private business. Medium & small mkt. experience, all phases. Will relocate. Mike Zimmerman, 503-244-9120.

Florida. MOR announcer. Heavily experienced in adult personality programming. Professional. Excellent references. 516-286-9491.

Beautiful music announcer from Bonneville's KOIT, WRFM, also KJOI, LA. Relocate in large market. Call 602-956-6677.

Available immediately! Prefer evenings/overnights. Previous part-time experience. Ohio, nearby state, Alaska. Doug Hendricks, 419-387-7761, evenings.

SITUATIONS WANTED TECHNICAL

Engineer - experienced - AM, FM, TV & directional. Presently employed. Prefer IL, WI, or MN. 312-299-5705.

Chief engineer. 28 years major market experience all phases AM/FM. Strong hands-on construction and maintenance. SBE certified senior broadcast engineer. Top references. Irv Laing, 313-552-8036.

15 years experience including chief operator, all shifts announcing, farm directing, production, copywriting. Wife has sales ability. Midwest, prefer Iowa. 319-633-5597.

Highly experienced chief engineer. Currently employed. Seeking position as chief engineer or as technical director of group. Very strong on preventative maintenance & automation. Prefer West Coast. Box T-28.

Young chief engineer, experienced FM, AM-DA, STL, heavy construction, maintenance. Knows FCC rules, has survived inspections. Runs tight ship. Will relocate to station serious about maintenance. PT airshift considered. Call Jim, 804-482-5594.

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.

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.

Established sports director seeks challenging opportunity with strong sports organization. 12 years PBP, talk. Tom Maloney, 915-643-1561 (answering service).

Looking for sports drive anchor/entertainer and/or sports talk? Let me help you put the show back in show business. 4 years medium markets. Good references. Please call 717-243-2529, or P.O. Box 15336, Harrisburg, PA 17105.

Experienced broadcaster seeks talk/information format. All opportunities considered on-off air. BA government, minors in criminology and business administration. PD experience. Currently a public school teacher. Possess benevolent-authoritarian personality. David Appelblatt, 713 Forest Grove, Dayton, OH 45406.

Sports. Hardworking award winner seeks major market position and/or college PBP. Experienced PBP, talk show host, and daily sports, with excellent production and promotion skills. Currently sports director supervising staff of six and afternoon drive at A/C station. Box T-42.

Sports director. Seventeen years experience. Award winner. Looking for upward movement. Currently smaller medium market. Excellent reporting, interview, talk-show, college professional play-by-play skills. Box T-56.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production, sales, announcing. Can do all. Experienced, flexible. Jack Peters, 215-779-6607, after 3:00 PM EDT.

Announcer with college non commercial experience seeks position in programming, promotions or PR. Benjie, 804-979-1482.

TELEVISION

HELP WANTED MANAGEMENT

Business manager. We are looking for an experienced individual to be responsible for all station financial operations in a new independent. Station is owned by a growth-oriented group. Excellent career opportunity for the right person. EOE/MF Reply: WRGT-TV 45, 45 Broadcast Plaza, Dayton, OH 45408.

TV GM or SM. We are looking for a top-notch general manager or sales manager who is ready for a major advancement opportunity. Must be sharp, quick-thinking, aggressive, excellent character, and a good salesperson of themselves. Preferably with INTV experience. If this describes you, we suggest you not miss this opportunity. Resume will be treated in total confidence. Send it to Box T-55.

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.

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.

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.

TV sales executives needed by area's newest television station. New programming concept with promotional support offers outstanding sales opportunity for aggressive account executives with media sales experience. Wide open market guarantees high income potential. No phone calls, please. Send resumes to Sam Kravetz, President, WNUV-TV, 3001 Druid Park Dr., Baltimore, MD 21215.

General sales manager—WPTF-TV 28. Rapidly growing NBC affiliate in Sunbelt market seeks an aggressive, positive, dynamic, goal setter to lead local sales department of six, national sales manager, and traffic operations. Applicant should have TV sales experience on local and national levels. Previous sales management desirable. Send resume to: Bob Butler, Vice President and General Manager, WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

National sales manager. Small market (130's ADI) group-owned ABC affiliate seeks knowledgeable, skilled NSM. Previous TV station national sales and/or rep. sales experience required. Send resume and compensation requirements to Box T-19. Equal opportunity employer.

Marketing specialist. KMPH-TV is now accepting applications in its Visalia office. Position requires excellent selling skills of motivation, organization and self-discipline. Creativity in promotional and merchandising techniques is of parallel importance. Excellent background in broadcast sales required. Contact Steve Vourakis, 209-733-2600. EOE, MF.

Sunbelt independent in top 50's market has an immediate opening for an aggressive, knowledgeable marketing salesperson with ability to package and develop new business as well as handle established list. Must have a minimum of two years TV sales - independent preferred. Send complete resume to Box T-37. EOE.

National sales representative/account executive for New York-Philadelphia-Atlantic City area teen dance show. Immediate opening. Rush resume to BoxT-43.

Television syndication company seeking aggressive salesperson. Straight commission. Send resume to PO Box 7875, FDR Station, New York, NY 10150.

General sales manager—strong local and national sales experience, aggressive motivator of people and strong administrative abilities. Send resume to Personnel, KITV, 1290 Ala Moana, Honolulu, HI 96814. EOE.

Local sales manager—WIS-TV, Columbia, SC, has an opening for a local sales manager. Applicants must have solid experience in broadcasting sales management, capable of giving directions to and working with an aggressive, high-powered, six-member sales staff. Send resumes to C. Joseph Tonsing, General Sales Manager, WIS-TV, P.O. Box 367, Columbia, SC 29202.

Television sales manager for small market network affiliate. Must be an experienced people handler with enthusiasm, drive, and an ability to hire and motivate a local sales team. Must love to close! Possibility of stock option for the right team player. Send resume to Box T-50.

HELP WANTED TECHNICAL

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.

Mtce. 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.

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, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. EOE.

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.

Television electronics technician. Two positions available immediately in college television facilities. Perform video/audio electronic maintenance and repair; operation of cable, studio and remote equipment. Minimum requirements: two years of college or technical training in electronics or the equivalent; and, two years of job experience in corporate, cable or broadcast television. Salary range: \$21,000 - \$23,000, plus excellent fringe benefits. Send letter of application and resume to: Mr. James Breault, Department of Telecommunications, Ferris State College, Big Rapids, MI 49307. EOE.

Asst. chief engineer. Southern California, UHF commercial independent, needs engineer with at least five years maintenance experience and a solid knowledge of modern electronics. Should also have UHF transmitter experience. Send resume to: KDOC-TV 56, 1730 S. Clementine, Anaheim, CA 92802, c/o Bill Welty. 714-999-5000. EOE.

West Coast television station seeks chief engineer. Good facility, moderate climate, excellent recreation. Modest housing costs. EOE. Box T-22.

Chief engineer for 2.4 megawatt public TV station on channel 28 in Flint, Michigan. Must be experienced in studio, transmitter, microwave and remote operation. Minimum technical administration of 5 years, preferably in public television. Responsibilities will include staff selection and supervision, construction of facilities, budget administration, operation and maintenance of station. Licensee also holds CP for co-located new FM radio station and ITFS frequencies. Excellent fringe benefits. Send resume to: Station Manager, WFUM-TV/Channel 28, The University of Michigan-Flint, Flint, MI 48503. The University of Michigan is an AA/EEO.

Director of engineering. Immediate opportunity for strong technical manager to direct large engineering department of professional & support staff, reporting to VP level. Latest TV equipment & facilities with modern studios and mobiles to accommodate concerts, sporting & special events. Eastern major market location with excellent compensation & benefit package. Send resume & salary data for initial confidential telephone interview to Box T-38.

Satellite technician. Mature, experienced transportable uplink/field service technician. Must have prior uplink & electronic maintenance experience. Extensive travel. Salary negotiable. Contact Sunni Mathewson, 213-474-3500.

Engineer-in-charge for network quality mobile unit. Hands-on maintenance of RCA cameras, Grass Valley switching and terminal equipment, type C 1" VTR's. Resume to Eric Address, E. J. Stewart, Inc., 525 Milledred Avenue, Primos, PA 19018. 215-626-6500.

Chief engineer and staff engineers for established Midwest ABC affiliate. 100+ market. Group owner seeking to upgrade operation. Chief must be strong people manager willing to roll up sleeves and work. Engineers must be able to perform maintenance and run good technical operation. Send resume, salary requirements and references to: Larry Patrick, President, Patrick Communications Corporation, 2221 Falling Creek Road, Silver Spring, MD 20904.

Television engineer- New England network affiliate is seeking an experienced engineer capable of maintaining studio and ENG equipment. Candidate should possess a general radiotelephone license. Knowledge of 3/4", 2" and digital technology a plus. If interested, send resume and salary requirements to Box T-59.

TV maintenance engineer-WOR-TV, an RKO station in New Jersey, has a position open for a maintenance engineer who will initially work in our New York facility. Applicants should have a technical education and be experienced in the maintenance of one or more of the following: video tape recorders (preferably Ampex VPR-2B, 2000, RCATCR-100, and Sony BVU-200 and 800), Grass Valley switchers, Chyron IV, RCA TK46 cameras and ENG cameras and portable recorders. Additional experience in digital, microwave and audio a plus. This position requires a general class license. SBE certified senior broadcast engineer preferred. In return for your skills, we offer a salary commensurate with experience. Send resume with salary history and requirement to: RKO General, Personnel Department-BRT, 14th Floor, 1440 Broadway, New York, NY 10018. An equal opportunity employer, M/F/H/V.

Maintenance engineer-repair and maintain studio and transmitter equipment. Prefer three years experience in TV studio maintenance. FCC 1st class license. Send resume to KYEL-TV, P.O. Box 592, Yuma, AZ 85364, attn: Frank Etherington. KYEL-TV is an equal opportunity employer.

Chief engineer. Small market VHF CBS affiliate on the northern coast of California needs an experienced person with good management skills and experience in studio and transmitter maintenance. Call or send resume to KIEM-TV, 5650 S. Broadway, Eureka, CA 95501. 707-443-3123.

HELP WANTED NEWS

Producer/reporter/anchor—TVB News in Hong Kong is looking for strong news-oriented professionals with minimum of Bachelors degree and three years experience in small to medium market stations to join its expanding English-language service. Send resumes, references, salary requirements and airchecks by air-mail to: Raymond R. Wong, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong.

Assignment editor. We're looking for a genius at developing enterprise stories and running a desk. An extremely creative, hard-working individual with drive, capable of motivating and inspiring other people to do their best work. Experienced in newsroom operations. Resumes to Mike Sechrist, WTNH-TV, PO Box 1859, New Haven, CT 06508. EOE.

Sports director. Behind the camera role as manager, producer, team leader of large sports department. Production skills and understanding of television most important. Resume/tape to Mike Ferring, News Director, KRON-TV, 1001 Van Ness Ave., San Francisco, CA 94109.

Weekend anchor/reporter. Must be personable and authoritative anchor; excellent reporter and writer. At least 2-3 years experience. Send letter and resume to Dick Nelson, News Director, KSNW-TV, P.O. Box 333, Wichita, KS 67201. No phone calls, please.

Network affiliate-Rocky Mountains accepting tapes-resumes for meteorologist or weather person for our #1 rated news team. Must be polished, articulate, knowledgeable. State of art equipment. We have strong commitment for news and you must be experienced. Send tapes to News Director, KIFI-TV, P.O. Box 2148, Idaho Falls, ID 83403. EOE.

Executive producer-TV news. Strong Northwest NBC affiliate seeks executive producer for top news department. Responsible for content, blocking, production, and on-air look of news shows. Position requires minimum of three years as assistant news director/executive producer in a top 20 market station, or as news director in a top 20-40 market station. Outstanding production and people management skills a must. Letter and resume to Don Varyu, KING-TV, 333 Dexter Avenue North, Seattle, WA 98109. No telephone inquiries, please. EOE.

