

Broadcasting Mar 29



GREAT MOVIES GR-R-REAT STARS!

From Benji to Burton, from Spacek to Lemmon,
Viacom Features VIII offers top stars—
and top entertainment—in every movie.

VIACOM FEATURES VIII

26-major motion pictures



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51st Year 1982
WITH ONE WEEK TO GO

NAB Convention
Preview

THE RIGHT MEN FOR THE JOB!



JOB APPLICATION

NAME: BARNEY MILLER

ADDRESS: 12th Precinct

POSITION APPLYING FOR: #1

EDUCATION: Network TV;
132 local mar

WHERE HAVE YOU WORKED?

In every size market...

CITY	STATION	TIME	RATING	SHARE
New York	WPIX	6:30 pm	9	16
Los Angeles	KNXT	4:00 pm	6	19
Bend, Ore.	KTVZ	5:00 pm	10	24
Bakersfield	KERO	6:30 pm Saturday	9	26

LIST YOUR SPECIAL ATTRIBUTES

Will work days, nights or weekends

CITY	STATION	TIME	RATING	SHARE
Columbus	WBNS	5:00 pm	12	36
Charleston	WSAZ	5:00 pm	12	28
Madison	WISC	11:00 pm	8	4
Green Bay	WBAY	10:30 pm	10	3
Chicago	WGN	6:00 pm Saturdays	14	1
Santa Barbara	KEYT	7:30 pm Saturdays	7	

Good leader. Can improve time period

TIME	SPOKANE, WXLV	RATING
7 pm lead-in	ALL IN THE FAMILY	7
7:30 pm	BARNEY MILLER	12
	MILWAUKEE, WVTM	
5 pm lead-in	WONDER WOMAN	6
5:30 pm	BARNEY MILLER	9

SOURCE: NSI CASSANDRA, NOV. '81
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**Work well with others.
Holds M*A*S*H lead-in.**

TIME	PORTLAND, KOIN	RATING	SHARE
4:00 pm lead-in	M*A*S*H	7	26
4:30 pm	BARNEY MILLER	7	22
	HARRISBURG, WH7M		
7:00 pm lead-in	M*A*S*H	9	18
7:30 pm	BARNEY MILLER	9	17

**Willing to travel. Have worked in
every area of country.**

CITY	STATION	TIME	RATING	SHARE
South				
Charleston	WCSC	5:30 pm	15	36
Atlanta	WAGA	11:30 pm	6	28
Southwest				
Dallas-Pt. Worth	KDFW	4:30 pm	7	26
Austin	KVUE	5:30 pm	10	23
Midwest				
Chicago	WGN	6:00 pm	14	25
St. Louis	KTVI	4:30 pm	11	32
East				
Hartford	WFSB	5:00 pm	10	28
Buffalo	WIVB	5:30 pm	14	34
West				
Salt Lake City	KSL	4:30 pm	8	26
San Francisco	KTVU	7:30 pm	13	23

REFERENCES

CITY	STATION	TIME	RATING	SHARE
Independents				
Sacramento	KTXL	7:30 pm	13	23
Boston	WSBK	7:30 pm	9	16
Affiliates				
Detroit	WDIV (NBC)	5:00 pm	12	32
Bakersfield	KERO (NBC)	5:30 pm	8	19
Baltimore	WBAL (CBS)	5:00 pm	13	34
Louisville	WHAS (CBS)	5:00 pm	10	29
San Diego	KGTV (ABC)	6:30 pm	15	29
Fort Wayne	WPTA (ABC)	7:30 pm	17	32

SPECIAL ACHIEVEMENTS

Winner of numerous awards, including Emmies, Golden Globes and the George Foster Peabody Award.

BARNEY MILLER

A Four D Production distributed by
COLUMBIA PICTURES TELEVISION



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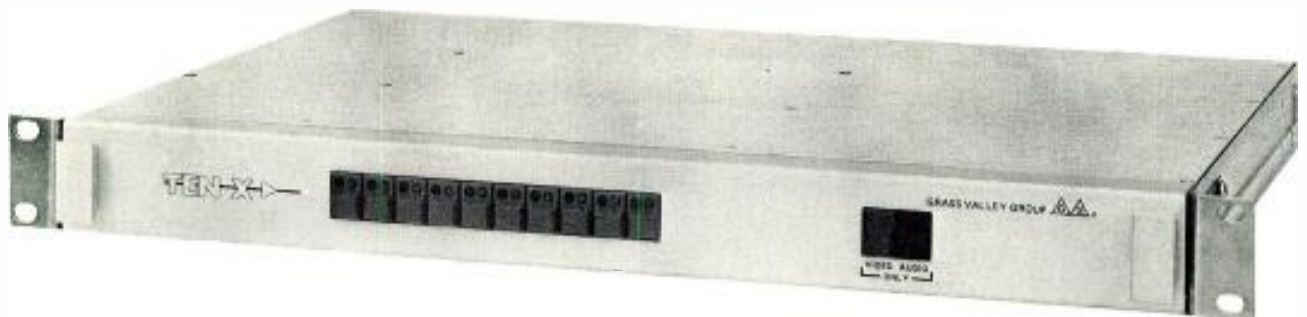
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21

Another Grass Valley Group NAB Special!

Hundreds of systems in daily use around the world are evidence of the widespread acceptance of our 400 Series Routing Switcher. The 400 is at home in the studio or mobile unit, performing such



tasks as source assignment, VTR input selection, iso-bus feeds, and monitoring. Easy to install, simple to operate, and *absolutely* transparent, the 400 can be expected to give years of troublefree service.



In this tradition Grass Valley Group is pleased to announce a new member of its switching family, the TEN-X.

The TEN-X is a high performance 10x1 utility switcher. It is available in both video-only and audio-follow-video versions. Housed in a one-RU rackmounting package, the TEN-X may be controlled locally and/or remotely.

In order to introduce you to this versatile new product, we will be offering it at a special price for NAB only. In addition, if you are considering purchasing a 400 Series switcher, we've got a *very* special offer. Purchase any 400 Series Routing

Switcher (32x16 video *minimum*) and we'll include a TEN-X AFV with local breakaway control panel...*absolutely FREE!* This offer applies to all qualifying 400 Series orders placed between April 1st 1982 and June 1st 1982.

We're not likely to repeat either the special pricing on the TEN-X or the 400-plus-TEN-X offer, so be sure to contact your Grass Valley Group sales representative at our booth in Dallas!

THE GRASS VALLEY GROUP, INC.®

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Wasilewski: quitting while he's ahead? □ One step closer for copyright compromise □ Wirth passes common carrier bill □ NAB preview: who'll be there, what they'll be doing

WASILEWSKI MAY LEAVE □ NAB president advises board he might bow out at yearend. Decision expected within month. Line of successors already forming.

PAGE 35. In exclusive interview, with BROADCASTING on eve of NAB convention, Wasilewski reviews his record and broadcast industry's gains. **PAGE 36.**

COPYRIGHT BILL CHANGE □ District judge's ruling in Eastern Microwave case prompts amendment to Kastenmeier legislation so that satellite and microwave carriers would be exempt from liability.

PAGE 36.

COMPULSORY LICENSE HIT □ Justice urges House Judiciary Committee to continue liability for retransmission of distant broadcast signals by cable systems. **PAGE 38.**

MORE CURBS ON AT&T □ Wirth subcommittee passes bill that would modify settlement with Justice and completely rewrite common-carrier section of Communications Act. **PAGE 38.**

RCA GETS PERMISSION □ FCC okays controversial plan to sell "pre-paid" leases for transponders on Satcom IV. **PAGE 40.**

NEW TWIST TO RADIO MARTI □ Fascell's substitute measure adds provision for compensation to U.S. broadcasters affected and would put new station operations under BIB. **PAGE 42.**

ON NAB FIRING LINE IN DALLAS □ Largest-ever convention next week will be scene of renewed drive for First Amendment parity for electronic media.

Highlights of April 4-7 activities begin on **PAGE 45.** Complete day-by-day agenda. **PAGES 46-62.** Wizardry of more than 400 equipment manufacturers will be on display at Dallas Convention Center. Recording cameras for TV and AM stereo gear for radio expected to draw heavy traffic. **PAGE 62.** For pre-convention planning, here's rundown of exhibitors and other companies with welcome signs out. **PAGE 62-108.**

CROWDED MARKETPLACE □ FCC's Harris says that, with deregulation, commission will be less receptive to pleas for protection. He expects DBS order this summer and speed-up of LPTV processing. **PAGE 110.**

SELLING ON THE COMPETITION □ HBO and Showtime in forefront of cable services buying time on conventional TV to promote their product. **PAGE 122.**

ON TAP FOR FALL □ NBC-TV makes five series commitments for prime time next season. Here's rundown of prospects at big three. **PAGE 125.**

VIACOM SHOWS ITS CARDS □ Company's past strategies and future game plan discussed at meetings with New York entertainment analysts. **PAGE 134.**

NEW VOA HEAD □ Conkling resigns after less than year in post, citing frustrations of government system. John Hughes succeeds him. **PAGE 141.**

RUPP'S HORIZONS □ As president of Midwest Radio-Television, Jim Rupp has been bringing that respected pioneer broadcaster into the world of new technologies. **PAGE 175.**

INDEX TO DEPARTMENTS

Advertising & Marketing 122	Closed Circuit 7	For the Record 151	Monday Memo 16
Business 134	Editorials 178	Journalism 149	Programing 125
Business Briefly 10	Fates & Fortunes 171	Law & Regulation 110	Special Report 45
Changing Hands 145	Fifth Estater 175	The Media 141	Stock Index 140

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Index to advertisers ■ ABC Radio Enterprises 30-31 □ ABC Radio Network 44 □ ADM Back Cover □ Acrodyne 121 □ American Broadcasting Companies 108 □ American Chiropractic Association 139 □ American Petroleum Institute 173 □ Ampex 12-13, 51 □ Aurora Systems 119 □ Beck-Ross Communications Inc. 14 □ Blackburn & Co. 144 □ Broadcast Audio Corp. 124 □ Burkhardt, Abrams, Michael, Douglas & Assocs. 132 □ CBN Continental Syndication 95 □ CBS Radio Network 59 □ CBS Radio Stations News Service 34 □ Cablewave Systems 101 □ Cancer Fund 112 □ Central Dynamics Corp. 99 □ Cetec Antennas 102 □ Chapman Associates 146 □ Colorgraphic Weather Systems Inc. 80-81 □ Columbia Pictures Inside Front Cover/Page 3 □ Continental Electronics 32-33, 65 □ R.C. Crisler 133 □ Data Communications Corp. 71 □ Delta Electronics 77 □ Drake-Chenault 82, 94, 114, 130 □ FirstCom Broadcast Services 90-91 □ Firstmark Financial 118 □ Norman Fischer & Assocs. 26 □ Milton O. Ford & Assocs. 125 □ Fort Worth Tower 97 □ Fujinon Inc. 111 □ Gammon, Camfield & Ninowski 153 □ Grass Valley 4 □ Harris 29, 47, 69 □ Dan Hayslett & Assocs. 148 □ Heller-Oak Communications 143 □ Hogan-Feldman Inc. 106 □ Bernard Howard & Co. Inc. 43 □ International Radio Festival of N.Y. 71 □ International Tapetronics Corp. 67 □ Kahn Communications 115 □ Katil & Co. Inc. 116 □ King World Productions 128-129 □ Lotus Reps 10 □ MCA-TV 27 □ MIP-TV 135 □ R.A. Marshall & Co. 120 □ Masla Radio 11 □ McMartin Industries 83 □ George Moore & Associates 152 □ Motorola 103 □ Musicworks Inc. 142 □ Narwood Productions 74 □ National Captioning Institute Inc. 85 □ Nightingale-Conant Corp. Inside Back Cover □ Orrox 113 □ Otari 60-61 □ Prikyrl Media Investments 136 □ RCA 8-9 □ RKO Radio Network 52-53 □ Cecil L. Richards 145 □ Rollins Burdick Hunter 109 □ Robert W. Rounsvllie & Associates 70 □ Satellite Music Network 48-49, 88-89 □ Scientific Atlanta 107 □ Scribe Recorders Inc. 105 □ Sono-Mag Corp. 58 □ Sony 24-25 □ Stainless 87 □ Standard Rate & Data Service 137 □ Howard E. Stark 147 □ State Farm Insurance Companies 22 □ Surrey Communications 150 □ TA Associates 76 □ Taft Broadcasting Company 6 □ William B. Tanner Co. 123 □ Tektronix Inc. 19-21, 131 □ Telemet 96 □ Torbet Radio 17 □ Edwin Tornberg & Co. 151 □ Townsend Associates Inc. 92 □ Turner Broadcasting System 56-57, 126-127 □ United Press International 63 □ United Stations 15, 23 □ United Video 55 □ Utility Tower 73 □ Viacom Front Cover □ Weather Station 93 □ Western Cities Broadcasting 79 □ Gary Willson 141 □ World Tower Company 120 □

Primetime RADIO

T.M. PEN.

Presenting the 24-hour satellite nostalgia music format.

A combination of 30's, 40's, 50's and 60's hits is now the fastest growing radio format—designed to reach adults 35+, an audience with real buying power.

The great names and the great songs of American popular music are now available to your station as a complete format package, including music, talent and features.

All songs are the original hit versions, reprocessed in stereo to the highest audio standards.

Continuous programming provides substantial savings in your station's programming costs. There is also enough flexibility for local service, personalities and news to meet special market needs.

Contact Mark Hubbard, Vice President, Taft Radio Group,
(513-721-1414) for further details.

Taft Broadcasting Company, 1718 Young Street, Cincinnati, Ohio 45210

NAB Convention Booth #2830



NAB without VTW

If Vincent T. Wasilewski elects to leave presidency of National Association of Broadcasters after 33 years with organization (see page 35), he would support John B. Summers, hand-picked as his second-in-command four and a half years ago, as successor, but woods would be full of aspirants, including former NAB board chairmen. Inevitable pitch will be for super lobbyist (of stripe of Jack Valenti or Robert Strauss) or for public figure even of stature of former President Gerald Ford.

Closing in

What is usually final clearance—FBI field check—has been made preparatory to nomination of Stephen Sharp, FCC general counsel, for appointment to FCC. He is slated to succeed Abbott Washburn, whose term expires June 30.

Football prices

ABC-TV is reported to be offering three-year deal to advertisers who buy into its prime-time coverage of National Football League games, under new \$2-billion deal with all three networks (see page 128). Thirty-second spots in prime-time games are priced by ABC at \$150,000, up from \$125,000 last season, with 10% increases each in 1983 and 1984 for buyers taking three-year package. Advertisers buying next season only are being asked \$135,000 per 30 in September, when audiences are low, and \$156,000 for October through December.

CBS and NBC aren't talking about prices, but reports are that CBS is asking about \$115,000 per 30 and NBC about \$90,000 for their games, not in prime time.

Boycott bust

Boycott that Coalition for Better Television launched first week of March against RCA and its NBC subsidiary has had no discernible impact on NBC's prime-time ratings. Aside from movies, whose ratings are volatile anyway, 17 regularly scheduled series aired both in last week of February, just before boycott started, and in third week of March. Of these, nine showed rating gains; eight, declines. And in context of boycotters' proclaimed targets—sex, violence, profanity, anti-Christian values—some losers seemed curious indeed. So did some gainers.

Biggest decline of all was suffered by what's usually counted one of TV's most wholesome shows: *Little House on the Prairie*. It lost 8.5 points. And *Little*

House spin-off, *Father Murphy*, was down 7.3 (though mostly, perhaps, because it had been moved opposite CBS's *60 Minutes* powerhouse). Among others, biggest losers were *Barbara Mandrell* and *One of the Boys*, down almost 3 points each. Gainers included *CHiPs* (moved away from *60 Minutes* competition), *Diff'rent Strokes*, *McClain's Law* and *Love, Sidney*, all up 4 points or more.

Growth industry

Size of National Cable Television Association equipment exhibition at Las Vegas Convention Center this year (May 2-5) will probably surpass that of the National Association of Broadcasters. Restricted to smaller confines of Dallas Convention Center, NAB show will cover about 211,000 square feet. NCTA exhibition will swell from 140,000 square feet it had in Los Angeles last year to perhaps 230,000 square feet (184,000 square feet have been reserved with deposits and another 46,000 square feet have been requested). NAB convention will remain larger of two by other measures, however. NAB expects 481 exhibitors and 30,000 attendees as compared to NCTA's totals of 360 and 16,000, respectively.

Rear-guard action

ABC-TV's decision to go ahead with controversial plan to create 18- or 19 new 30-second prime-time commercial positions per week (BROADCASTING, March 22) doesn't mean controversy is over. ABC affiliates advisory board, which opposed plan from day it was announced two months ago, will meet during National Association of Broadcasters convention in Dallas next week to consider what more can be done. Ward Huey of WFAA-TV Dallas, board chairman, says past chairmen will also take part.

If 7-7-7 were raised

How many licensees would be inclined to enlarge portfolios of stations in event FCC Chairman Mark S. Fowler succeeds in moving commission with his recommendation to loosen if not eliminate multiple ownership rule remains to be seen. But quick check of advance copy of BROADCASTING's 1982 YEARBOOK indicates that any loosening of rule limiting any entity to ownership of seven AM, seven FM and seven TV stations, no more than five of last VHF's, would be of immediate interest to some 30 station groups now at one or more of those limits.

Only two—Metromedia and Park Broadcasting—were found to be at limit in all three categories. Gannett is close, with

six AM, seven FM and seven television. CBS is at maximum of AM's, FM's and VHF's. As for other licensees, six are at AM maximum and six at FM. Eighteen are at limit permitted for TV ownership, either UHF-VHF combination of seven or five VHF's.

Quick killing

Despite their public truce, speculation persists that there's more to Bendix Corp.'s "investment" in RCA (BROADCASTING, March 15) than anybody's saying. With Bendix on record that it's not interested in takeover, however, and that it wouldn't acquire more RCA stock for 30 days and then only on 48-hour notice to RCA, clearest thing in sight last week was that Bendix had made, as of Thursday, about 22% profit on its investment. It's believed to have bought its 5.5 million RCA shares, representing 7.3% interest, at around \$17 per share. That would come to \$93.5 million. By Thursday's Wall Street closing, price had appreciated to \$19.75, adding \$20.6 million to Bendix holdings.

Earlier, Bendix consulted former FCC Chairman Richard E. Wiley, now with Kirkland & Ellis law firm, on whether shares it was buying would require FCC clearance. His advice: No problem.

Broadening BROADCAST

Charter of Broadcast Capital Fund Inc. (BROADCAST), founded by National Association of Broadcasters, is likely to be expanded to permit ventures outside broadcasting in cable TV and other emerging media. First step will come at April 21 meeting of BROADCAST board of directors, where Chairman Donald Thurston, president, Berkshire Broadcasting Co., North Adams, Mass., will ask for expansion of training programs to include minorities from cable and other media. Next step is permission to invest revenues, collected from firms with interests in both broadcast and cable, in cable and other media.

Dimling for Beville?

Sources close to search for new executive director of Broadcast Rating Council say front runner for nomination is John Dimling, director of planning and analysis for Corporation for Public Broadcasting and former head of research at National Association of Broadcasters. Search committee, headed by BRC Chairman Daniel Kops of Kops-Monahan Communications, New Haven, Conn., expects to make final decision by mid-April. Winner will succeed Hugh M. Beville Jr., who's retiring May 31.

Prime Time

For information on the products or services mentioned here, contact your RCA Representative. Or write RCA, Prime Time, Bldg. 2-2A, Camden, NJ 08102.

TR-800 Field Reports A-OK



Final testing is completed on the latest shipment of customer-bound RCA TR-800 VTRs.

Successful integration reports of the TR-800 one-inch helical scan video tape recorder are arriving daily at the RCA Camden assembly facility. The announcements have come from around the world as the TR-800 proves itself in both the International and United States video production markets.

Multi-Feature Deliveries

Various configurations of the versatile TR-800, from the compact transportable to the multi-feature studio console with monitor bridge, have been accepted at customer locations. To meet specific broadcast and production requirements, many of the TR-800s have been equipped with AE-800 time code editing systems, TBC-8000 time base correctors and Multi Rate Video Controllers. The micro-computer controlled TR-800 will interface with existing RCA Quad and One-Inch recorders providing operations with versatile and cost-effective installations.

HAWKEYE Now Even More Versatile, More Compact



Applications versatility was a major design objective of the HAWKEYE system. Modular system design the inevitable result. Now the system is even more flexible to meet more of your field and studio operations needs. HAWKEYE is the most complete, and adaptable recording camera system available today.

Compact Recording Camera With Field Playback

The HCR-1 one-person field production system is more versatile than ever. A built-in time code generator, new as a standard, saves your crew valuable post-production time. A new playback option allows your operator to play back recorded material thru the

viewfinder for in-the-field confirmation of picture results.