Reporter/photographer-health specialist. Report and produce Healthline 7, which runs twice weekly as a newscast specialty report. Assignment includes general reporting and associate producer duties on the weekend. Good reporting, writing, video and packaging skills-plus an interest in health reporting. Four-year degree in broadcast journalism or equivalent experience. Contact: Grant Price, KWWL, 500 East Fourth Street, Waterloo, IA 50703. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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/EEO.

Hands-on commercial director. Experience required in commercial directing. Medium Midwest market leading production station. Resume/salary requirements to Box T-1. An EOE.

Creative genius needed for promotion department in 45th market. Contact Darryl Jones, KENS-TV, San Antonio, 512-366-5000, or meet me at BPA.

Television producer/host for daily community program for public television. Responsible for choosing topics, securing guests, coordinating production schedule, and developing long-range content goals. Degree and two years experience as producer/host. Resume, video tape, and salary history to: Personnel, WMFE-TV, 11510 E. Colonial Drive, Orlando, FL 32817.

Immediate opening for program director of WEAU-TV, NBC affiliate, Eau Claire, WI. Position responsible for overall programming effort including NBC clearances and syndicated programming. Applicants must have knowledge of FCC regulation, network and syndicated programming and television production. Apply in writing to General Manager, WEAU, Inc., P.O. Box 47, Eau Claire, WI 54702, by June 18, 1984. An equal opportunity employer.

Producer/director: Catonsville Community College is seeking a television producer/director to produce and direct programs for the college's cable television channel; for media-based instruction, and for other television-based activities. Applicants must have a BA degree in mass communications or related areas, with some concentration in liberal arts. A minimum of five years experience is required in TV program production & direction, with particular experience in studio productions, electronic news gathering procedures, remote productions and video tape editing. Experience should be in educational or commercial broadcast and direction. Emphasis will be placed on the ability of the producer/director to produce quickly, accurately, and with high quality. Salary commensurate with background and experience. Excellent fringe benefit package. Application deadline: June 29, 1984. Send letter of application and resume to Personnel, Catonsville Community College, 800 South Rolling Road, Baltimore, MD 21228. AA/EEO.

University of Nevada, Reno. TV prod. mgr. resp. for video production of UNR instr. or pub affairs programs. Writing, budgeting, scheduling, supervisory skills req. M.A. telecommunications & 3 yr. exp. or B.A. & 5yr. exp. Salary: DOQ. App. by July 6. Kathy Nollert, UNR, OCB, 102 EB Bldg., Reno, NV 89557. AA/EEO.

Executive producer- top 40 affiliate. Full charge producer corps, air look and content flow. Hands on early news. People skills, creativity and initiative must be strong. 2-5 years experience. \$18K-21K. EOE. Send resume to Box T-52.

Promotion writer/producer. Strong writing and production skills required, must be able to create strong product under tight deadlines and interact well in newsroom atmosphere. Send reel and resume to: Joel Canfield, Promotion Manager, WDIV, 550 W. Lafayette, Detroit, MI 48231. EOE.

TV producer/director must be able to direct/switch fast paced newscasts, live remotes, commercials, and promotion. Southeastern market. Excellent company benefits. Send resume to Box T-41.

TV producer/writer. PBS-affiliated five-station network seeks experienced person to produce prime time specials on wildlife/outdoor topics in a program venture between the network and state wildlife agency. Background in natural resources management, broadcast production of wildlife programs, and appropriate college degree required. Salary \$21,000 or more depending upon experience. Also involves news bureau production, maybe on-camera work. Send letter of application, resume, three letters of reference, salary history, and a wildlife oriented video resume reel to AETN Foundation, Box 1250, Conway, AR 72032. AETN in an AA/EEO. Deadline for applications: June 29th.

Promotion manager for Midwest ABC affiliate. 100+ market. Strong creative and marketing skills essential. Send resume, salary requirements and references to: Larry Patrick, President, Patrick Communications Corporation, 2221 Falling Creek Road, Silver Spring, MD 20904.

Special projects producer: to produce news series; special planned coverage; instant specials; weekly interview program. Direct experience required. Send resume and tape immediately to Ken Middleton, News Director, WTSP-TV (St. Petersburg/Tampa), Box 10,000, St. Petersburg, FL 33733. EOE.

SITUATIONS WANTED MANAGEMENT

A seasoned television professional, with over ten years experience in major market areas, looking for right opportunity and challenge as production manager. 201-821-4978.

GSM/SM. All markets. TV, cable, radio and newspaper experience (just sold the paper). Professionally trained. Taught sales and sales management. Broke national sales records personally. Strong-purposeful results! (Once produced, directed, hosted and sold my own TV shows.) Box T-25.

Top 20 market local sales manager seeks next challenge as NSM or GSM. Excellent background, track record, references. Box T-53.

SITUATIONS WANTED TECHNICAL

Engineer—experienced—AM, FM, TV & directional. Presently employed. Prefer IL, WI, or MN. 312-299-5705.

Chief engineer. Mature engineer with strong background, all phases of business, budgets, construction, operation. Senior engineer with many years to offer to build, or operate your facility to top standards. Phone 313-464-0460.

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.

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.

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.

Aggressive black male, 30, seeks challenging position as reporter, anchor, &/or news management. 9 yrs. experience. Call 513-871-0867.

NY area sports voice looking to jump to TV in small/medium market. Call Jim. 212-836-5046.

Award winning sports journalist. Solid, aggressive anchor and brilliant field work. 15 years experience. Talk and PBP background. Currently doing major college PBP. Wife and family ready to move. Degree and dog come too. Top 50 market only. Dan answers at 309-829-3790.

Hardworking small market weathercaster desires medium market opportunity. Male, 26. Salary open. Box T-26.

Hard working Newhouse graduate looking to move up. Can do it all. Six years weekday TV sports anchor experience. Strong radio background. Reply Box T-39.

I look as good as I sound. I report as well as I write. Hardworking newswoman with TV, radio, print experience and new Columbia U. M.S.J. seeks medium market reporting position. Call Beverly, 212-864-7189, collect.

Gain the winning edge. Small market sports director seeks new challenge. Operators standing by. 913-273-2351.

Experienced news director/assignment manager with strong background in field reporting and anchoring seeks challenging news management position with station committed to news. Box T-51.

News director. Experienced award winner seeking permanent home. Serious newsmen with degree in administration. Box T-57.

Meteorologist seeking weekday position in medium or major market, preferably South or Southwest. Experienced small, large markets. Box T-58.

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.

Programming pro seeks new horizon. Top market experience as well as domestic and foreign payable, DBS and program sales. Call or write Larry Casey, 285 Stewart Avenue, Bethpage, NY 11714. 516-796-3006.

Recent college graduate with internship seeks entry level production position. Creative editing and writing abilities, along with a flair for shooting. Will relocate. Jim Hays, P.O. B. 5734, Norman, OK 73070. Will rush tape and resume to you.

Producer/director with national credits. Desires a new opportunity with a creative challenge and high goals. Box T-20.

Highly creative, energetic producer/director, experienced in news and other live programming (sports, musicals, variety) in major market cities, seeks new challenge. Only top 20 should reply. Box T-21.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of community relations. Serves as day-to-day liaison for all telecommunications activities between radio-TV services at Washington State University (licensee of KFAE-FM, Richland, Washington) and the larger tri-cities community. Handles volunteer organization, underwriting, fund-raising. Assists RTVS personnel with radio and TV production activities in the tri-cities. Qualifications include: experience in non-profit fund-raising or commercial broadcast sales, significant experience in community relations, adequate experience in broadcast operations management. BA required. Salary competitive. Submit application by July 2, 1984, to: GM, Radio-TV services, WSU, Pullman, WA 99164-2530.

HELP WANTED INSTRUCTION

Instructor/editor/anchor for unique broadcast journalism education program. TV facility in network affiliated 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.

Broadcasting/communication: assistant professor of communication to teach broadcasting courses including mass media effects, radio, TV production, broadcast journalism and corporate use of media. Must be able to assist with undergraduate and graduate advising and teach other courses in a comprehensive communication department. Ph.D. in broadcasting or communication and teaching and/or professional broadcasting experience preferred. Salary and rank dependent upon qualifications and experience. Send letter of application, transcripts, and references to Dr. M.F. Christopherson, Associate Dean and Head, Division of Communication, University of Wisconsin-Stevens Point, Stevens Point, WI 54481. Application deadline: June 25, 1984. Position begins August 20, 1984. AA/EOE.

Television production instructor for vocational technical institute in southern Minnesota which is expanding its facilities and curriculum. Instruction includes studio and ENG/FP production for on-site public TV station. Begin July 1, 1984. Qualified candidates must document a minimum of 4000 hours recent relevant occupational experience and related educational degree for Minnesota post-secondary teaching certificate. Salary commensurate with experience. Application deadline June 15, 1984. Send resume to Barry Baker, 1900 8th Ave. NW, Austin, MN 55912. ISD 492 is an equal opportunity employer.

Instructor/assistant professor. Broadcasting. Teach survey, R/TV writing, production and announcing. Develop area of interest. Teaching experience desirable. PhD/ABD preferred. MA minimum. Salary negotiable. 3-year term appointment. Start August 22, 1984. Application deadline: June 30. Vita and references to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855.

Broadcast programming: Search extended for a tenure-track faculty member in the area of broadcast programming and audience research at Southern Illinois University-Carbondale. The position includes teaching undergraduate and graduate courses and advising Master's candidates. Send letter of application, vita, and the names of three references by June 22 to: Dr. Sam Swan, Department of Radio-Television, SIUC, Carbondale, IL 62901. 618-536-7555.

Broadcast professional - pro needed to join broadcast faculty in William Allen White School of Journalism. Must have solid professional news experience plus desire and ability to work with students. Master's degree preferred but it's the professional expertise and contacts we want. Rank and salary commensurate with experience. Starting date is August 15, 1984 or January 7, 1985. Send letter of application, resume, and names and addresses of at least three references to: Dr. Max Utsler, Broadcast Chairman, William Allen White School of Journalism and Mass Communications, University of Kansas, Lawrence, KS 66045. Application deadline: June 27, 1984, or until position is filled. 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 wind-charger 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.

Western Electric equipment. Vintage tubes: 2A3, 10s, 45s, 50s, 80s, 81s, 82s, 83s, 211, 242, 845. Tel 818-576-2642. POB 832, M.P., CA 91754.

Wanted — 10 years or newer, ch-3, 10KW transmitter. Contact Jerry Homer, KYCU-TV. 307-634-7755.

Used type C Sony & other 1-inch VTR's.. CG's & other post equipment. Send all written info to Box R-84.

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.

2" Quad videotape, archived in plastic shippers. Low pass 30s, 60s, major brands, fully guaranteed. Carpel Video. 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.

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.

Videocassettes. 3/4" blanks. Sony, 3M, etc. Perfect for broadcast quality masters and dubs. KCA-30's \$9.99, KCA-60's \$12.49. Look and work like new. Chyron evaluated, recycled, delabelled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Tk-29C, 3 years old. Saticons, PA3600/PA3000 computerized color correction system. All accessories. Call Carl Hanseman, 818-840-8060.

Hitachi FP-21, 2-line enhancer, Fujinon lens, w/2.2 ext., macro, 2 PEP batteries w/chargers, \$7200. Call Gray Productions, 303-377-3329.

235 foot Lehigh self-support AM/FM galvanized steel tower. Insulators, lighting and blue prints included. Stored in five sections for transport. Excellent condition. Make offer. Dex Card, WLIP, Kenosha, WI. 414-694-7800.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armadillo, 6C, Los Angeles, CA 90025.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright , 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

Help Wanted Management

GREAT OPPORTUNITY

A station in one of America's top twenty cities needs a hero! We have everything but a leader. Tell us why you are qualified to manage this property. Management potential is as important as experience.

Resume, salary history and references in first letter, please. All replies will be answered and treated in confidence.

Box T-33.