New Remote Control Option

For electronic field production flexibility, HAWKEYE offers triax remote control for the HC-1 camera. There's no beltpack, simply a triax adaptor that links to the HC-1 camera back. The system, with complete video, control, and audio functions, provides power for the camera over cable lengths up to 5,000 feet. NTSC or PAL composite, Y-I-Q baseband or R-Y, B-Y signals may be transmitted between camera and base station. Compact, the base station mounts in a half-rack space, allowing more convenient monitoring and scope arrangements. The compact operator's panel reduces console space requirements.

New VTR Configurations

Engineered VTR improvements include new configurations. Field recorders are more compact. A four-channel microphone mixer built into the baseband adaptor offers added audio capability without bulk. The HR-2 studio VTR now provides a search and jog function to allow quick location of recorded material. Accessibility is facilitated with a front panel that swings up to reveal all circuitry, even while the HR-2 is in operation. That's convenience, that's flexibility.

HAWKEYE. The best performing, most versatile recording camera you can consider. Our new brochure Form #9298B will reveal all the HAWKEYE system advantages. Write for your copy.

TR-800 World-Wide Performer

Starting in late 1981, deliveries of RCA's TR-800 video tape recorder have been made internationally to many customers. These include:

The Arab Republic of Egypt
P. T. Taju Puspa Ltd.—Indonesia
Venevision—Venezuela
HSV-7—Australia
WOR—New York, NY
WRGB—Schenectady, NY
WREX—Rockford, IL
WEHT—Henderson, KY
Ft. Bliss—El Paso, TX
KVUE—Austin, TX
WTRF—Wheeling, WV

TR-800 deliveries continue, and RCA has announced that new orders are now being accepted for Spring delivery.

TTG-Series TV Transmitters: 10 kW to 100 kW

With the addition of the new TTG-35H, highband 35 kW model, RCA's G-Line series of VHF Transmitters now includes 27 models, covering highband, lowband, single-end and parallel systems—in a range of power outputs from 10 kW to 100 kW. Models are available for all video color standards—NTSC, PAL and SECAM.

TTG-Series transmitters are designed for superior picture and sound quality; high reliability and operating economy. Solid state up to 1600 watts in high power versions, the transmitters employ only two tubes—an aural and a visual. There are a minimum of tuning controls, and the broadband driver has no tuning controls. Precision sideband shaping is accomplished with a high precision surface acoustic wave (SAW) filter.

Catalog TT-1000B provides descriptive data on TTG-Series transmitters, and a listing of available models. Write for your copy.

More than 100 of these new generation transmitters have been sold in a combination of single ended and parallel operation, and field performance results have been excellent.

New Generation Camera, TK-47B

RCA introduces the TK-47B, a new generation camera that refines the finest picture quality available today and cuts production time even further.

TK-47B's "Smart" remote control unit doubles the number of video controls. With its memory base, operators can file video decisions for up to 32 scenes and recall any scene at any time and in any order.

Registration is radically improved due to an asymmetrical correction scheme that reduces error throughout the entire raster. And a new preamplifier design virtually eliminates video noise for picture perfect results.

Other new features include selective auto set-up, an external chart checkout capability, and lens files that correct for lens optical path differences during auto set-up.

All American TV25 Airs Daily Show on Satellite with Three RCA TK-47 Automatic Cameras



RCA TK-47 cameras get daily workout on "Richard Hogue Show". Program is beamed via satellite to audience of over seven million.

"We put our TK-47 cameras to the test every day." Those are the words of D. K. "Spec" Hart, Chief Engineer for All American TV25, KOKH-TV, the three year old John Blair Company station in Oklahoma City. "The TK-47s have come through with flying colors... are doing an outstanding job, day in and day out," is how he sums up the performance of the cameras.

In addition to a heavy commercial production schedule, the cameras are used for the satellite airing of the hour-long Richard Hogue Show produced by the station's production arm, Studio 25.

Mr. Hart, a veteran of 28 years in the business, first saw TK-47s in action at KDFW, Dallas, at the time of the 1979 NAB. He said the newsroom shots were the quietest he had ever seen. Turned out, they were the first TK-47s shipped (Serial No's. 1 thru 4).

Shortly after joining KOKH-TV later in 1979, Mr. Hart made a return visit to Dallas to talk to KDFW personnel to get first hand information on the 47s. He also did comprehensive performance comparisons with four other cameras. Results of all that groundwork ended up with the selection of three 47s for All American TV25 and Studio 25.

"We run the cameras through a daily check—it takes only a few

seconds—every day before the live show and we know we're ready to go. The 47s have helped us grab an ever increasing share of production business, too. For a new station in the market, that's a real bonus."



D. K. "Spec" Hart, Chief Engineer at All American TV 25 and Studio 25, KOKH-TV, Oklahoma City.

RCA

Business Briefly

TV ONLY

Schick Centers □ Smoking/weight centers. Begins this week for 13 weeks in 10 markets. Day and early fringe times. Agency: International Communications Group, Los Angeles. Target: total adults.

Jewel T. Discount Grocery Stores □ Begins this week for 13 weeks in nine markets. All dayparts. Agency: Scott, Lancaster, Mills, Atha, Los Angeles. Target: women, 25-54.

Clorox □ Kingsford charcoal. Begins April 19 for 12 weeks in about 60 markets. Fringe times. Agency: Ketchum Advertising, San Francisco. Target: adults, 25-54.

Specialty Brands □ Marie's salad dressing. Begins April 19 for eight weeks in over 10 markets. Day, news, fringe and weekends. Agency: McCann-Erickson, San Francisco. Target: women, 25-49.

Sears Roebuck & Co. □ U.S. government money-market trust. Begins in April for second quarter in Minneapolis-

St. Paul. Agency: Young & Rubicam, New York. Target: total adults.

Arby's □ Roast beef restaurant chain. (glass promotion). Begins May 10 for three weeks in about nine markets. Agency: Marc & Company, Pittsburgh. Target: teen-agers, 12-17; adults, 18-34.

Krazy Glue □ Adhesives. Begins May 3 for two weeks in over 10 markets. Day, fringe, prime access, sports, news and weekends. Agency: Furman Roth Advertising, New York. Target: adults, 18-54.

Southern Bell □ Yellow pages. Begins in second quarter for one to nine weeks in Beaumont, Austin and Wichita Falls, all Texas; Kansas City, Mo., and Oklahoma City. Prime, news and sports times. Agency: Gardner Advertising Co., St. Louis. Target: men, 25-54.

Evian □ Evian bottled water. Begins in April/May for varying flights in Miami, Tampa and Orlando, all Florida and Houston. News, prime and prime access

Rep Report

KECI-TV Missoula, Mont.: To Katz Television Continental from Seltel.

KBDF(AM)-KZEL(FM) Eugene, Ore.: To McGavren Guild from Buckley Radio Sales.

WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla.: To Eastman Radio from Selcom.

times. Agency: Media Buying Services, New York. Target: women, 25-54.

RADIO ONLY

Olympia Brewing Co. □ Olympia beer. Begins April 5 for 13 weeks in about 15 markets. Agency: Chiat/Day, Los Angeles. Target: men, 18-34.

Royal Insurance □ Business insurance. Begins April 1 for eight weeks in about 65 markets. Morning and afternoon drive times. Agency: Doremus & Co., New York. Target: adults, 25-54.

National Car Rental System □ Begins April 4 for six weeks in 11 markets. Agency: Campbell-Ewald Company, Warren, Mich. Target: men, 25-54.

Jim Dandy □ Dog food. Begins April 19 for eight weeks in nine markets. Agency: Liller Neal, Atlanta. Target: women, 25-49.

Albuquerque Federal Savings □ Begins this week for six weeks in Albuquerque, Santa Fe, and Las Cruces, all New Mexico. All dayparts. Agency: Jensen & Ritchie Advertising, Los Angeles. Target: adults, 35 and over.

AT&T □ Residence phone service. Begins this week for six weeks in Minneapolis, Little Rock and Portland, Ore. Agency: Young & Rubicam, New York. Target: adults, 18 and over.

Godfather Investments □ Godfather pizza. Begins April 12 for five weeks in Colorado Springs and Denver. Agency: Bozell & Jacobs, Omaha. Target: adults, 18-34.

DHL □ Worldwide carrier express. Begins April 5 for four weeks in 13 markets. Agency: Stern Walters/Earle Ladgin, Los Angeles. Target: men, 25-54.



Lotus is the right position

for quality radio representation

- 8 years old and growing fast
- A young, aggressive, hard selling sales staff that fights for your national radio dollar.
- Constant communication with our stations.
- Professional, conceptual selling techniques.
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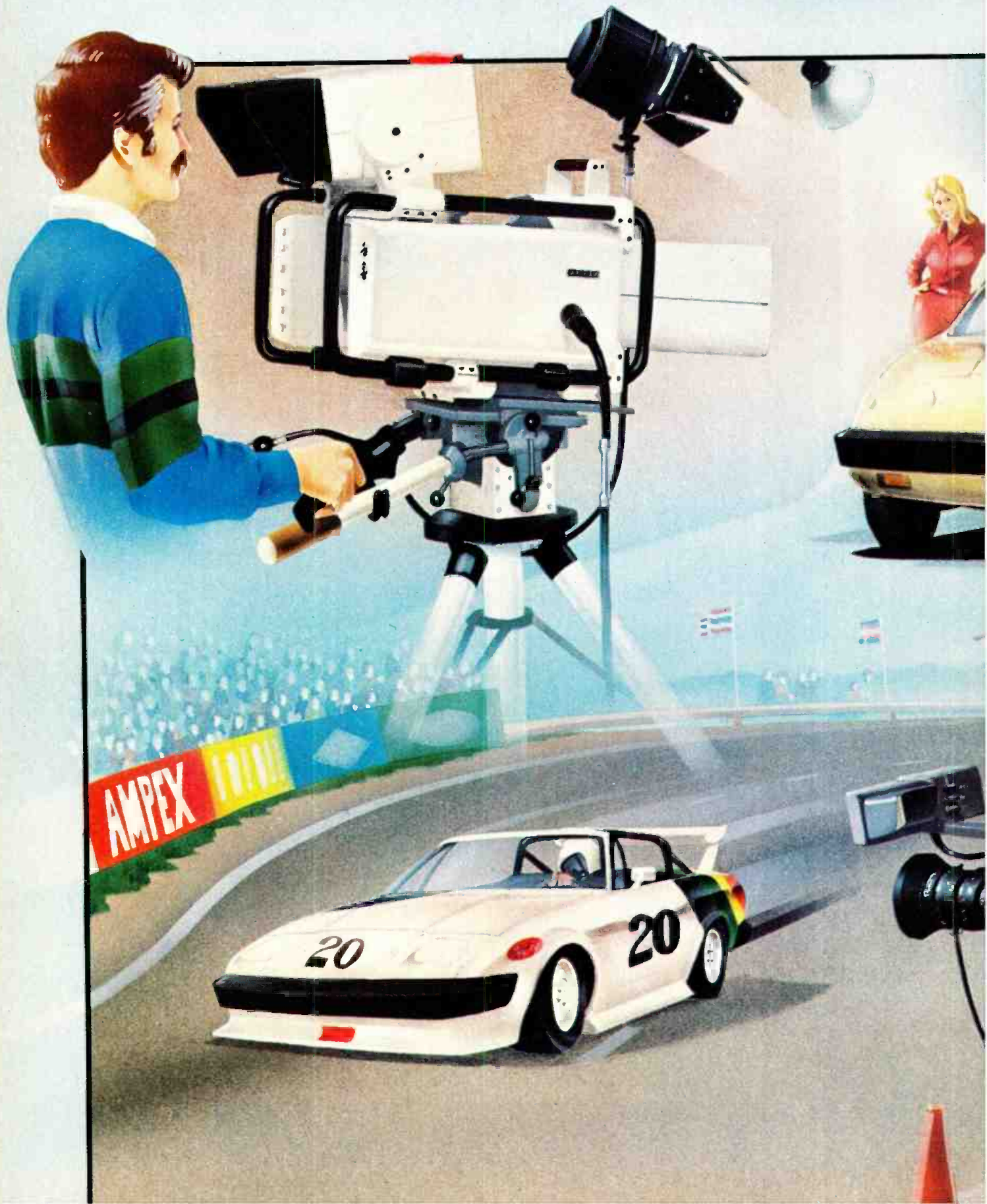
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A broadcast technology commentary by Anthony Barnett, president, Antiope and Telematics Corp., Washington