Help Wanted Sales

SALESPERSON WANTED

To sell America's #1 all-nite radio program directed to truckers. Must be a self-starter and have desire to succeed. Some travel is required. A minimum of 2 years radio sales experience required. Send resume to Hal Barre, WRMA Radio, P.O. Box 1516, Richmond, VA 23212. No phone calls, please! EOE.

SALES

If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

Help Wanted News

UPPER MIDWEST

Regional information network and expanding radio group now taking applications for news, farm, meteorologist and programming positions. Must have experience. Excellent opportunity for the right people. An equal opportunity employer. Reply to Mark Swendsen. Box 1197, Pierre, SD 57501. No calls.

**Help Wanted Programing,
Production, Others**

**OUR CLIENT
STATIONS NEED:**

- 2 news/talk program directors: inspired broadcasters, strong on community involvement, who know how to make AM stations dominate their markets.
- 2 promotion managers: for news/talk and CHR. We need the best. Promotion pros who know how to involve the audience emotionally.
- 1 strong news anchor/personality: for morning drive on major market news/talk station.

These openings are at strong stations on the East Coast, in the Midwest and West. Send resumes and tapes to:

BRUCE MARR AND ASSOCIATES
2020 Le Droit Drive
South Pasadena, CA 91030

GET WITH A WINNER!

Solid Midwest radio group needs news director, news reporter. Also, announcers for CHR, AC, country. Send T & R: Stuart Broadcasting, Box 80209, Lincoln, NE 68501. EOE.

Situations Wanted Management

TIME IS MONEY

Seasoned GM/GSM who "knows how" to increase sales, cash flow, ratings, available now! Aggressive, innovative, people-oriented. Have individual and group broadcasting background. I will make it happen for you! Box T-61.

Situations Wanted Announcers

CHICAGO AREA PERSONALITY

DJ available to take the hours nobody wants - 3AM - 1PM. CHR or AC. Mixing with my chemistry of PMA will give your station an edge above the others. Call for tape/ resume. Prefer within 60 mi. of Chicago. Mr. Anthony, 312-442-1198.

**TELEVISION
Help Wanted Sales**

**FILM PRODUCTION
COMPANY**

With syndicated shows is seeking high caliber, aggressive salesperson. Must have extensive knowledge of TV spot sales & agency dealings. References a must. High growth potential. Salary + commissions. Must be able to start July 1. Send resume to Box T-62.

Help Wanted Technical

Video Electronics Technician

3M's Optical Recording Project (video disc) has an immediate opening in its Menomonie, Wisconsin facility for a Video Electronics Technician. Completion of vocational school courses or other formal training in radio/television broadcasting equipment operation, followed by 3-5 years of experience in radio/television transmitter operations; maintenance and repair desirable. Applicants should also possess knowledge of theory, techniques, and equipment applicable to construction, installation, testing, operation, modification, maintenance, and repair of television production or broadcasting equipment. Responsibilities involve monitoring and adjusting audio and visual signals to maintain video disc qualities. Qualified individuals should send their resumes immediately in confidence to Jerry L. Ness.

Personnel Department/3M
P.O. Box 368
Menomonie, Wisconsin 54751

We Are An Equal Opportunity Employer M/F/H/V



Manager of Technical Operations

WOR-TV, an RKO station in New Jersey, seeks a skilled Manager to assist in the management and administration of the Engineering Department.

Responsibilities include assisting in the scheduling and directing of operations and maintenance staff; purchasing and maintaining technical standards in studio, remote and transmitter equipment consistent with sound engineering practices and FCC rules and regulations.

Qualified applicants should have general class license, strong maintenance background, familiarity with state-of-the-art equipment and operations, proven leadership ability and administrative skills. Knowledge of digital equipment is a must.

Salary commensurate with experience. Please send resume with salary history and requirements to: **RKO, Personnel Department-BRM, 1440 Broadway, 14th Floor, New York, NY 10018.** An Equal Opportunity Employer m/f/h/v.



A Division of RKO GENERAL, Inc.

**Help Wanted Technical
Continued**

WGBH Boston

is looking for a few good editors. If you are highly skilled and proven in 1" computer editing, come work for one of the nation's leading production facilities.

We have the reputation and quality of N.Y. or L.A., without the hassle.

Top pay and benefits. Send resume in confidence to:

Personnel Department
WGBH
125 Western Avenue
Boston, MA 02134



**EXPERIENCED
CHIEF
ENGINEER
NEEDED
AT
WISH-TV**

WISH-TV, the CBS affiliate, in exciting Indianapolis, is seeking a chief engineer with an excellent background in ENG, digital, transmission equipment, microwave, etc. Administrative skills a definite plus. Send resume and references to:

**WILLIAM B. STOUGH
PRESIDENT & GENERAL MANAGER
WISH-TV, CHANNEL 8
1950 N. MERIDIAN STREET
INDIANAPOLIS, IN 46207**

**WISH-TV is a M/F equal
opportunity employer.**

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**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.

Help Wanted Management

START - UP INDEPENDENT UHF

Located in Ventura County, southern California. Seeking experienced station manager, sales manager, chief engineer, etc. Tentative air date November, 1984. Will start interviewing July 1, 1984. Resume and references to KTIE-TV, Inc., 211 South Beverly Drive, Suite 110, Beverly Hills, CA 90212.

**Help Wanted Programing,
Production, Others**

**MANAGEMENT POSITION
ADVERTISING & PROMOTION
NBC-Owned Television Station**

NBC - owned station has management position in advertising and promotion department. Candidates must have highly developed creative writing and editing skills. Person filling this responsible position must also have proven track record in major market news promotion. Individual must be familiar with latest industry equipment and have supervisory skills.

Overall advertising and promotion related experience in these areas should be five years or more. If you are interested, send resume and salary requirements to Box T-40. NBC is an EOE.

**TOP MARKET PROMOTION AND
PROGRAMMING PEOPLE...**

Tribune Broadcasting Company is continuing to grow in both radio and television. If you've got five years experience in promotion or programming, there may be an opportunity for you. Send resume & tape to Jim Ellis, Director of Creative Services, 435 N. Michigan Ave., Chicago IL 60611.



**TRIBUNE
BROADCASTING**
Company

TV Program Host/Hostess

East Coast, top 10 network affiliate TV station wants exciting host/hostess for new daily program.

If you are truly outstanding, we will take the chance on you.

Send resume to Box T-36. An equal opportunity employer, M/F.

PRODUCER: NEW PROGRAM

We are still looking for that special creative person to launch a Donahue-type show. This daily program will have a single guest or subject and audience participation, and guests will be flown in from all over the country. Experience with a similar show is a must and availability should be immediate. If you have the feel for what works and national booking contacts to make it happen, plus the drive to create and take charge of a new show and staff, please send a letter and resume immediately to: KSTP-TV, Kari Simkins, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

PROMOTION MANAGER

#1 affiliate in the 50th market seeks experienced self-starter with strong concept/completion skills and originality through all media. Must have outstanding on-air creative ability with writing/producing emphasis in studio, location and post situations. Excellent salary and benefits. Reply in confidence, with tape and resume to Terry Walden, Program Manager, WRGB-TV 6, CBS, 1400 Balltown Road, Schenectady, NY 12309. 518-381-4996. An equal opportunity employer.

ELECTRONIC GRAPHICS OPERATOR

Immediate opening in top 20 market network affiliate facility. Includes palate art and animation capability. Latest Harris, Chyron, and Artstar computer animation. Design knowledge and experience a must. Contact Chuck Easler, Executive Producer, WXFL-TV, 905 Jackson Street, Tampa, FL 33601. Phone: 813-229-7781. EO/ME.

TALK SHOW ASSOCIATE PRODUCER

Group W station in Baltimore is looking for an associate producer for its top-rated morning talk program. Applicants should have strong booking experience on talk shows. Send resume to: P.O. Box 4861, Baltimore, MD 21211.

WJZ-TV 13 GROUP W
An Equal Opportunity Employer

COUPLES

TV host/hostess wanted for new daily show.

Looking for real life couples for exciting daytime concept.

Station in top 10 market, East Coast.

Please send your resume to Box T-35. An equal opportunity employer, M/F.

Situations Wanted News

PERFECT PACKAGE DEAL

News/sports anchor team with 14 years major/medium market experience. Husband/wife combination. A promoter's dream. The competition's nightmare. Ratings winners! Write Box T-54.

MAJOR MARKET SPORTS DIRECTOR

Wants to move. Young veteran ready for bigger things. Bringing authority, humor, & that touch of class. Box R-39.

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



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

For Sale Equipment

FOR SALE TV REMOTE VAN

1963 Ford Step Van, P500 Chassis, 6-cylinder, 300 CID, 4-speed manual transmission, 37,000 miles, excellent condition.

Contact: Purchasing Dept.

Milwaukee Area Technical College

Milwaukee, WI (414) 278-6358 for details and quote package

Miscellaneous

LIKE TO VISIT CHINA? JOIN US!

Escorted by Radio Beijing.
Most comprehensive 25 day tour.
Inquire potential tax benefits.
For brochure send S.A.S.E.

Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907 303-633-4795

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.

CLASS C FM WANTED

Non-broadcast company seeks to acquire and operate class C FM or combo stations in top 100 markets. Cash or terms. **No brokers.** Absolute confidence. Particulars to: P.O. Box 19628, San Diego, CA 92119.

CASH BUYER

for your radio station. AM, FM or combos. Principal only. Write Box T-60

The Challenge of Discovery

In the competitive field of electronics, the future belongs to those who improve, enhance, and develop new and better products. We are staffing a New Product Development Group that will explore new concepts in digital-based test, measurement and control products for television signals. The following openings are available for engineers who want to explore:

Electronics Engineering Manager

Will provide technical leadership to the New Product Development Group, and direct resources to develop innovative products on schedule and within budget. You should be an experienced digital design engineer with 3 years of direct technical management and well developed leadership skills. An MSEE or equivalent combination of experience and training required.

Software Engineers

Develop application software products for analysis and measurement of television signals and consult with customers in developing new test and measurement systems. Contribute to the planning and development of future television signal processing and measurement systems. A BSCS or equivalent combination of experience and training required.

Electronic Engineers

Design and develop digital-based test, measurement, and control products for television signals for existing formats, and the new analog, digital, and high definition television formats. A BSEE or equivalent combination of experience and training required.

In addition, successful candidates for all positions will have a working knowledge of at least one higher level programming language, knowledge of sampling theory, signal processing techniques, digital interfaces and television production and transmission practices.

Tektronix can provide creative freedom, excellent technical resources, and a highly competitive compensation/benefits program. For prompt consideration for these opportunities located in Oregon, please send your resume to Cindi Hall, MS 58-792, Tektronix, Inc., P.O. Box 500, ALX4, Beaverton, OR 97077.

We are an equal opportunity employer m/f/h.

Tektronix®
COMMITTED TO EXCELLENCE

Employment Service

CAREER ADVANCEMENT!

- Broadcast journalists
- Account executives
- Directors/photographers
- Others!

APR's new, affordable placement service is your answer to advancement headaches. Call for complete information.

**AMERICAN
PROFESSIONAL RELATIONS**
919-523-0543

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

Employment Service Continued

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, PD's, 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!**

For Sale Stations



**Wilkins
and Associates**
Media Brokers

NC	AM	\$300,000	25%
FL	FM	\$600,000	30%
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
MO	FM	\$50,000	downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

SUNBELT AM/FM

near Gulf Coast. Real estate included. Parent company is liquidating. Asking \$1,950,000. Contact Bill Cate, 904-893-6471.



CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

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.

NORTHEAST AM WANTED

Must include real estate. Cash available, some leverage required. Prefer MA, NH, or Maine. Contact: Rosemary, 617-453-5223, or Box 290, Carlisle, MA 01741.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION					CONTACT	
TX	Metro	AM/FM	\$3,500K	Terms	Bill Whitley	(214) 680-2807
FL	Suburban	FM	\$2,500K	Terms	Randy Jeffery	(305) 295-2572
AR	Medium	AM/FM	\$1,250K	\$350K	Bill Whitley	(214) 680-2807
SC	Medium	AM/FM	\$725K	\$125K	Brian Cobb	(404) 458-9226
AZ	Resort	AM/FM	\$650K	\$130K	David LaFrance	(303) 534-3040
MS	Small	AM/FM	\$735K	\$225K	Ernie Pearce	(615) 373-8315
CA	Small	AM/FM	\$400K	\$116K	Jim Mergen	(818) 366-2554
VA	Medium	AM	\$300K	\$90K	Mitt Younts	(804) 355-8702
TX	Small	FM	\$300K	\$60K	Corky Cartwright	(303) 740-2224
AL	Small	AM	\$200K	\$35K	Bill Cate	(904) 893-6471

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

WALKER MEDIA & MANAGEMENT, INC.

■ Kentucky daytime, includes real estate. Growing. \$250,000, terms.

■ Sunbelt daytimer. 1983 cash flow \$43,000. \$275,000, terms. Less for cash.

David E. Hurlbut, VP, Box 553, Mt. Carmel, IL 62863. 618-263-3380.

John F. Hurlbut, Pres., Box 1845, Holmes Beach, FL 33509. 813-778-3617.

IF

you're in the radio business in Arkansas or east Texas and wish you weren't, we have a man who wants to be. Financially qualified - AM or FM or combo - call and get ready to move. PRM & Associates, Box 3127, South Padre Island, TX 78597. 512-544-5409.

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.

SOUTH CAROLINA OPPORTUNITY

Fulltime AM, progressive market, beautiful small city. Excellent equipment, some new. Very good real estate. Priced to sell. \$435,000. Terms. Large cash discount offered. Call us!

Ron Jones
804-758-4214

Reggie Martin
919-363-2891

AM/PM PROFITABLE MKTS.

2 unique opportunities in the Pacific Northwest. Both in single station mkts. Both with valuable real estate. Both profitable. Both class IV. Both close to major mkts. Both rapid growth mkts.

Write PO Box G, Bellevue, WA 98009.

YOUR FIRST STATION

A daytime AM - Sunbelt - medium, growing market. Low down payment, under 300M. Good dial position and power. Call with confidence. PRM & Associates, Box 3127, South Padre Island, TX 78597. 512-544-5409.

Dan Hayslett
a associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

FM CP's FOR SALE

FM CP's in Texas for sale. Can be upgraded to cover excellent markets. Priced to sell. For information, call 803-881-0449.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. P.R., Ann Arbor,
MI 48106

■ 4 experienced radio people who desire to own and operate their own radio station may buy 12% each of licensee of Chattanooga-area daytimer for \$3,000 down. Each owner will have option to buy additional 13% each in 6 mos. for no money down.

■ More than 80 listings in 31 states priced from \$90,000 to \$8,500,000.

BUSINESS BROKER ASSOCIATES
615-756-7635 - 24 hours

GOSPEL STATION

located in Southern state—5000 watts, includes real estate. Asking \$525,000, downpayment \$100,000, balance negotiable. 803-585-4638, or write Box M-128.

COASTAL CA FM

Growing market. Asking \$650,000 on realistic terms. Contact Jim Mergen, 818-366-2554.



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Broadcast owners: Current market conditions are unusually favorable for the sale of properties. Our inventory of properties is getting low. We would welcome the opportunity to discuss your situation with you!

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

For Sale Stations Continued

DOWNSTATE ILLINOIS

500 watt AM fulltime in a stable market, with real estate. \$550,000. \$150,000 DP. Owners may finance the balance. Write Box T-32. We'll reply.

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404-351-0555.

TOP 100 MARKET

Southeast. AM/FM - asking \$1,450,000. Call Brian Cobb, 404-458-9226.



CHAPMAN ASSOCIATES*

nationalwide mergers & acquisitions

SOUTHWEST AM/FM

Only fulltime combo serving this growing Sunbelt market. \$1.2 million. Creative financing for qualified buyer. Write Box T-34.

CHICAGO AREA

Station for sale. The only AM station based in Dupage County. Land with equipped building and antenna included in sale. Demographics of service area fantastic. Details: contact Property Services, Inc., 1216 N. La Salle, Chicago, IL 60610. 312-280-1600.

UHF PERMIT FOR SALE

Top 50 market. Reply to Box T-46.

SW SUBURBAN SAN ANTONIO

32 mi. from downtown. Class A FM. \$500,000 - bargain! 25% down. Owner financing. Real estate included. Norm, 512-663-4456.

MOTIVATION

is motivating this seller. He is motivated! Full time AM. Good Sunbelt market - low down payment. Assume bank note, plus long term (15 year) owner financing. With or without real estate. Get motivated too. Call now. PRW & Associates, Box 3127, South Padre Island, TX 78597. 512-544-5409.

GOSPEL STATION

Class A FM stereo located on Texas/Mexico border. Over 1/2 million market area. Excellent equipment and some real estate included. Tremendous potential! \$600,000, with \$250,000 down and good terms. Contact "Doc" Horton, 512-781-5528.

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, TN 38157

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**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 _____

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.

Media



Hare

John Hare, vice president and general manager of ABC's WRIF(FM) Detroit will join prospective co-owned KIXK(FM) Denton, Tex. (suburb of Dallas), in same capacity. Appointment is effective upon closing of sale of station by KIX Radio Inc. to ABC (BROADCASTING,

March 5) sometime in middle of July.

Tom Thies, sales manager, KLIK(AM)-KTXV(FM) Jefferson City, Mo., named president and general manager.

Mike Nauman, general manager, KKNB(FM) Oklahoma City, named VP.

J. Richard Lamb, general manager, WBYU(FM) New Orleans, named VP.

Dennis Siewert, general sales manager, Sarkes Tarzian Inc.'s WRCB-TV Chattanooga, joins co-owned KTVN-TV Reno as general manager.

Jack Varnier, VP and general manager, WGEM-AM-FM-TV Quincy, Ill., retires. **Richard Herbst**, executive VP, Teltron, electronic publishing subsidiary of The Journal Co., Milwaukee, joins WGEM-AM-FM-TV, succeeding Varnier.

Bill Struck, general manager, KKBB(AM) Denver, joins KSSS(AM) Colorado Springs and co-owned KVUU(FM) Pueblo, Colo., as general manager.

Appointments, Viacom Cable: **Jim Stewart**, general manager, Nashville system, to VP and general manager; **John Ridall**, general manager, Dayton, Ohio, system, to general manager, Cleveland system; **Stan Smith**, director of marketing, Dayton system, succeeds Ridall; **Bill Lawson**, assistant general manager, Seattle system, named general manager, Milwaukee system; **Angela Paura**, Western regional manager, Showtime/The Movie Channel, Los Angeles, to marketing director, Viacom Cable, Long Island, N.Y., and **Joe Wyant**, director of community programming, Viacom of Cleveland, to marketing director, Viacom of Dayton, Ohio.

Charles Warren, senior VP and chief administrative officer, noncommercial WNET(TV) New York, resigns to seek seat in New York State Senate.

Dave Habisch, general sales manager, KLBB(AM)-KEEY-FM Minneapolis-St. Paul, named station manager.

Dino Corbin, manager, KHSL(AM) Chico, Calif., assumes additional duties as manager of co-owned KHSL-TV there.

John Fignar, general sales manager, KEKR-TV Kansas City, Mo., named station manager.

James Salley, news and public affairs direc-

tor, WQKI(AM) St. Matthews, S.C., named assistant station manager.

Steve McIntosh, program director, KBRA(FM) Wichita, Kan., named operations manager, KFJH(AM)-KBRA(FM) there.

Jim Withers, chief engineer, KDNL-TV St. Louis, named operations manager.

Jim Hodo, general manager, KGVN-AM-FM Greenville, Tex., named station manager of Channel 18 TV, Sulphur Springs, Tex., low-power TV station.

Lois Schiffer, special litigation counsel, Land and Natural Resources Division, Justice Department, Washington, joins National Public Radio there as general counsel.

Terry Edmonds Niznik, assistant VP, finance, St. Francis hotel, Colorado Springs, joins Pikes Peak Broadcasting (KRDO-AM-FM-TV Colorado Springs, KJCT(TV) Grand Junction, Colo.) there as business manager.

Marketing

S. Joseph Hoffman, president and chief operating officer, Ingalls Associates, Boston, named chairman of board and chief executive



Hoffman



Weiss

officer. **David Weiss**, senior VP, group director, Ogilvy & Mather, New York, joins Ingalls, succeeding Hoffman.

Robert Berger, management supervisor, and **Steve Merson**, creative director, Tatham, Laird & Kudner, San Francisco, elected partners of firm. **Donna Schauer**, media planner, D'Arcy MacManus Masius, Chicago, joins TLK there as media planner.

Cary Lemkowitz, associate creative director, Young & Rubicam, New York, named senior VP.

Mickey Tender, associate group creative director, N W Ayer, New York, elected senior VP.

Appointments, Kenrick Advertising, St. Louis: **Kenneth Hieronymus**, creative group head, to VP, associate creative director; **Jane Lin**, assistant controller, to VP and controller; **Kevin Monahan**, production manager, to VP, and **Clancy Strock**, associate creative director, to VP.

Harry Gwyn III, VP, senior account supervisor for Weightman Advertising, Philadelphia, named senior VP.

Patricia Cook, senior VP, Chemical Bank, New York, joins Yankelovich, Skelly & White there as senior VP, strategic business planning.

John Silvestri, VP, Midwest region, USA Network, Chicago, named VP, advertising sales, based in New York. **David Bender**, from Hearst/ABC-Viacom Entertainment Services, New York, joins USA Network as VP, research.

Dale Snyder, senior research analyst, Seltel, New York, joins Avery-Knodel Television there as research manager, independent stations.

Douglas Greenlaw, national director of sales, CBN Cable Network, New York, named VP, advertising sales.

Robert Mahon, sales manager, Branham Newspapers, Chicago, joins The Weather Channel there as advertising sales account manager.

Appointments, Blair Television: **Tracy Tynan**, account executive, independent sales team, Los Angeles, to manager, independent team; **Phillip Kirk**, account executive, NBC blue team, New York, to assistant manager of team; **Mark Herman**, sales assistant, ABC blue team, New York, to account executive,

DAY and NIGHT SERVICE FOR Continental AM & FM TRANSMITTERS

Continental Electronics offers 24-hour professional engineering service and parts for Continental and Collins AM & FM transmitters. Whenever you need service or parts for your Continental or Collins equipment, phone our service numbers day or night.

(214) 327-4533

(214) 327-4532 parts

Continental Electronics Mfg. Co.
Box 270879 Dallas, Texas 75227
Phone (214) 381-7161

Continental Electronics

1 kW thru 50 kW AM & FM transmitters and related equipment
©1983 Continental Electronics Mfg Co 5332

NBC blue team there; **Mike Stropes**, from Storer Television, New York, to account executive, NBC team, Chicago; **Jack Hanington**, assistant sales manager, independent blue sales team, New York, to member of CBS red sales team; **Dominic Mancuso**, from Group W Satellite News, Chicago, to account executive, independent sales team, Chicago.

Pepper Gould, account executive, Katz Television Continental, Detroit, joins Houston office as sales manager of American and Continental stations.

Alan Trugman, from Eastman Radio, New York, joins Birch Radio there as account executive.

Mary Lou Scacco, from Telehouse, New York, joins Mintz & Hoke, Avon, Conn., as media buyer-planner.

Donald Marion, from CBS Radio Spot Sales, Chicago, joins New York office as account executive.

Jack Weinlein, sales manager, WKPA(AM)-WYDD(FM) New Kensington, Pa., joins WHJB(AM)-WOKU-FM Greensburg, Pa., as general sales manager.

Frank (Rocky) Slsson, regional sales manager, WJR(AM) Detroit, joins WDBO(AM) Orlando, Fla., as general sales manager.