The future battle to win the benefits of teletext service

We are at a crucial point in the evolution of teletext, which has passed beyond its embryonic stage and is now moving into the application phase.

Will broadcasting, through whose realm the revolutionary new medium passes, take control? Will newspapers, a prime source of information input, become dominant? Will advertisers exert major influence? Will other communications carriers carry the ball? Or will all these diverse entities find a compatible formula for sharing amicably in the benefits of teletext?

Four recent developments have brought us to a crossroads. Of key significance was the FCC decision last fall to allow TV stations to transmit teletext signals, while declining to establish standards among competing systems. Then there was the decision by several networks and public broadcasting outlets to launch experimental applications of teletext, following nearly two years of preliminary testing. Third, several big-city newspapers realized they had a large stake in teletext, and took steps to get an early edge by launching systems. Finally, of course, there were new refinements in technology that made teletext ready for the public.

It is a certainty that teletext is no longer a "tomorrowland" concept; it is here . . . now. For openers, one has only to monitor the biggest teletext game in the country, now being played in Los Angeles, where CBS, NBC, PBS and Westinghouse are already on-stream with teletext broadcasting schedules. All of them have adopted the Antiope system for what is described as the Los Angeles Field Trial (LAFT)—a massive undertaking designed to identify the markets for teletext and discover what the hungry consumer's appetite craves in teletext data and programing.

When the curtain rang down on 1981, Antiope-equipped teletext receivers were bringing in compatible programing from all Los Angeles sources to TV monitors at some 170 locations. Included were about 100 homes, six schools, 30 public locations and 30-odd special installations.

Area advertisers have already been attracted by the versatility of teletext programing. For example, Union-76 Oil is sponsoring marine weather reports on KNXT's Extravision, the CBS set-up, while Merrill Lynch is investing its dollars, quite logically, in the stock-exchange listings.

On another front, newspapers are recognizing that teletext represents both com-



Anthony A. Barnett, president of Antiope and Telematics Corp., Washington, joined the company in 1981, and is a 22-year veteran of the computer and communications industry. Previously, Barnett was president of Telenet Communications Corp., a provider of packet-switched data communications, for two years. Earlier, he was senior vice president of Bunker Ramo, in charge of the information systems group, which furnished financial information via a nationwide data network. Barnett is a graduate of Colgate University.

petition and an opportunity. Opting to cultivate its potential, several journals are examining the conversion of their vast computerized data banks into teletext signals that can be called up by consumers with the touch of a button in their homes.

The twin Louisville, Ky., papers—the *Courier Journal* and *Times*—are expected to launch a six-month pilot program shortly. The newspapers will adapt software programing devised by their subsidiary, Dissly Research Corp., in a system designed to link the newspapers' existing "front end" electronic encoding apparatus for news and classified ads to a teletext distribution network.

Another major paper, *The Los Angeles Times*, owned by Times Mirror, is expected to introduce a prototype teletext system for 350 southern California homes in early 1982. The marketing director for its videotext service says the paper has "invested millions" for what may be a 2,000-home test by late 1983. Sears, Federated and Ticketron are already involved in what will be an interactive, transactional operation.

In addition, tests have been under way for many months with an Antiope system at the Danbury, Conn., *News-Times* owned by Dow-Jones Ottaway division. Also hopping on the teletext bandwagon are the *Minneapolis Star & Tribune* and the Knight-Ridder chain.

Apart from the commercial applications

of teletext, there is an entirely separate dividend yielded by the new communications technology: it can shape the complexion of education. KCET-TV, the public station in Los Angeles, has been furnishing teaching materials to five elementary schools and one high school since April, 1981, as the first and broadest phase of the LAFT campaign.

In assessing the Antiope-based system adopted by his station, Dr. Ronald J. Goldman, director of KCET's teletext project, recently reported: "One major consideration in KCET's teletext service was the speed of access to individual pages [time required by a user to call up an individual frame]."

Our experience shows that an access time of five or six seconds is the maximum acceptable for teletext; the consumer's low patience quotient just won't tolerate longer delays between pushing a button and getting an answer.

Besides paging speed, the key factors that affect the choice of teletext hardware are information capacity, flexibility in programing and graphics representation. Another vital feature for special broadcasting needs is multilingual capacity; this is a distinct advantage in captioning for the hearing disabled, as illustrated by the Antiope-equipped caption center in Los Angeles.

Considering this broad spectrum of potential beneficiaries for teletext's extraordinary talents, it is somewhat astonishing that the FCC passed up the chance to set standards last October when it proposed allowing TV broadcasters to send text over their lines.

Unquestionably, the validity of standards assumes larger proportions in light of the recent settlement of the antitrust case against AT&T, freeing that carrier to enter the electronic distribution of news and advertising. Earlier, AT&T had indicated interest in a joint venture on teletext with CBS, which had previously filed a separate petition to the FCC on rulemaking.

We are comfortable with the implications of this cooperative effort, since the CBS choice of system conforms to the North American Broadcast Teletext Specification, which has an Antiope base. It is also compatible with the recently revealed AT&T proposals for viewdata (videotext or two-way) use.

It is our opinion that, whether or not the FCC laissez-faire position on teletext standards changes, powerful players such as AT&T and CBS will force acceptance of the North American Broadcast Teletext Specifications as a de facto standard in the U.S.; thus, we foresee that this standard will be adopted by the TV industry. ■

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This week

March 28-30—Virginia Cable Television Association annual convention. Sheraton Beach Inn and Pavilion Convention Center, Virginia Beach, Va.

March 28-30—Institute for Graphic Communication conference, "Electronic Imaging Systems." Andover Inn, Andover, Mass.

March 28-April 1—Electronic Industries Association spring conference. Shoreham hotel, Washington.

March 28-April 3—European and North American public television producers annual INPUT '82, International Public Television Screening Conference. Toronto.

March 29—National Citizens Committee for Broadcasting conference on proposed breakup of AT&T, "TeleConsumers and the Future." Westpark hotel, Arlington, Va.

March 29-30—Infotel '82, sponsored by Executive Enterprises Inc., New York management consulting firm. Speakers include Mark Fowler, FCC chairman, Joseph Fogarty, James Quello and Anne Jones, FCC commissioners; Larry Harris, chief, FCC Broadcast

■ indicates new or revised listing

Bureau; Tom Wheeler, president, National Cable Television Association; Senator Robert Packwood (D-Colo.); Bernie Wunder, head of National Telecommunications and Information Administration, and William Lilliey, CBS vice president, corporate affairs. Dupont Plaza hotel, Washington.

March 29-31—Information Utilities '82 conference, sponsored by Online Inc. Categories of conference: hardware/media status reports; applications and marketing, and research and policy implications. Rye Town Hilton. Port Chester, N.Y. Information: Barbara Marshall, Online, 11 Tannery Lane, Weston, Conn.

■ **March 30**—Northern California Broadcasters Association meeting. Speaker: California Governor Jerry Brown. Hyatt Union Square hotel, San Francisco.

March 30—Advertising Club of New York luncheon meeting. Sheraton Center hotel, New York.

March 30-April 1—Institute for Graphic Communication conference, "Multi-Function Work Stations." Andover Inn, Andover, Mass.

March 30-May 18—UCLA Extension course, "Cable Television Today: Technology, Programming, Career Opportunities," featuring guest speakers. Course coordinated by Ethel Greenfield, cable consultant. Information: (213) 825-9064.

March 31—National Academy of Television Arts and

Sciences drop-in luncheon. Speaker: Pierson Mapes, vice president affiliate relations, NBC-TV, Copacabana, New York.

March 31—National Video Center and Recording Studios audio post-production seminar. National Video Center headquarters, New York.

March 31—Advertising Research Foundation "Key Issues Workshop on Advertising Frequency" conference. New York Hilton.

March 31—American Advertising Federation advertising hall of fame luncheon. Waldorf-Astoria, New York.

March 31-April 2—Armed Forces Radio and Television Services worldwide workshop. Huntington Sheraton, Pasadena, Calif.

March 31-April 3—Southern Educational Communications Association conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

April

April 1—Deadline Club, New York City chapter, annual awards dinner. Sheraton Center hotel, New York.

April 1—Deadline for entries in National Cable Television Association Awards for Cablecasting Excellence. Information: Anne Herron, (202) 775-3611.

April 1-2—Global Village's "New Media Series: Cable Television." Global Village headquarters, 454 Broome Street, New York, (212) 966-7526.

April 1-3—International Association of Satellite Users annual Satellite Communications Conference and Exposition, Satcom '82. Hyatt Regency Dallas at Reunion, Dallas.

■ **April 1-3**—International Communications Conference, sponsored by Mondadori Foundation, organization funded primarily by Mondadori Publishing Group, one of largest newspaper and book firms in Italy. Among those attending: Walter Cronkite, retired CBS Evening News anchor; Herb Granath, ABC Video Enterprises; Larry Grossman, Public Broadcasting Service and Gustave Hauser, Warner Amex Cable Communications. Palazzo Delle Stelline, Milan, Italy.