Milt McConnell, local sales manager, WNDE(AM)-WFBQ(FM) Indianapolis, named general sales manager.

Eddie Esserman, general sales manager, WKLS-FM Atlanta, joins WFOX(FM) Gainesville, Ga., as general sales manager.

Florence Gatten, director of publications, Greensboro (N.C.) Chamber of Commerce, joins WGLD(FM) High Point, N.C., as director of marketing.

Robert Hanson, account executive, WMAQ-TV Chicago, joins WPWR-TV Aurora, Ill., as sales manager.

Dean Ianni, account executive, KEZW(AM) Denver, joins KSSS(AM) Colorado Springs and KVVU(FM) Pueblo, Colo., as sales manager.

Doug Short, local sales manager, WRCB-TV Chattanooga, named general sales manager, succeeding Dennis Siewert, who joins co-owned KTVN-TV Reno as general manager (see "Media," above). **Steve Smith**, regional sales manager, WRCB-TV, named national sales manager.

Edward Petrosky, sales manager, WBBM-TV Chicago, joins WKRN-TV Nashville as national sales manager.

Robert Furlong, national sales manager, WCIX(TV) Miami, named local sales manager.

Rhea Shelton, elementary school teacher, Fayetteville, Ark., joins KYUU(FM) San Francisco, as senior sales coordinator. **Sandy Katayangi**, from KJAZ(FM) Alameda, Calif., joins KYUU(FM) as sales coordinator.

Mae Watts Brown, from WIND(AM) Chicago, joins WLS-AM-FM there as account executive.

Lesley Gilman, from WBT(AM) Charlotte, N.C., joins WRLH-TV Richmond, Va., as account executive.

Jackie Shockley, from WRNL(AM) Richmond, Va., joins WRLH-TV there as account executive.

Pamela Bryan, from Shelter Insurance Agen-

cy, Edmond, Okla., and **Kelly Kilgore**, from KATT(AM) Oklahoma City, join KKLR(FM) Edmond, Okla., as account executives.

John Signaigo, account executive, KAKY-AM-FM Wichita, Kan., joins KAKZ-AM-FM Little Rock, Ark., in same capacity.

Programing

Sy Salkowitz, president, Viacom Productions, Los Angeles, since April 1982, and former president, 20th Century Fox Television, resigned. Viacom's *The Master* was recently canceled by NBC, and pilots for ABC and NBC were not picked up. No successor has been named.

Richard Reisberg, president, MGM/UA TV, in charge of network series, mini-series and movies for television, resigned. **Lynn Loring**, VP, development and talent, motion pictures and television, Aaron Spelling Productions, Los Angeles, joins MGM/UA Television there as senior VP in charge of programing and production.



Kerstetter

Bill Kerstetter, partner, Los Angeles law firm of Pollock, Bloom & Dekom, joins Home Box Office Film Licensing Inc. there as VP.

Ellen Silver, VP of programing for Narwood Productions, New York, named executive VP, programing.

Honi Almond, from Paramount Television Domestic Distribution, Los Angeles, joins New World Television there as director of business affairs.

Jeffrey Knight, VP, marketing and programing, Times Mirror Cable TV, Los Angeles, joins The Disney Channel there as VP, marketing.

William Petrasich, director of business affairs, Atlantic Releasing Corp. and Atlantic Television, both Los Angeles, named VP, business and legal affairs for both companies.

Louis Feola, regional video director, MCA Distributing Corp., New York, named director, marketing, MCA Home Video.

Ralph Sariego, production manager, Universal Television, Los Angeles, named VP, production management.

Chuck McLain, VP, movies and mini-series, Warner Brothers Television, Los Angeles, has signed independent production contract with Warner.

Judy Kessler, talent coordinator, *Today*, NBC, New York, joins *Entertainment Tonight*, Paramount Television Domestic Distribution, Los Angeles, as senior segment producer, talent.

Marvin Blecker, from RCA Laboratories, Princeton, N.J., joins Satellite Television Corp., Washington, as director, systems engineering and development. **Daniel Kurlander**, from defunct CBS Cable, New York, joins STC, Washington, as program administrator.

Peter Noah, from Heatter-Quigley, Los Angeles production firm, joins Group W Productions there as producer, *Every Second Counts*.

Nicole Browning, regional sales manager, Rainbow Programing Services, Woodbury, N.Y., joins The Weather Channel, Atlanta, in same capacity.

Appointments, John Conboy Productions, Los Angeles, producer of *Capitol* daytime series for CBS: **Richard Shields**, assistant to executive producer, *Capitol*, to executive in charge of production, JCP; **Jim Rush**, from David Gerber Productions, Los Angeles, to co-head of development, along with **Bettina Bradbury**, who has been production assistant for *Capitol*; **Lynn Ellenson**, production manager and segment producer, *Two on the Town*, KCBS-TV Los Angeles, to associate producer, *Capitol*.

Appointments, Cable Catalogue Inc., Johnson City, N.Y.-based producer of *The Cable Store*, cable home shopping service: **John Smith**, director of affiliate relations, assumes additional duties as executive producer; **Gary Ingraham**, writer, creative department, to director, and **Tracy Thornton**, from Skyles Electric Works, Mountain View, Calif., computer software company, to director of marketing.

Richard Allen Zimmer, senior program analyst, John Blair Television, Los Angeles, joins Telepictures there as director of research.

David Finney, executive producer of programing, WMAQ-TV Chicago, named program director.

Patricia Dean, program manager, WBBM-TV Chicago, named director of programing.

Thomas Burgess, air personality, WAWA(AM) Milwaukee, named program director.

Warren Williams, program director, KATT-FM Oklahoma City, joins KDBK(FM) Mesa, Ariz., in same capacity.

John Dorkin, VP, news and programing, disbanded Corinthian Broadcasting Corp., New York, joining WOR-TV Secaucus, N.J., as program director.

Kate McSweeney, programing assistant, Taft Broadcasting's WCIX-TV Miami, joins co-owned WBRC-TV Birmingham, Ala., as program manager.

Michael Reghi, from WDHO-TV Toledo, Ohio, joins WWSN(TV) Cleveland as weekend sports anchor and weekday reporter.

Randy White, from WJXT(TV) Jacksonville, Fla., joins WPVI(TV) Philadelphia as producer-director.

Celeste Alleyne, assistant staff manager, news department, New Jersey Bell, Newark, N.J., joins WBZ-TV Boston as associate producer, *People are Talking*.

Jac Flanders, press and public relations associate for comedian Jerry Lewis, joins KTXL(TV) Sacramento, Calif., as entertainment editor.

Doug McElvein, air personality, WHAS(AM) Louisville, Ky., named music director.

Michael Curran, from WNYT-TV Albany, N.Y., joins U.S. Cablevision Corp., Beacon, N.Y., as commercial production supervisor.

Deena Sheldon, production assistant, Continental Cablevision, Newton, Mass., joins Greater Boston Cable Corp., Woburn, Mass., in same capacity.

Ron Brooks, from WAAY-TV Huntsville, Ala.,

and **Kevin McCabe**, from KNAZ-TV Flagstaff, Ariz., join KOLD-TV Tucson, Ariz., as sports anchors.

Robert Morgan, from KMPC(AM) Los Angeles, joins KMGG(FM) there as air personality.

Fred Hickman, from Cable News Network, Atlanta, joins WDIV(TV) Detroit as sports anchor-reporter.

Larry Miles, from KLPX(FM) Tucson, Ariz., joins KOME(FM) San Jose, Calif., as air personality.

News and Public Affairs

David Browning, producer and reporter, *The CBS Evening News*, Los Angeles, named senior producer, Los Angeles, *The CBS Evening News with Dan Rather*.

Bob Zelnick, Moscow bureau chief and correspondent, ABC News, named correspondent, Tel Aviv bureau. **Walter Rodgers**, correspondent, Beirut, succeeds Zelnick.

Michael Sullivan, executive producer, KMBC-TV Kansas City, Mo., named news director, succeeding **Pat McCarthy**, who joins KYW-TV Philadelphia as news director.

Len Wells, managing editor, WFIE-TV Evansville, Ind., named news director.



Micklebury

Penny Micklebury, reporter, WJLA-TV Washington, named assistant news director.

Michael Beecher, VP, news, KTIV(TV) Sioux City, Iowa, joins KFVS-TV Cape Girardeau, Mo., as news director.

A.R. Sandubrae, executive news director for six television stations of Kansas State

Network, Wichita, Kan., joins KWTW(TV) Oklahoma City as news director.

Tom Lindner, from WCCO-TV Minneapolis-St. Paul, joins WBBM-TV Chicago as news producer.

S. Peter Neumann, news director, KOLR-TV Springfield, Mo., joins WEAR-TV Pensacola, Fla., in same capacity.

Appointments, WKBW-TV Buffalo, N.Y.: **Henry Chu Jr.**, news director, KRDO-TV Colorado Springs, to executive producer; **Mark Casey**, assignment editor, to assignment manager, and **Tim Clark**, night assignment coordinator, succeeds Casey.

Jim Frank, anchor, WIND(AM) Chicago, named news director.

Appointments, news department, KNBC(TV) Los Angeles: **Peter O'Connell**, executive producer, *News 4 LA*, to newly created position of executive producer for special coverage and projects; **Peter Noyes**, executive editor, *News 4 LA*, succeeds O'Connell; **Anne Kaestner**, assistant news director, succeeds Noyes, and **Larry Perret**, executive producer, WLS-TV Chicago, succeeds Kaestner.

Dave Gross, editing supervisor, WJLA-TV Washington, named news production manager.

Beth Swanson, reporter-producer, WOI-TV

Des Moines, Iowa, joins KAKE-TV Wichita, Kan., as newscast producer.

Appointments, news department, WHEC-TV Rochester, N.Y.: **Gary Kennerknecht**, 6 p.m. producer, to assignment manager; **Faye DeHoff**, from WOKR(TV) Rochester, succeeds Kennerknecht, and **Sheila Dillon**, from WUTR(TV) Utica, N.Y., to reporter.

Pat Bank, from KWLA(AM) Waterloo, Iowa, joins noncommercial KHKE(AM)-KUNI(FM) Cedar Falls, Iowa., as news producer.

Shelly Whitehead, reporter, WHAS-TV Louisville, Ky., joins noncommercial WNKU(FM) Highland Heights, Ky., as director of news and public affairs.

Bill Rogers, sales manager, Motorola, Houston, joins KTRH(AM) there as weekend anchor, *Morning Report*, morning news program.

Sandy Lesko, reporter, WJKW-TV Cleveland, named weekend co-anchor.

Chip Moody, from KDFW-TV Dallas, and **Felicia Jeter**, from CBS News, Los Angeles, join KHOU-TV Houston as anchors.

Gary Roedemeier, anchor, WHBQ-TV Memphis, joins WHAS-TV Louisville, Ky., as anchor-reporter.

Beverly Rodriguez, from WGXA(TV) Macon, Ga., joins WJBF(TV) Augusta, Ga., as 6 and 11 p.m. anchor.

Patti Burns, 6 p.m. anchor, KDKA-TV Pittsburgh, assumes additional duties as noon anchor. **Stacy Smith**, reporter and substitute anchor, KDKA-TV, named 11 p.m. anchor.

Penny Clifford, anchor, *Newscope*, and weath-

er anchor, *Newsday*, WNNV-TV Hartford, Vt., resigns. **Cynthia Thompson**, reporter, *Newsday*, succeeds Clifford as *Newscope* anchor. **Heide Green**, master control operator, WNNV-TV, succeeds Clifford as weather anchor, *Newsday*, and will report for program as well.

Betsy Gebhardt, reporter, KLOK(AM) San Jose, Calif., joins KICU-TV San Jose, Calif., in same capacity. **Karin Kuwert**, reporter-anchor, KTMS-AM-FM Santa Barbara, Calif., joins KLOK, succeeding Gebhardt.

Ann Devlin, from WRAL-TV Raleigh, N.C., joins WCAU-TV Philadelphia as New Jersey correspondent.

Gerard Graud, from KSLA-TV Shreveport, La., joins WAFB-TV Baton Rouge as night reporter.

Nick Carter, chief meteorologist, KNOE-TV Monroe, La., joins KUSA(TV) Denver as meteorologist.

Bruce Edwards, from WSIR(AM) Winter Haven, Fla., joins WHBF-TV Rock Island, Ill., as reporter.

Technology

Harold Gruen, president, Fairchild Communications & Electronics, Germantown, Md., named chairman. **Joseph Bravman**, executive VP, Fairchild, succeeds Gruen.

Joseph Farrar, manager of operations, Westar, Western Union, Glenwood, N.J., joins Satellite Gateway Communications, New York, as director of communications operations.

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
 (required) ☐ No

For renewal or address change
place most recent label here

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

Appointed VP's, CBS Software, Greenwich, Conn.: **Barry Denes**, director, sales; **John Rosen**, director, marketing; **Marylyn Rosenblum**, director, product development, and **Robert Lovler**, director, operations.

Newton Bellis, group VP, Compact Video, and president, Compact Video Services, both Burbank, Calif., joins Unitel Video, Los Angeles, as president of newly formed West Coast subsidiary.

Dave LeVan, director of engineering, Narwood Productions, New York, named VP, engineering.

Harold Tamburro, VP and general manager, MAI Communications, Barrington, N.J., joins AM Cable TV Industries, Quakertown, Pa., as VP, finance.

Bob Sowder, general manager, Tele-Color Productions, Alexandria, Va., joins Telematrix Productions, videotape production firm, Indianapolis, as producer.

Thomas McKeever, national sales manager, Comsat Telesystems, Fairfax, Va., named director of national sales.

Ronald Allread, Western regional sales manager, audio video systems division, Panasonic, Los Angeles, joins Audiotronics, North Hollywood, Calif., as national sales manager, CCTV products.

Ginger Lyvere, freelance videographer, San Francisco, join Total Video Co. there as assistant director.

Cyndy Drue, concert reporter and weekend air personality, joins E.J. Stewart, Primos, Pa.-based video production facility, as director of music programming and development.

Leonard Ballard, director of engineering, Swanson Broadcasting, Tulsa, Okla., named VP.

Terry Lambert, assistant engineer, WGLD-FM High Point, N.C., named chief engineer of co-owned WCOG(AM) Greensboro, N.C.

Larry Conner, engineer, Enid Cable TV, Enid Okla., joins KCRC(AM)—KNID(FM) there as chief engineer.

David Gray, from Hubbard Communications, Minneapolis-St. Paul, joins Greater Fall River Cable TV, Fall River, Mass., as video engineer.

Promotion and PR

Patricia Kehoe, manager, marketing communications, The Entertainment Channel, New York, joins Arts & Entertainment Network there as director, marketing. **Carolyn Reynolds**, director of marketing and public relations, Aspen (Colo.) Music Festival and School, joins Arts & Entertainment Network as manager, marketing services.

Henry Kavett, director, information and public relations, ABC Radio, New York, joins Katz Communications there as director, corporate communications.

Chuck Jones, business news editor, *Arkansas Democrat*, Little Rock, Ark., joins Cranford/Johnson & Associates there as public relations account executive.

Sandy Lamb, director of special events and public relations, Lazarus Department Stores

Joining the fight. Broadcasters named to posts at Muscular Dystrophy Association of America, New York: Terry Lee, Storer Communications; Sylvester L. Weaver Jr., communications consultant and former NBC president, and Robert Bennett, Metromedia, to board of directors. Elected to MDA corporate membership: Edward Aiken, KMPH-TV Fresno, Calif.; William Brazzil, Wometco Enterprises; A. Philip Corvo, National Association of Television Program Executives; Harold Crump, H&C Communications; Lawrence Fraiberg, Westinghouse Broadcasting & Cable; Jack Harris, H&C Communications; Herbert Kamm, WKW-TV Cleveland; James Major, Petry Television; Olin Morris, WREG-TV Memphis, and Frank O'Neil, KXAS-TV Fort Worth. Elected MDA national VP's: Alan Bell, KTVU-TV San Francisco; S. James Coppersmith, WCVB-TV Boston; Thomas Ervin, WTVF-TV Nashville; Gene Jacobsen, KHTV-TV Houston; Tony Malara, CBS TV; Richard Moore, WAPA-TV San Juan, Puerto Rico; Robert O'Connor, WNEW-TV New York; Robert Price, KTWO-TV Casper, Wyo.; Paul Raymon, WAGA-TV Atlanta; Ellis Shook, KOLR-TV Springfield, Mo., and Norman Williams, May Broadcasting.

Inc., Evansville, Ind., joins Keller-Crescent Co. there as public relations account specialist.

Judi Radice, promotion manager, Rapp & Collins, New York, named audiovisual producer.

Susan Laine, from production staff, *Seven on your Side*, WJLA-TV Washington, named director of press relations.

Tom Allen, marketing and promotion manager, WKRN-TV Nashville, joins KJRH-TV Tulsa, Okla., as station marketing manager.

Carolyn Betts, public service director and producer, WZTV-TV Nashville, joins WKRN-TV as public relations director.

Denise Benolt, from radio department, National Association of Broadcasters, Washington, joins WAVA(FM) Arlington, Va., as sales promotion director.

Traci Salmon, recent graduate, Auburn University, Auburn, Ala., joins WBRC-TV Birmingham, Ala., as promotion assistant.

Jennifer Davies, publicist, writer and editor, WNEV-TV Boston, named media and community relations manager.

Diane Morales, talent coordinator and member of creative services department, KLOS(FM) Los Angeles, named assistant director of creative services.

Sharon Malmstone, promotion manager, WANE-TV Fort Wayne, Ind., joins WRAL-TV Raleigh, N.C., in same capacity.

Virginia Bartlett, from WNEV-TV Boston, joins noncommercial WGBH-TV there as director of community relations.

Ginger Warder, from WSRZ(FM) Sarasota, Fla., joins WMAL(AM) Washington as promotion coordinator.

Allied Fields

Gary Fereno, from Western Union International, joins National Telecommunications and Information Administration, Washington, as telecommunications policy specialist, Office of International Affairs.

Terry D'Angona, local sales manager, KFI(AM)—KOST(FM) Los Angeles, joins Arbitron Western Advertiser/Agency Radio Sales there as division manager.

Tom O'Brien, former VP, news, Mutual Broadcasting System, Washington, joins Agence France-Presse as radio consultant, based in Washington.

Ellen Dobbs Briggs, Western division direc-

tor, national accounts, Group W Satellite, Los Angeles, joins CableTV Guide Network, Boston, as VP, national accounts.

Kem Maher, from KOKI-TV Tulsa, Okla., elected treasurer of Tulsa chapter, American Women in Radio and Television.

Elected directors, Hollywood Radio and Television Society: **Charles Fries**, Fries Entertainment; **Harris Katleman**, 20th Century Fox Television; **Alan Levin**, CBS Entertainment; **J.H. Rowland Perkins II**, Creative Artists Agency, and **Alvin Rush**, MCA Television Group.

Elected officers, Louisiana Association of Broadcasters, Baton Rouge: **Richard Man-ship**, WBRZ-TV Baton Rouge, president; **Ray Saadi**, KTIB(AM) Thibodaux-KHOM(FM) Houma, president-elect; **Tom Pears**, KLYF-TV Lafayette, television vice president; **Manuel Broussard**, WAFB-FM Baton Rouge, radio vice president, and **Gene Dickerson**, KWKH(AM)-KROK(FM) Shreveport, treasurer.

Elected officers, California Cable Television Association, Oakland, Calif.: **Gary Hoken-son**, Cox Cable, Santa Barbara, chairman; **Tony Acone**, Daniels Cablevision, Carlsbad, vice chairman; **Gene Cook**, General Electric Cablevision, Walnut Creek, vice chairman, technical; **Denis Heimerich**, Fresno Cable TV, vice chairman, governmental affairs; **James (Trey) Smith III**, Times Mirror Cable TV, Irvine, secretary, and **Gail Oldfather**, Televents Group, Walnut Creek, treasurer.

Deaths

Edmond B. Maher, marketing-sales promotion consultant and former VP, associate director, Compton Advertising, New York, died of heart attack May 9 at his home in Darien, Conn. He is survived by son and daughter.

Ralph J. Bitzer, 58, broadcast consultant, St. Louis, died of cancer May 27 at St. Louis hospital. He is survived by his wife, Ledell.

William N. Rismiller, 48, general sales manager, WJTM-TV Winston-Salem, N.C., died June 5 at North Carolina Baptist hospital of gunshot injuries sustained in hostage incident at station (see story, page 84). Rismiller began his broadcasting career in 1956 as producer-director at WKRC-TV Cincinnati. He is survived by his wife, Cynthia, and two sons.

Richard Donohue, 47, quality control screener, Warner Brothers Television Distribution, New York, died of heart attack May 27 at New York hospital. He is survived by his wife, Rosalie, and two sons.

Shaping the law with a Fein Touch

Bruce Elliott Fein, the FCC's 37-year-old general counsel, is no Charles Atlas. But he is stronger than many in at least one way: He has demonstrated that he has the courage of his convictions, and that he isn't afraid to say what's on his mind, even when it raises the hackles of the FCC's congressional overseers or grates upon the sensibilities of commission colleagues.

One of his many legal articles, "Fighting Off Congress—A Bill of Rights for Independent Agencies," caused House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) to sound an alarm at an oversight hearing (BROADCASTING, Feb. 13). An opinion by the House clerk's general counsel branded the article as "dangerous" and accused Fein of issuing a "call for lawlessness." Fein defended his piece, accusing Wirth and company of misreading it. "I place too much value on intellectual honesty ever to shade my expression because it might help me or hurt me politically," Fein says now. "My oath of office is to the Constitution."

Fein also has demonstrated a willingness to point out shortcomings in the more fanciful desires of commission superiors. For instance, at an FCC meeting earlier this year, the Mass Media Bureau was recommending that KIFM(FM) (formerly KDIG) San Diego—which was denied renewal in 1980 and has since exhausted its legal appeals—be ordered off the air. Chairman Mark Fowler, however, wanted to permit the station to continue operating while the commission tried to find a new licensee. Fein challenged the legality of Fowler's proposal, and the item, amid much chagrin, was removed from the agenda for further study. "I'm not going to shade my viewpoint for any personal or partisan reason," Fein says.

Fowler sings Fein's praises nonetheless. "What Bruce stands for, and indeed has dedicated his life to, is promoting and advancing the cause of individual freedom," Fowler says. "He is a most principled man who has deep convictions, and I'm very proud that he chose to serve at the FCC at this particular time."

Finding other big fans within the telecommunications world isn't so easy. One House Democrat reportedly refers to Fein as "that little troll." Many call him an ideologue. Some commission officials come down hard on Fein's style. "You can get your point across without being shrill and strident, but I don't think Bruce knows how to do that," one FCC official said. Fein is also called aloof: He's not one to glad hand at social functions. "I find it far more enjoyable to read a book on broadcasting and the First Amendment," Fein says.

Still, Fein has already left a mark on the



Bruce Elliott Fein—FCC general counsel; b. March 12, 1947, Cambridge, Mass.; BA in political science, University of California at Berkeley, 1969; JD, Harvard Law School, 1972; law clerk to U.S. District Judge for District of Maryland Frank Kaufman, until August 1973; various positions at Department of Justice, ending as associate deputy attorney general, August 1973–January 1983; current position since January 1983; m. Melanie Lippincott, April 21, 1973; children—Bruce Jr., 8; Hillary, 3; Henry, 2.

FCC's campaign to see broadcasting enjoy full First Amendment freedoms. The commission's controversial notice of inquiry—which looks toward the modification or even elimination of the fairness doctrine—bears Fein's mark. And Fein predicts the doctrine's days are numbered, whether the current Congress likes it or not. "We may lose now, but ultimately win because we won the intellectual debate," he says. "We will win eventually because we will have laid the intellectual seeds that can be picked up by future commissions at a time when public and academic opinion is marshaled in support."