■ **April 1-3**—Women in Communications Midwest regional meeting. Chase-Park Plaza, St. Louis.

■ **April 1-4**—Women in Communications far West regional meeting. Sheraton Inn, San Francisco.

April 2—International Radio and Television Society Gold Medal anniversary banquet. Norman Lear named to receive Gold Medal. Waldorf-Astoria, New York.

April 2-3—Radio-Television News Directors Association region six and AP Broadcasters Association joint meeting. Holiday Inn, Hastings, Neb.

■ **April 2-3**—National Association of Black Owned Broadcasters sixth annual spring conference. Amfac hotel, Dallas. Information: Jim Winston, NABOB, 1737 H Street, N.W., Washington, D.C., 20006, (202) 463-8970.

■ **April 2-4**—Women in Communications Pacific Northwest regional meeting. Portland Westin Benson hotel, Portland, Ore.

April 2-4—California AP Television-Radio Association 35th annual convention. Speaker: Frank Mankiewicz, president, National Public Radio. Miramar hotel, Santa Barbara, Calif.

April 3—Association of Maximum Service Telecasters special meeting of board of directors. Fairmont hotel, Dallas.

April 3—New Jersey AP Broadcasters Association spring meeting. Trenton State College, Ewing Township, N.J.

April 3-4—American Bar Association and National Association of Broadcasters seminar, "Representing Broadcasters in a Changing Business and Regulatory

Major Meetings

April 4-7—National Association of Broadcasters 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22—National Public Radio annual conference. Hyatt Regency, Washington.

April 23-29—18th annual MIP-TV international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

May 2-5—National Cable Television Association annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8—American Women in Radio and Television 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13—ABC-TV affiliates annual meeting. Century Plaza, Los Angeles.

May 16-18—NBC-TV affiliates annual meeting. Century Plaza, Los Angeles.

May 23-26—CBS-TV affiliates annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-9—Broadcasters Promotion Association 26th annual seminar and Broadcast Designers Association fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 22-26, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

June 24-27—Public Broadcasting Service/National Association of Public Television Stations annual meeting. Crystal City Hyatt, Arlington, Va.

July 19-21—Cable Television Administration and Marketing Society annual meeting. Hyatt

Regency, Chicago.

Aug. 29-Sept. 1—National Association of Broadcasters Radio Programming Conference. New Orleans Hyatt.

Sept. 9-11—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Sept. 12-15—National Radio Broadcasters Association annual convention. Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15—Broadcast Financial Management Association 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21—Ninth International Broadcasting convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Nov. 7-12—Society of Motion Picture and Television Engineers 124th technical conference and equipment exhibit. New York Hilton, New York.

Nov. 17-19—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.

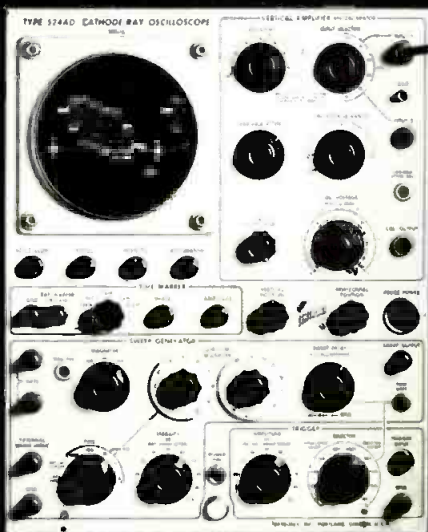
Nov. 17-19—Television Bureau of Advertising 28th annual meeting. Hyatt Regency, San Francisco.

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

Feb. 6-9, 1983—Association of Independent Television Stations (INTV) 10th annual convention. Galleria Plaza hotel, Houston.

March 17-22, 1983—National Association of Television Program Executives 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

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Vice President
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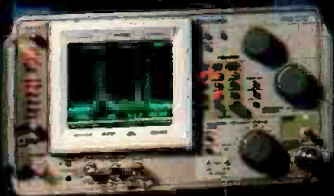


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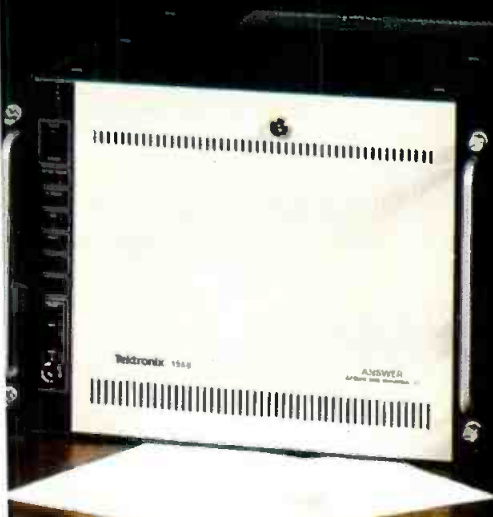
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Environment." Amfac hotel and Dallas Convention Center, Dallas.

April 4—*Association of Maximum Service Telecasters* 26th annual membership meeting. Convention Center, Dallas.

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

April 4—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

April 5—Seminar on "Cable Television Franchising and Refranchising" for city/county cable TV officials, sponsored by *Community Telecommunications Services*, nonprofit consulting organization. Communications Media Center, New York Law School, New York. Information: Lesley Page-Brown, (212) 683-3834.

April 5—*National Academy of Television Arts and Sciences*, New York chapter, dinner. Hotel Pierre, New York.

April 5—Deadline for applications for *Academy of Television Arts and Sciences* annual student summer internship. Information: Michael Liach, 4605 Lankershim Boulevard, North Hollywood, Calif., 91602, (213) 506-7880.

April 5—*Association of Maximum Service Telecasters* engineering breakfast. Adlophus hotel, Dallas.

■ **April 5**—*National Video Center and Recording Studios* audio post-production seminar. National Video headquarters, 460 West 42d Street, New York.

■ **April 5**—*Community Telecommunications Services*, nonprofit consulting firm, seminar to teach city officials about cable franchising: "Don't Sign Your City's Future Away." Communications Media Center of New York Law School, New York.

April 5-7—*Community Antenna Television Association* basic CATV technical training seminar. Ramada Inn North, Oklahoma City.

■ **April 5-8**—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

April 6—*New York Women in Film* seminar, "The TV Executive: Her Move Up and Yours." American Man-

agement Association, New York.

April 6—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Jim Spence, senior vice president, ABC Sports. Copacabana, New York.

April 6-7—*U.S. Telecommunications Suppliers Association* seminar on "The Legal Realities of Antitrust, Patents, Trademarks and Licensing." Hyatt O'Hare, Chicago.

April 6-8—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

April 7-10—*International Television Association* 14th annual conference, "Video Horizons." Loew's Anatole hotel, Dallas.

April 8—*UPI New England's* 26th annual Tom Phillips Awards for excellence in broadcast journalism. Speaker: Ted Turner, Turner Broadcasting System. Sheraton-Lincoln Inn, Worcester, Mass.

■ **April 8**—*National Video Center and Recording Studio* audio post-production seminar. National Video headquarters, 460 West 42d Street, New York.

April 9—*Radio-Television News Directors Association* region six meeting concurrent with 10th annual broadcast journalism seminar held by William Allen White School of Journalism. University of Kansas, Lawrence.

April 9-10—*Black College Radio's* fourth annual black college radio conference. Paschal's hotel, Atlanta.

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

April 12—*New York chapter of Women in Communications* luncheon. Speaker: Tom Brokaw, NBC-TV, Waldorf-Astoria, New York.

April 13—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

■ **April 13**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Arthur Taylor, chairman, Entertainment Chan-

nel. Copacabana, New York.

April 14—*International Radio and Television Society* newsmaker luncheon. Speaker: Daniel Ritchie, president and chief executive officer, Westinghouse Broadcasting. Waldorf-Astoria, New York.

April 14-19—*Pennsylvania Association of Broadcasters* spring convention. Loew's Bermuda Beach hotel, St. George's, Bermuda.

April 15—Deadline for entries in *International Radio Festival* of New York for achievement in radio programming, advertising and promotion. Information: International Radio Festival, 251 West 57th Street, New York, 10019.

April 15-17—*New Mexico Broadcasters Association* annual convention. Speaker: FCC Commissioner Henry Rivera. Sheraton Old Town Inn, Albuquerque, N.M.

April 16—*UPI-New York State* Broadcast Awards banquet. Windows on the World, New York.

April 16—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Ell Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 16—*New Jersey Broadcasters Association* 36th annual spring managers' conference. Rutgers University, New Brunswick, N.J.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 19-20—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

April 19-20—*New York State Cable Television Association* management conference. Albany Hilton, hotel, Albany, N.Y.

April 20-21—*New York State Broadcasters Association* 28th annual meeting. Hilton hotel, Albany, N.Y.