Fein has been with the government since graduating from Harvard Law School in 1972. For one year, he was law clerk to Frank Kaufman, U.S. district judge for the District of Maryland. He then started what turned out to be a 10-year stint with the Department of Justice.

One of his bigger fish at Justice got away. He was a prime architect of the Reagan administration's losing argument in the Supreme Court case, *Bob Jones University v. U.S.* At issue was whether the Internal Revenue Service could deny tax-exempt status to educational institutions whose practices violated national public policy. (The school practiced racial discrimination.) The Department of Justice argued that the IRS had no such right, but the Supreme Court said it did.

In January 1983, Fein opted for the FCC, both to gain managerial experience and because of the legal challenges such a move would offer. "Here at the commission at this

time I think there is marvelous opportunity for shaping the law," he says. "The possibility for finding unifying theories and advancing arguments that will push the law in a direction that is sympathetic with our policy aspirations is very appealing."

Fein's distaste for the fairness doctrine, and his belief that the FCC can, without congressional approval, "revoke the fairness doctrine as it applies to all aspects of broadcasting, except insofar as broadcasters covering a political campaign," is fairly well known. He also believes the equal-time law is unconstitutional. Less well known: He thinks the "actual malice" standard, which affords the media a measure of protection from libel suits launched by public officials, should be scrapped. And in a monograph to be published by the conservative American Legal Foundation, he makes that argument. "Fidelity to the First Amendment and other constitutional aspirations would be best harmonized if the Supreme Court authorized public officials to initiate defamation actions bottomed on the negligent publication of falsehoods," he says in the article.

Fein, also an adjunct constitutional scholar for the American Enterprise Institute, does not watch a lot of television. When he does watch, it's to tune in coverage of presidential speeches and such public affairs programs as *Face the Nation*. He is, however, an "avid listener" to international newscasts on shortwave radio. He's also a "very devoted" reader who hopes to build a library that will rival Thomas Jefferson's. "You can't, in my judgment, understand law unless you understand life in all its dimensions, and that requires not only reading law books but also vast amounts outside of law books, and understanding history and poetry and Julius Caesar," he says.

Fein admits to some disappointments at the FCC. "There are many policy initiatives that simply have to wait because of timing and politics," he says. Nonetheless, he was "very pleased" with the commission's action permitting broadcasters to sponsor political debates without being subject to equal-time obligations, an action he successfully defended in the Court of Appeals in Washington. "And we have achieved success in at least raising the level of discourse regarding the fairness doctrine," he says.

A primary criticism is that Fein lacks the pragmatism many feel is necessary to function well in a political environment. He's aware of the criticism, but don't expect him to start pulling his intellectual punches. "We wouldn't be where we are today if George Washington had been a pragmatist and only worried about his next appropriations bill," Fein says. "You can't be blind to the short term, but you have to think about the long term. . . . I feel I have a duty to bequeath to my successors something that will do the FCC and the country well for centuries and centuries."

In Brief

Some **market-by-market financial data for radio industry** will finally be **available this summer**, according to National Association of Broadcasters. CPA firms of Miller, Kaplan, Arase & Co., Los Angeles, and Hungerford & Co., Grand Rapids, Mich., which have been collecting confidential monthly statistics from radio stations in over 30 markets, will release data to **NAB, National Radio Broadcasters Association and Radio Advertising Bureau** marking culmination of two-year-old effort carried on by associations to supply industry with revenue information on radio marketplace since FCC decided to scrap collection of radio and TV financial data (BROADCASTING, March 5, 1982). First report will contain statistics for 1982 and 1983. Earlier this year, NAB released market-by-market television revenue figures for 1981 and 1982 (BROADCASTING, March 5) generated from its annual financial survey. However, only markets with minimum of three stations and 100% participation were reported.

House of Representatives last week, in 234-147 vote, **refused to consider amendment** offered by Representative Jerry Lewis (R-Calif.) that **would have prohibited use of funds** "to implement or administer any system of **televised coverage of the House that involves panoramic shots** of the chamber, unless it is done uniformly and gavel to gavel." Lewis had attempted to attach amendment to appropriations bill for running House and legislative branch agencies in fiscal 1985.

Acknowledging that satellite master antenna television business is too large to ignore, **Showtime has reversed its policy against offering service to SMATV operators**. SMATV systems will, however, pay significantly more for service, perhaps double rate of cable operators. SMATV systems must also have minimum 300 subscribers. Privately, Showtime will encourage cable operators to get into SMATV business as means of generating additional income.

Telepictures has hit upon bold new marketing strategy to sell new first-run barter syndicated animated strip. Sources say this week it's expected to announce firm go for children's oriented series titled **Thunder Cats**, which in past three weeks of peddling is already reported to clear 40% of U.S. Stations will get chance to participate in profits from toy licensing of show's characters in exchange for giving up three to three-and-half minutes of barter advertising—high for untested strip. Profit participation will be based on formula of 50% of station's coverage area. Example: If station covers 4% of U.S. TV homes it will receive 2% of profits from sale of **Thunder Cats** toy line. Also, profit sharing is said to be in perpetuity, even if station licenses show for limited period.

Environmental Protection Agency is considering proposals to **limit radio frequency radiation** far more severely than broadcast industry would like. Some accounts had it that agency recommendation could be forthcoming before end of next month. Tom Keller, senior vice president for science and technology at National Association of Broadcasters, said some are speculating that proposed EPA recommendations could limit human exposure to 100 microwatts per square centimeter, standard 10 times tougher than voluntary limits set by American National Standards Institute, limits that are supported by NAB. But Keller said he didn't think proposed standard would be that severe. Keller also said there was no reason for alarm. Proposals have not yet been made, and comments probably won't be due for another five or six months, Keller said. In addition, it could take two years or more for standards to become law, Keller said. Broadcasters, and everyone else that uses spectrum, support a federal standard that would pre-empt localities from erecting patchwork of standards of their own, Keller said. And NAB and others "will be working very hard to make sure a safe and realistic standard" is adopted, he said. EPA spokesman said agency had not yet determined whether there was need for it to recommend standard, much less what that standard should be.

ABC will pre-empt Eye on Hollywood for five successive Friday nights beginning June 22 to **run new music video** format program titled **ABC Rocks**. Produced by Los Angeles-based Access Entertainment, half-hour show (midnight-12:30 a.m.) will incorporate music video segments around various themes.

CBS won daytime ratings race for 20th consecutive week by more than one full rating point over closest competitor, ABC. For week

ended June 3, CBS recorded 7.2/25 in Nielsen's NTI, compared to 6/20 for ABC and 5.2/18 for NBC. Top five shows of week were *Price is Right* (9.5/37, CBS); *Young and Restless* (8.8/30, CBS); *Al My Children* (8.3/26, ABC); *Guiding Light* (8/25, CBS); *General Hospital* (7.9/25, ABC).

Joe Piscopo will not be returning to NBC's Saturday Night Live next season, despite efforts by NBC Entertainment president to retain entertainer for 10th season of show. "He's going on to other things," said NBC spokesman, citing deals Piscopo has with MGM/UA and HBO. **Also not returning to series are Brad Hall, Robin Duke and Tim Kazurinsky**. Returning will be Jim Belushi, Gary Kroeger, Mary Gross and Julia Louis-Dreyfus. Joining show as regular new talent will be Billy Crystal, Christopher Guest, Rich Hall and Harry Shearer.

In reference to what he termed "the most important issue facing the sports industry at this time," **CBS/Broadcast Group Executive Vice President Neal Pilson** last Friday (June 8) **warned sports enterprises "not to create an overdependence on network television financing"** and said CBS has "very real concern that major sports packages may build their economic model for the future with the expectation that network television sports will continue to fund the enterprise through the payment of rights fees escalating far beyond potential audience or advertiser revenue growth." Pilson told television writers attending Consumer Press Tour in Phoenix that networks can no longer expand number of hours of coverage or advertising inventory to offset climb in rights fees, and noted plethora of events available to viewers has had dampening effect on ratings. He **linked CBS decisions to pull out of 1988 winter Olympic games and Major League Baseball rights bidding to economic levels reaching point of negligible return**. "Television ratings for the World Series, Monday Night Football, Rose Bowl, Super Bowl, winter Olympics, NCAA Basketball Championships, Kentucky Derby, Preakness and NBA playoffs are reduced from levels in prior

Nielsen's numbers. *WJLA-TV* Washington said it sent letter to A.C. Nielsen Co. formally requesting it continue to provide diary-based household data until demographic discrepancies in Nielsen Washington meter panel are corrected. Nielsen turned on Washington meters May 1, and Nielsen sweep period began two days later. *WJLA-TV* station manager Dow Smith said May sweep results were based on averages collected from fewer than 300 meters—about 100 meters below full panel—and that Nielsen's demographic sample did not reflect U.S. Census base. Result, Smith claimed, is that May meter reading underestimated some households and overstated others. For example, in households headed by 18-34 year-olds, Smith said Nielsen showed sample was 27.6% compared to 32.4% found in census, while among households headed by people 55-plus U.S. census shows 28.7% compared to Nielsen's sample of 40.6%. Smith also said there was a 22% overstatement of households with five or more people in residence, and 7% understatement of households with more than one TV set.

Nielsen, which acknowledges it is behind schedule in installation of meters in Washington market due to technical difficulties, said through spokesman that it will provide *WJLA-TV* a meter sample weighted to the universe and that it will also provide the station a diary report, both for internal use only. A spokesman described *WJLA-TV*'s alleged discrepancies as "not an unusual thing to occur at the beginning of a metered service operation." But, the spokesman added, Nielsen would adhere to supplying a meter-based report to the other stations in the market: "We're not going to pull back."

But *WJLA-TV* is not only station worried about demographic sample in May Nielsen sweep. David Nuell, station manager at NBC-owned *WRC-TV*, said station was "extremely concerned about what's happened in the past month" since meters were introduced. Nuell added that *WRC-TV* has "quietly" notified Nielsen of its concern and is waiting for response. One station that doesn't appear too worried is CBS-affiliate *WDVM-TV*, which came out top in most local news time periods.

years," he noted. Pilson predicted television rights for 1988 summer Olympic games in South Korea will sell for somewhere between \$225 million, paid by ABC for 1984 Los Angeles games, and \$750 million. Latter figure is probably too high, Pilson feels, because Soviet boycott and record number of hours of ABC coverage this summer will keep ratings down. He confirmed that rights negotiations for Seoul games are on hold until "October or November, almost definitely by the end of the year. We need time to digest the Los Angeles ratings and see what happens." Observed Pilson: "The lower the ratings in Los Angeles, the lower the rights fees paid for Seoul." Insurance coverage will also be factor in 1988 summer games, he said, and may ultimately prove unavailable for South Korean event. Alternate approaches to 1988 coverage include possibility of shared coverage by two networks or spin-off of some events to pay cable. CBS has discussed latter idea with Home Box Office, Pilson acknowledged, but said HBO did not express strong interest.

National Cable Television Association board, meeting last Thursday in Las Vegas following convention, moved to stem confusion caused by marketing of "cable-ready" television sets. Consumers who buy cable-ready sets, which tune in frequencies used by some cable systems, sometimes believe they don't also have to pay monthly subscription fee to cable operators for service. With board action, NCTA plans to ask Federal Trade Commission to require warning labels on such sets. At Tuesday general meeting, association elected following to board: Daniel Aaron, Comcast Cable Communications; Terry Lee, Storer Communications; Philip Lind, Rogers U.S. Cablesystems Inc.; Jerry Lindauer, Prime Cable Corp.; Harry Murray, Group W Cable; Gene Schneider, United Cable Television, and Larry Wangberg, Times Mirror Cable TV Corp. Larry DeGeorge, Times Fiber Communications, and Winston Cox, Home Box Office, were elected junior associate director and junior alternate associate director, respectively. Byran Blow, Ajo TV Service, was elected director from Independent Operators Board, and Joseph Gans, Cable TV Inc., was elected IOB alternate director.