April 20-22—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

April 21—*Southern California Broadcasters Associ-*



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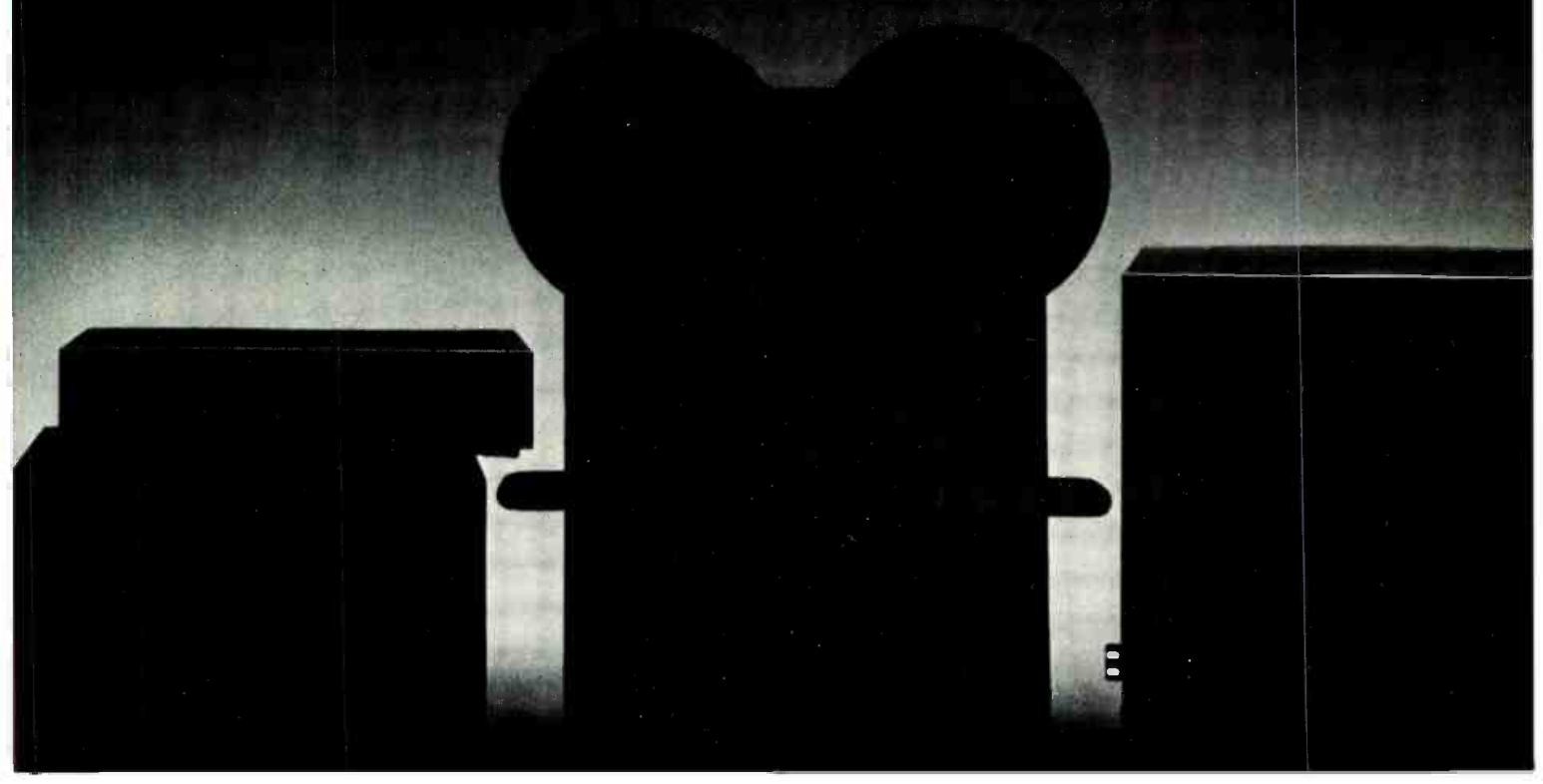
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ation 10th annual Radio and Television Career Awareness Day for Minorities and Women. California Museum of Science and Industry, Exposition Park, Los Angeles.

■ **April 21-22**—*Advertising Research Foundation's* fourth annual business advertising research conference. New York Hilton.

■ **April 21-23**—*Indiana Broadcasters Association* spring conference. Speaker: Richard Wiley, Kirkland and Ellis, Washington. Vincennes Executive Inn, Vincennes, Ind.

■ **April 23**—*Audio Independents* seminar for producers "Inside Commercial Radio." New School for Social Research, New York.

April 23-25—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Lake Point, Lake Eufaula, Ala.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 24—*Radio-Television News Directors Association* region one meeting. Red Lion Inn, Jantzen Beach, Ore.

April 24—*Radio-Television News Directors Association* region 14 meeting. Reitz Union Building, University of Florida, Gainesville, Fla.

April 24—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

April 24—*White House Correspondents Association* annual dinner. Washington Hilton hotel.

April 24—"Cable Television Programming: The Future Is Now," presented by *UCLA Extension*, Department of Business and Management. Bonaventure hotel, Los Angeles.

April 24—*New York State AP Broadcasters Association* joint seminar with AP newspaper members. Sheraton-Airport Inn, Albany, N.Y.

April 25-27—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

April 26—Deadline for applications for *Society of Broadcast Engineers's* certification examinations. Information: SBE, P.O. Box 50844, Indianapolis, 46250.

■ **April 26-May 1**—*Radio-TV Week* at Southern Illinois University, sponsored by *Illinois Broadcasters Association* and *Illinois News Broadcasters Association*. SIU, Carbondale, Ill.

April 30—*New Jersey Broadcasters Association* program and news seminars. Cherry Hill Inn, Cherry Hill, N.J.

April 30-May 1—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Keynote speaker: William Small, former president of NBC News. Williamsburg, Va.

April 30-May 2—*Illinois News Broadcasters Association* spring convention. University Inn, Champaign, Ill.

April 30-May 2—"MDS—For the 80's and Beyond" seminar sponsored by Dorason Corp., company involved in creative financing and leasing for telecommunications ventures. (Seminar concurrent with National Cable Television Association convention.) Aladdin hotel, Las Vegas.

May

May 1—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International, Atlanta.

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 3—Deadline for entries in fifth annual Communications Excellence to Black Audiences (CEBA) Awards. sponsored by *World Institute of Black Communications*. Information: Terrie Williams, WIBC, 10 Columbus Circle, New York, N.Y., 10019.

May 3-7—*Community Antenna Television Association* advanced CATV technical training seminar. Best Western Thruway House, Albany, N.Y.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon.

Errata

Rick Blangiardi, local sales manager, KGMB-TV Honolulu, named general sales manager, not **Dick Weiner**, general manager of station, as reported in "Fates & Fortunes" March 15.

□

"Ad Vantage" listing **NYMRAD Awards**, March 22, incorrectly reported that special award given to Walt Kraemer Productions was for Media Advertising Bureau. Winning spot was for **Radio Advertising Bureau**.

sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 6-8—*California Public Broadcasting Commission* conference, "Taking a Lead in the New Frontier: Minorities and Telecommunications in California." Davidson Conference Center, University of Southern California, Los Angeles.

May 7-8—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

May 7-9—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

May 8—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 11—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

May 14—*Foundation for Accounting Education* Entertainment and Sports Industries Conference. Topics include accounting for motion picture companies, broadcasting, cable television records and music and sports. Sheraton Center, New York.

May 14-16—*Pennsylvania Associated Press Broadcasters Association* annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

May 16-18—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18—*University of Wisconsin-Extension* workshop, "Municipal Administration of Cable TV." Wisconsin Center, 702 Langdon Street, Madison, Wis.

May 19—*Information Industry Association* workshops on "Opportunities—and Risks—In Today's Explosive Information Industry" Grand Hyatt hotel, New York.

May 20-21—Conference on "The Implications of the AT&T Settlement," sponsored by *TeleStrategies*, telecommunications consulting firm based in McLean, Va. Speakers include Tom Wheeler, National Cable Television Association; Richard Wiley, Kirkland and Ellis; Philip Verveer, Pierson, Ball and Dowd, and Richard Neustadt, Kirkland and Ellis. Washington Hilton, Washington.

May 20-22—*First Amendment Congress*, comprising news media organizations, seminar on First Amendment values in changing information system. Steve Nevas, First Amendment counsel, National Association of Broadcasters, and Jean Otto, op ed page editor, *Milwaukee Journal*, are co-chairmen. Xerox International Center, Leesburg, Va.

May 21-23—*Carolinas UPI Broadcasters Association* spring meeting. St. John's Inn, North Myrtle Beach, S.C.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Complex, San Francisco.

May 24-25—Conference on "Future Directions In Information Policy," sponsored by *National Telecommunications and Information Administration*. Bernard Wunder, NTIA, will host conference. Commerce Department, Washington.

June

June 1—Deadline for entries in Armstrong Awards for excellence and originality in radio broadcasting, spon-

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sored by *Armstrong Memorial Research Foundation* in cooperation with *National Radio Broadcasters Association*. Information: Armstrong Foundation, 101 University Hall, Columbia University, New York, N.Y., 10027.

June 1-3—Seminar on "Telecommunications Trends and Directions," sponsored by *Communications Division of Electronic Industries Association*. Dunfey's Hyannis hotel and conference center, Hyannis, Mass.

June 3—*Advertising Research Foundation* conference on "Key Issues Workshop on the New Media and Research Technology" Marriott's Essex House, New York.

June 3-4—*Northeast Cable Television* eighth technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, (518) 474-1324.

June 5—*Radio-Television News Directors Association* region seven meeting. Medill School of Journalism, Northwestern University, Evanston, Ill.

June 7-9—Great Lakes Conference and Exposition, sponsored by *Illinois-Indiana Cable Television Association*. Indiana Convention Center, Indianapolis.

June 7-July 9—*Rochester of Technology's* School of

Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

June 6-9—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco.

June 10-12—*Montana Cable Television Association* annual meeting. Sheraton hotel, Great Falls, Mont.

June 10-13—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 11-18—*Radio-Television News Directors Association of Canada* annual meeting. Mount Royal hotel, Montreal.

June 12—*UCLA Extension* program, "The Video Revolution: Opportunities and Prospects for Pay TV, Videocassettes and Videodisks." Coordinated by James Jamaro, president, Walt Disney Telecommunications. Beverly Hilton hotel, Los Angeles. Information: (213) 825-7031.

June 12-16—*American Advertising Federation* annual conference. Omni International, Atlanta.

June 13-14—*Radio-Television News Directors Association* board meeting. Mount Royal hotel, Montreal.

June 13-16—*Kansas Association of Broadcasters* 32d annual meeting. Halidome, Hutchinson, Kan.

June 16-18—*Oregon Association of Broadcasters* spring conference. Red Lion at Bowmans, Welches, Ore.

June 16-19—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 17-18—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

June 20-23—*National Association of Broadcasters' Children's Television Conference*. Capitol Hill Hyatt Regency, Washington.

June 22-25—*National Broadcast Editorial Association* national convention. International hotel, Washington.

June 23-26—*Florida Association of Broadcasters* annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

June 24-27—*Public Broadcasting Service* annual meeting. Crystal City Hyatt, Arlington, Va.

Open Mike

Loss

EDITOR: I've noticed, with more than just passing interest, the comments regarding the demise of WABC(AM) New York as a music station.

I was program director of WABC (from the summer of 1961 to the summer of 1963) . . . during the period when the station "happened" . . . and would like to state a few facts:

1. You can't win if they can't hear you! Boy, could you hear WABC! Due to the engineering genius of Fred Zellner that 50,000 watt nondirectional signal modulated consistently at 99% negative peaks with the positive far in excess of 100%.

2. The studio engineering staff (under now Chief Engineer Win Lloyd) worked very hard to achieve the "tight sound" that became synonymous with the call letters.

3. The original programing was *not* what you would consider to be a "tight format." The original lineup was Herb Oscar Anderson (mornings), *The Breakfast Club* with Don McNeill, yours truly, Charlie Greer, Dan Ingram, one hour of news from 6:30-7:30, Scott Muni, Cousin Brucie and the New York Mets baseball broadcasts with Howard Cosell doing pre- and post-game shows.

If my memory is correct the Mets lost their first 21 games and had the whole town talking about the new team in the National League.

I've often wondered how much credit (if any) should go to the Mets for originally attracting listeners to 77/WABC.

1961 to 1982—they were very good years for a fine radio station.—*Sam Holman, MTA & Associates, Inc., Marina del Rey, Calif.*

EDITOR: Although there are limits to our options in successful programing on the AM dial nowadays, that's no reason for music to go the way of WABC(AM) New York. Let's look at the radio men out there today who have stamina and imagination and are using their talents wisely on AM.

One who continues to "re-invent" the AM radio dial is Jack Thayer, now general manager and vice president of WNEW(AM) New York. Here's a great sounding radio music format . . . gaining in popularity and making a hit in the big city. There's no doubt in my mind it'll be bigger.

Let's take a second look at innovators like him for variety and spontaneity in AM entertainment.—*Tom Caputo, national sales manager, KULF(AM)-KYND(FM) Houston.*

EDITOR: The imminent demise of contemporary music on WABC(AM) New York (BROADCASTING, March 1) means more than just a change in format. It represents the loss of a point of reference in the lives of many listeners, not just to WABC, but to any major AM music station.—*Bob Garbrant, Neptune City, N.J.*

Thank-you note

EDITOR: The New York area broadcasters seem to us enormously wise and generous. We ask them to give some of their heavily-clamored-for public service time to our message. It is not a new message and it is very plain. Consistently and copiously throughout 1981, and continuing this year, our message is heard.

Broadcasting is the best medium for us. "Radio" or "TV" is the most frequently given reason a call for help is made. Sober

people tell us how reinforcing it is for their continued sobriety to hear these reminders.

Realizing how difficult it is to rank equitably the hierarchy of needs that people have, we believe the station people are to be congratulated on the skill they bring to this challenge.—*Jo Anne F., public information committee, New York Intergruop, Alcoholics Anonymous.*

Coverage kudos

EDITOR: Now that I have retired to my real job at KOIN-TV Portland, Ore., I have finally found the time to read the March 15 and March 22 issues of BROADCASTING from cover to cover.

On behalf of NATPE International, please accept our thanks for such extensive and complete coverage of our convention.—*C. Stephen Currie, immediate past president, NATPE International.*

EDITOR: BROADCASTING has certainly done a lot to capture and highlight the issues in regard to direct broadcasting satellites, and I think it has played a very important role in trying to produce a better understanding of the many complicated issues involved. As always, BROADCASTING does an outstanding job.—*Joseph V. Charyk, president, Communications Satellite Corp., Washington.*

EDITOR: I want to take this opportunity to thank you for your very fair report of the purpose and results of the National Religious Broadcasters convention held in Washington (BROADCASTING, Feb. 15).—*David L. Hofer, immediate past president, National Religious Broadcasters, Dinuba, Calif.*

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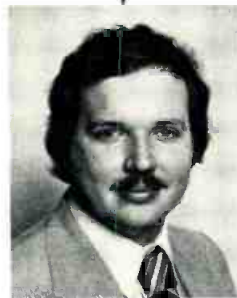
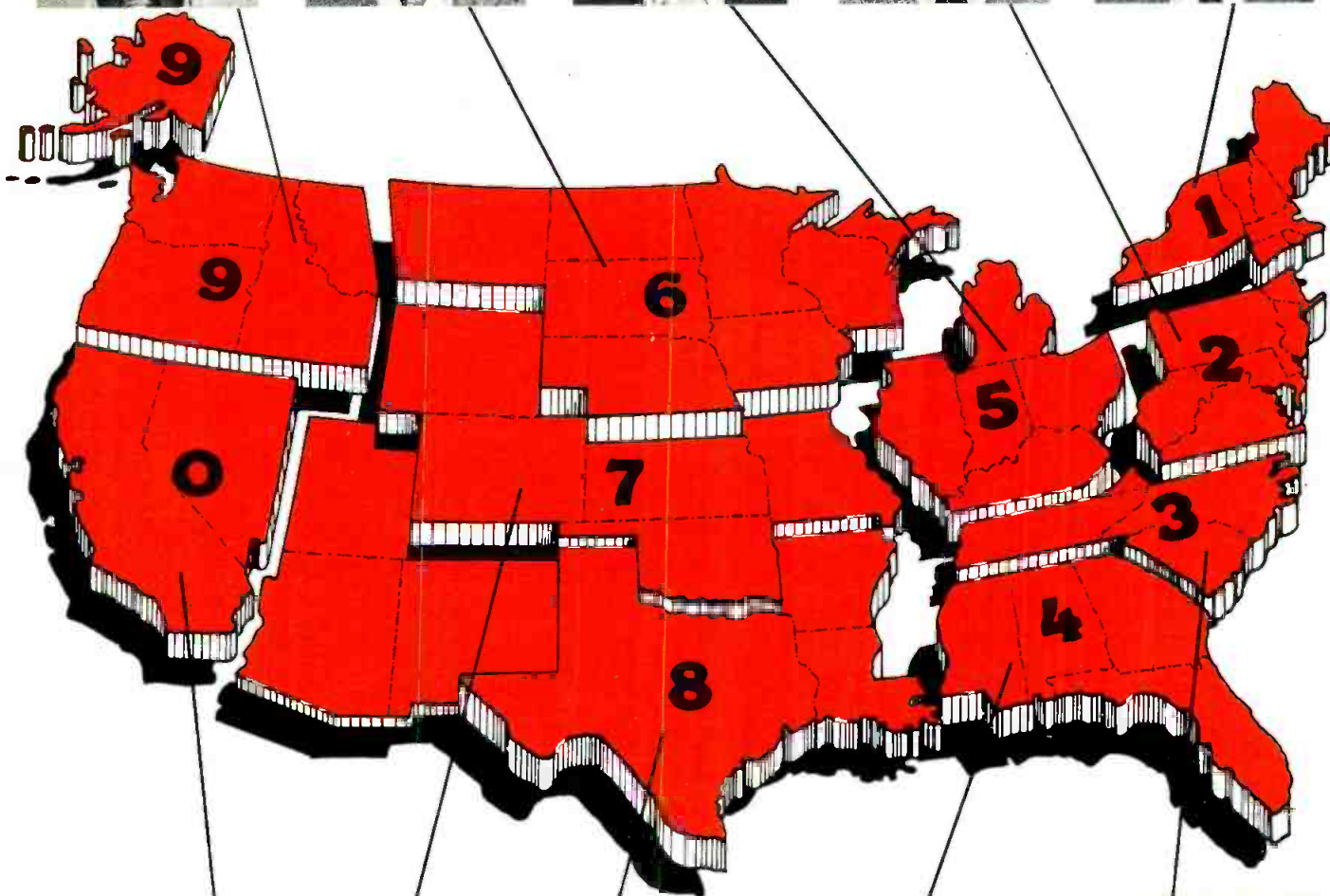
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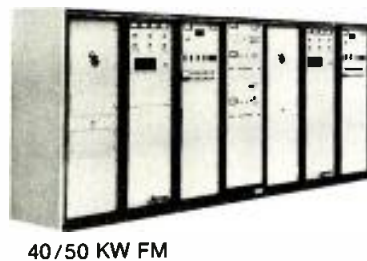
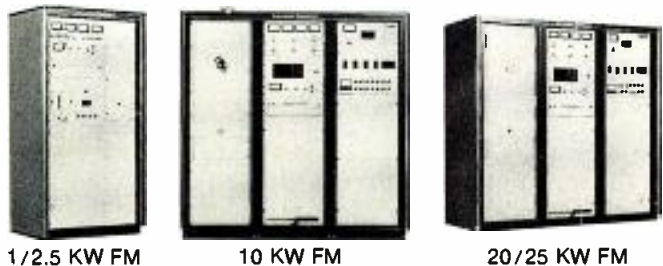
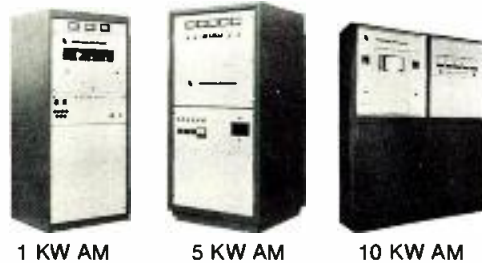
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Broadcasting Mar 29

Vol. 102 No. 13

TOP OF THE WEEK

END OF AN ERA?

Prospect of Wasilewski exit at NAB

President advises board he may leave at end of year; decision to be made within months; although some doubt he will leave, there's already a lengthening line of possible successors; Summers is person to be beat in early running

Vincent T. Wasilewski, who for the last 17 years has been president of the National Association of Broadcasters, has informed NAB leaders that he may be leaving the association by the end of this year.

This isn't the first time Wasilewski has speculated publicly about leaving NAB, and although some NAB directors predict he's once again just "blowing smoke," others believe that this time it's the real thing—that before long, NAB will be looking for its next president.

Speculation about a successor to Wasilewski has intensified each time the possibility of his departure has been raised, the last time in an interview about a year ago (BROADCASTING, April 13, 1981). As the 59-year-old Wasilewski draws closer to inevitable retirement—whether sooner or later—one fact has become clear. Any committee charged with finding his successor will face the difficult choice of replacing Wasilewski, a lawyer with a lifetime of service at NAB, with another staff professional or with a broadcaster.

NAB Joint Board Chairman Edward O. Fritts, of Fritts Broadcasting, Indianola, Miss., said he'll take no action toward appointing a successor until Wasilewski informs him, probably some time in the next 30 days, whether he plans to leave NAB. If he decides to leave, Fritts will delegate the job of finding a successor to either the NAB executive committee or a specially-appointed search committee.

Fritts and a number of other NAB leaders appear to agree with Wasilewski that John Summers, NAB executive vice president and general manager, would have an excellent shot at the job. At the same time, however, some of those leaders say NAB's next president should be a broadcaster and especially one who is



Time for a change? NAB President Vince Wasilewski in his Washington office last Tuesday (March 23) after advising leadership that he may call it a career this year. "I've always been one to feel that if you're going to leave a job voluntarily, you leave when you're on top," Wasilewski told BROADCASTING in exclusive interview that day (see pages 36-37).

an articulate spokesman and an inspiring leader for the industry.

If a broadcaster is to be sought, Donald Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., is widely regarded as the most likely candidate. Thurston, who received the NAB's Distinguished Service Award during his tenure as joint board chairman, has remained highly active in the association, most notably as chairman of Broadcast Capital Fund Inc., a nonprofit, minority enterprise small business investment corporation founded by NAB. He refuses to speculate on a successor to Wasilewski and is among those who appear to doubt Wasilewski's departure from NAB is imminent.