Disney Productions Inc. became both buyer and target last week. On Wednesday, Burbank, Calif.-based parent of Disney Channel agreed to buy Gibson Greetings Inc., Cincinnati-based greeting card company, from Wesray Corp. for at least \$310 million in Disney stock, and also completed purchase of Arvida Corp., Florida-based real estate company, for \$200 million in stock. Friday afternoon, New York-based financier, Saul Steinberg, said he had formed partnership to make \$67.50-per-share tender offer for 49% of Disney stock, including 11.1% Steinberg already owns. Offer, made in letter to Disney president, Ron Miller, added that, "We are prepared to increase our offer to \$72.50 per share in cash and securities for all of the company's outstanding shares provided that the Gibson Greetings transaction be terminated; no further such corporate transactions be pursued pending the completion of our offer, and that you and your colleagues on the Disney board of directors recommend our offer to shareholders." Steinberg partners include Kirk Kerkorian, MGM/UA majority owner, and Fisher Brothers Co., New York-based real estate management and development company. Steinberg said he was prepared to meet with Disney board to discuss offer. Disney spokesman said company had no comment.

Radio Advertising Bureau has begun new program for promoting radio as ad medium by drawing on recording artists for production of 30- and 60-second pro-radio commercial announcements. Spots, which are available to RAB members, feature both artists and their music. Country performer Jessi Colter initiated effort last week by voicing three industry spots, said RAB.

Advertisers and agencies were urged last Thursday (June 7) to consider alternative media usage to compensate for moderate but steady erosion in prime time network ratings. John Gray, senior VP and New York director of media planning for J. Walter Thompson U.S.A., told conference of Marketing Communications Executives International that impact of cable and independent station viewing has caused audience fragmentation. He suggested that advertisers and agencies, to counteract network prime time erosion,

assess desirability of using cable TV on selective basis; syndicated programming, magazines or radio. This approach, he said, can help, not only in cable homes, but also can help frequency against light TV households.

Senate Appropriations Subcommittee last week approved appropriations bill giving FCC \$94.1 million for fiscal 1985. Bill also gives National Telecommunications and Information Administration \$43.94 million during same year, \$30 million of which is earmarked for public telecommunications facilities program. Week before, House approved \$90.3 million for FCC and \$36 million for NTIA, \$24 million of which goes for public telecommunications facilities program (BROADCASTING, June 4).

George Nesterchuk, 39, associate director of workforce and effectiveness development for Office of Personnel Management, was nominated last week by President Reagan for deputy director of USIA. He would succeed Leslie Lenkowsky, who served as acting deputy director, but failed to win Senate confirmation last month.

Robert Alter, president of Cabletelevision Advertising Bureau, received good news at National Cable Television Association convention last week. Board renewed his contract through 1986.

Lipton blows the whistle. Thomas J. Lipton Inc. has filed civil suit against William B. Tanner, Media General Broadcast Services Inc. and two former Lipton employees in U.S. district court in New Jersey charging employees with taking bribes and kickbacks during seven-year period in exchange for conspiring to have Tanner act as Lipton's sole agent for spot radio and TV advertising. Charged in suit are Norman Osborn, former director of Lipton's media department, and Stuart Kaufman, former media manager at Lipton and Osborn's assistant.

Suit alleges that former Lipton advertising executives set up two sham consulting firms to use as conduits for the bribes and other payoffs Lipton said took place. According to suit, Tanner authorized "secret, continuing and substantial illegal payments and kickbacks to Osborn and Kaufman... including cash, automobiles, trips, the favors of women and other gifts."

Specifically, suit charges, among other things, that Kaufman received monthly payments from Tanner from 1975 through 1982 totaling \$350,000 on top of such gifts as an automobile, vacations, home accessories, jewelry and two exotic birds. Osborn also received cash and gifts, Lipton alleged.

Suit also charged that Osborn and Lipton steered spot radio and TV business to Tanner and away from Lipton's own in-house department despite evidence it was not in company's best interest. Lipton said between 1975 and 1982 it spent \$50 million for spot advertising and that Osborn and Kaufman "fraudulently concealed Media General's gross and deliberate underperformance with respect to the quarterly spot advertising time purchased by Lipton."

John Young, assistant general counsel at the Englewood Cliffs, N.J.-based tea and food products company, said allegations came to light after affidavit filed in support of search warrant for Tanner headquarters in Memphis was made public and identified Lipton employees as among several parties involved in payoffs to steer advertising business to Tanner. However, Young said subsequent internal investigation found that three other Lipton employees named in affidavit had no knowledge or involvement with alleged schemes. Young said Lipton first learned of charges after FBI sealed off Tanner building in Memphis on Thursday, Aug. 11, 1983, and searched building for records, some of which Lipton filed with its complaint as evidence. Young said defendants have about 20 days to respond to complaint before discovery phase begins.

Complaint said Osborn took early retirement from Lipton in September 1982, 11 months before charges surfaced. Lipton said Kaufman abruptly resigned from Lipton in October 1983, "after his illegal activity had been discovered."

Editorials

Odious comparisons

Timothy Wirth got a lot of grudges off his chest in his speech last week to the National Cable Television Association (see page 50). Before a cable audience that he commended for political acuity and matchless public spirit, he berated broadcasters for meanness, greed and other character defects too numerous to mention. Oh, yes, the telephone companies are bad guys too.

In the aftermath, two observations may be made:

Wirth has a grossly simplified perception of the distinctions between cable and broadcast operations and the regulatory history of each.

Broadcasters have made an implacable enemy of the chairman of the House Telecommunications Subcommittee.

Of neither condition can it be said that there is much hope for early cure.

None of the programing comparisons that Wirth drew to praise cable and denigrate broadcasting are valid to apply indiscriminately to the proprietor of, say, 30 channels, or 60, or 100 and the proprietor of one. Starting with as faulty a premise as that at the outset, Wirth may be beyond recall.

Can relations be repaired with the man who guards the gate through which broadcast legislation in the House must pass? Good question.

No comparison will be drawn here between the principal Washington organizations representing cable and broadcasting, for the same reason that Wirth should have refrained from the kind of comparisons he presented. The two differ too much in composition and purpose to say that cable's is good for having moved cable legislation and broadcasting's is bad for having failed to get the deregulatory legislation it wanted.

For the moment, however, the National Cable Television Association has a friend at the principal gate for legislation in the House, and the National Association of Broadcasters has not. While Wirth sits as chairman, the NAB must find ways around him. The detour will lengthen every journey.

Jackpot

For an industry in remission, as cable appears to be at the moment, it appeared remarkably sturdy as it gathered in Las Vegas last week for the 33d annual convention of the National Cable Television Association. Never mind that attendance totals were off a shade, the number of exhibitors was down and the overall mood lacked the frantic quality often associated with NCTA conventions.

This year's was nevertheless a good convention—indeed, in many ways a better one than when hype raged uncontrolled. The working sessions were just that, and often SRO. Doing business on the exhibit floor was more pleasant than at any time in recent memory; it was large enough to be interesting but not so large as to be intimidating.

And if there was no spectacular programing news at the NCTA, there was a genuine feeling of progress about cable's evident and continuing growth, with some half a million subscribers coming on each month and the worst of the franchising/building years behind it.

The biggest news affecting the industry's future was taking place a few thousand miles east, in Washington. The new compromise with the cities, and the imminent compromise with the telephone companies, hold out the promise that cable will have its first-ever constitution by the end of the year. The only things

standing in the way are lingering dissidents and the shortness of the legislative calendar—facts of life so unrelenting that the NCTA will be well advised to move quickly in striking a rapprochement both with Chairman Dingell and the telcos with whom he is in sympathy. The merits of cable's claim to a clear shot in competing for business that, if traditional at all, has traditionally been found in the common carrier camp just can't be addressed in the time left. It is not even going after three-quarters of a loaf, as one NCTA speaker advised last week, to go the way of discretion. If cable emerges from 1984 with a legislative charter within the ballpark of S. 66 and H.R. 4103, it will have been given a foundation on which to build an eminent telecommunications future.

For President-elect Jim Mooney and his staff, the 1984 convention was a quiet success. It did credit to the past and was an auspicious harbinger of the future.

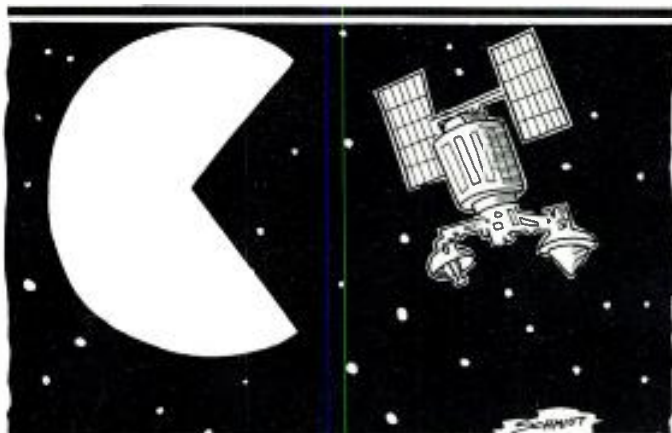
Looking up

The Senate hearing conducted last week into James H. Quello's nomination to another term on the FCC was, as reported elsewhere in this issue, civil and perfunctory. That condition says as much about the state of communications regulation as it does about the quality and political acceptability of the nominee. Ten years ago, when Quello's first nomination went to the Senate, things were different.

The Nixon Presidency was already weakening under the steady assault of revelations from the Watergate affair. Democrats controlled both houses of the Congress. The self-appointed "public interest" surrogates who depend for their livings on receptive regulators in the government were still in positions of influence. The legitimacy of Quello's Democratic credentials was questioned, and his career as a commercial broadcaster was attacked by the school of woolly thought that holds economic success to be a disqualification for appointment to public office. Quello dangled for months before the Senate grudgingly confirmed him.

In the 10 years that Quello has been in office, the Washington mood has changed from intensely regulatory to deregulatory, in recognition that a maturing Fifth Estate needs no big daddy to tell it what to do. True, there are strong pockets of believers in the old ways of regulation, but their outside supporters are in decline. Times have perceptibly changed in the past decade.

As of 1984, Quello reflects his times. For the Fifth Estate the times are good and promise to get better.



Drawn for BROADCASTING by Jack Schmidt



Band Aid

For most of the students in the Galesburg-Augusta High School Symphonic Band, the 22-day goodwill concert tour of the Netherlands and Germany was their first long-distance separation from family and friends. So WKZO Radio in Kalamazoo arranged to air daily telephone reports on the progress of the tour and the health of the members.

When the group returned, the band director wrote to thank WKZO Radio for keeping everyone at home informed with just one trans-Atlantic call each day. Anxious parents were relieved to hear everything was fine. "I've had many comments on how people listened daily for our reports," he said. Helping families keep in touch is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO
Kalamazoo,
Michigan

WKZO-TV
Kalamazoo-
Grand Rapids

KOLN-TV
Lincoln,
Nebraska

KGIN-TV
Grand Island,
Nebraska

WJFM
Grand Rapids,
Michigan

WKJF
Cadillac,
Michigan

WKJF-FM
Cadillac,
Michigan

KMEG-TV
Sioux City,
Iowa

Significant Audio!

Destined to cover events of significance over the next few years, this custom Ward-Beck audio system will travel half way across the world before it reaches its permanent home at KGO-TV in San Francisco.

Designed in close collaboration with ABC engineers it is built to handle complex telecasts involving substantial numbers of remote audio feeds. Right now it is warming up for the 1984 Olympics.



WBS

First by Design.

Ward-Beck Systems Ltd.
841 Progress Avenue, Scarborough,
Ontario, Canada M1H 2X4.
Tel: (416) 438-6550.
Tlx: 065-25399.