Robert K. King, senior vice president, Capital Cities Communications Inc., Philadelphia, and immediate past president of NAB's television board, also is being named as a possible successor to Wasilewski. King, who is also reticent about discussing candidates, has informed the company he has worked for the past 20 years, that he's contemplating a move, possibly to create his own consultancy. He admits he's fascinated with Washington and might be willing to move here, but he also notes a variety of offers he's had, many of them more attractive than an NAB presidency, that encourage him to keep his options open.

Yet another well-known broadcaster being named is William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y. A former member of the NAB board who was instrumental in creating NAB's highly successful annual Radio Programming Conference, O'Shaughnessy is also considering a career change. He is also among those who firmly believe NAB's next president should be a broadcaster.

A decision by Wasilewski to leave NAB would be likely to produce a host of other candidates. Not unattractive to most would be Wasilewski's annual pay, which last year included a salary of \$127,000, plus \$20,000 in deferred income, including \$5,000 toward a life insurance policy and \$15,000 in income earning certificates. An annual 10% increase would put his 1982 pay at about \$160,000.

Word that Wasilewski is again contemplating departing NAB first surfaced when a number of law firms in Washington revealed they had been talking with him about the possibility of future employment; the one mentioned most prominently: Dow, Lohnes & Albertson. Sure to influence Wasilewski in his decision whether to accept another offer is his pension at NAB. Described by an NAB spokesman as "extremely generous," its benefits would be diminished if Wasilewski leaves NAB before he is 65. □

THE BIG DECISION FOR VINCE WASILEWSKI

The time to dismount is when riding high

NAB president counts his accomplishments—and the broadcast industry's blessings—on eve of NAB convention and is well pleased; enough so that he may decide to call it a career after 33 years with the association, 17 as its chief executive

Vince Wasilewski was riding a wave last week. His NAB staff negotiators had just concluded a cable copyright compromise that may at long last lead to detente between those two industries. He had in the past year accomplished two of the association's announced goals—defeat of the proposal to narrow AM spacing to 9 khz and approval by the FCC of AM stereo—and had, with the assistance of Senator Bob Packwood (R-Ore.), won longer license terms for both his radio and television constituents, a goal that has eluded NAB presidents and everyone else since the beginning of licensing. Radio deregulation was proceeding apace; postcard license renewals were securely established. In the face of a recession that was riddling the ranks and the coffers of other trade associations, his was not only holding its own but continuing to build. True, the NAB had lost the battle on its codes, but no one much cared about that. No wonder that the long-time NAB chief—who has been talking about a change of venue for several years—might find this the right time to go.

"I've always been one to feel that if you're going to leave a job voluntarily, you leave when you're on top, when things are going well," Wasilewski told BROADCASTING editors during a pre-NAB-convention interview last Tuesday (March 23). Is this, then, a good time? "It could be, it could be," Wasilewski responded.

But Wasilewski wasn't burning any bridges quite yet. "I have not made a definite decision," he emphasized. And although he has notified NAB Joint Board Chairman Eddie Fritts that he may want to phase out at the end of the year (Wasilewski will be 60 on Dec. 17), "I can still turn back," he said. "As of now, it's my call. There's no pressure on me." He said he would make a decision within a month, but not before the NAB convention that begins in Dallas next Sunday.

If Wasilewski chooses to go, it will probably be to the practice of communications law, a position from which he could capitalize on both his long experience in Washington (he has been with the NAB since graduation from the University of Illinois law school in 1949) and his many friendships in the industry.

Is there a successor in sight? "Obviously, John Summers

[NAB's executive vice president and general manager] is the natural staff successor," Wasilewski told BROADCASTING. "And he's fully capable and able to perform that function, and in effect does a lot of it already. We have a dual operation here."

Wasilewski also points with pride to the staff that has developed under his direction. "No longer do John and I have to be involved with all the details, the jot and tittle of determinations. The board can recommend and the staff can take over. And move very rapidly."

But the possibility of his leaving was not foremost among Wasilewski's concerns last week. He was far more anxious to talk about the cable compromise, for example, which he saw as opening the possibility for a new partnership between the cable and broadcast industries. "I just hope we have finally put [the copyright controversy] to bed," he said. "Hopefully, rather than being antagonists with NCTA [the National Cable Television Association] we will now be partners in trying to seek legislative solutions to this problem that has been with us 20 years or longer. I have always felt that once we got over this hurdle on copyright there probably was more we should be in concert on than in opposition to."

Asked whether the question of leased-channel access, which cable opposes but most others want, would continue to keep the industries divided, Wasilewski thought not. "That's not a problem unique to the broadcaster-cable industry situation," he said. "That's an across-the-board problem, and we won't have to be out front on it."

The last three or four years have seen a marked, if gradual, change in NAB's attitude toward the new technologies—dating largely from the joint board chairmanship of Donald Thurston, the North Adams, Mass., broadcaster who is widely considered among the choices to succeed Wasilewski, should the latter leave. It was he who began the Airlie House seminars that Wasilewski referred to last week as demonstrations of the organization's change of heart. This year's NAB convention radio luncheon will feature not a speaker but a major presentation by research vice president Larry Patrick on how broadcasters can participate in and benefit from the new technologies.

Any residual Wasilewski reluctance toward alternative media crops up most conspicuously in discussions of programing being developed for some of them. "What concerns me is the *type* of programing being developed; some 40% of that being made for

Common carrier amendment delays copyright bill

House cable legislation gets provision allowing satellite and microwave carriers to be exempt from copyright liability

An amendment to maintain common carrier status for the satellite and microwave carriers that deliver broadcast signals to distant cable systems delayed passage of a controversial cable copyright bill by the House Judiciary Committee last Wednesday (March 24). The committee is expected to approve the measure on Wednesday (March 31), but it now appears likely that the copyright subcommittee will consider additional legislation to

extend at least some liability to those common carriers, which until now have been exempt.

The common carrier amendment was added to the bill after a New York District Court Judge ruled that satellite and microwave carriers of TV signals do not qualify as common carriers and therefore are fully liable for use of copyrighted works (BROADCASTING, March 22). Representative Caldwell Butler (R-Va.), who opposed the amendment on the grounds that the copyright subcommittee had not previously considered it, invoked a House rule and forced the copyright bill back to subcommittee.

Butler's move obliged Representative Robert W. Kastenmeier (D-Wis.), who chairs the copyright subcommittee and sponsored the cable bill (H.R. 3560), to reintroduce his bill as amendments to both the Copyright Act of 1976 and the Communications Act. The new measure (H.R.

5949) is identical to its predecessor except for amendments on required carriage of local broadcast signals by cable systems and the common carrier amendment. Because it was reintroduced as amendments to two different laws, it has been jointly referred to the House Energy and Commerce Committee, which will now have no time limit on its consideration of the bill, as it would have had under the sequential referral granted H.R. 3560.

The threat of such a technical delay has hovered over the copyright bill since must-carry provisions, which affect communications policy and are in the jurisdiction of the Energy and Commerce Committee, were added to the bill last year (BROADCASTING, Dec. 21, 1981). Energy and Commerce Committee Chairman John Dingell (D-Mich.) is said to have suggested to Republicans on the copyright subcommittee, who have opposed Kastenmeier's bill and want full copyright liability

videocassettes is porno," he said. "That makes you wonder if we're going to get all the great benefits out of cable that we've been promised." Most of cable's increasing number of channels will carry either specialized programming or must-carry broadcast signals, and it will be to the latter that viewers continue to turn "to get a broad spectrum of entertainment and news," Wasilewski said.

In a "Year of the First Amendment," as NAB has dubbed 1982 to be, would the association be four-square behind having that constitutional protection extended to cable as well? "Oh, yes," Wasilewski responded, although holding back on the question of whether pornography should be protected. "I think that the obscenity laws will still apply; we still have the 'Seven Dirty Words,' you know. I don't know exactly what we would do in the ultimate. I can't imagine getting up there defending explicit sexual scenes on how to make love, based on First Amendment grounds. There's never been an absolutist First Amendment position, going back to you can't yell fire in a crowded theater. So I think there are legitimate means to control ultimate obscenity, whatever this is. As the man says, 'I'm not sure that I can describe it but I know it when I see it.'"

Among the other new technologies for which he holds reservations is DBS (direct broadcast satellites), about which he is still concerned that "judgments have been made without full study, basically on spectrum utilization." Stopping DBS is, however, "not a top priority" at the NAB, he said.

What is? "Passage of the deregulation bill [S. 1629] and then removal of Section 315 and the fairness doctrine." Probably in that order; he won't sacrifice one for the other. "I'm a devotee of doing what you can now," Wasilewski said. "A bird in the hand is worth two in the bush." Among other goals: developing some financial information for the industry to replace that which was lost when the FCC dropped its financial reporting requirements (Form 324), and "staying on top of and advising the industry on new technologies."

Wasilewski believes the chances of passage of First Amendment legislation are better than ever, due to "a new climate that's developed" and the fact that broadcasters will now have "the potential for a great alliance" with the newspaper industry and cable.

"Broadcasting has not yet been a full beneficiary [of the new climate]," Wasilewski said, but "I think people on the Hill now realize that the electronic media provide most of the news to the people of the country and that one man's entertainment is another man's information. And I think there's a [different] feeling *vis a vis* pluralism in society and on television than there used

to be. One explanation could be that television was much more limited in its channel capacity 10, 15, 20 years ago. The new developments in cable and other delivery methods make it a highly competitive field wherein some presumably are not subject to any kind of censorship or public interest requirement, so it's hard to put it on one and not the others.

"If broadcasting and the electronic journalism media are going to be so important to the American public, then unless the First Amendment is applied to the electronic media it's not going to be applied to anybody," Wasilewski said, "and the whole public is going to be the loser. That coupled with the fact that more and more newspapers are wondering how they are going to be impacted as they go into delivery by electronic means. Are they going to be the recipient of First Amendment rights as they are now as a printed medium, or hamstrung because they use the electronic media? We're developing some natural allies."

What will life be like without the codes? Wasilewski agrees that "They're gone as of now unless some modification can be reached at the Justice Department" but is unsure of what real-world effect there will be. "There won't be much change this year," he said, with most advertisers and programmers following the tenets of the codes without any interpretation from the NAB. "But down the road? Who knows?"

Was it time to let go anyway, with all the new technologies coming in, operating without code restraints side by side with over-the-air broadcasters? "Many in the industry were beginning to wonder about that, no question about it," Wasilewski added.

Has he been surprised by the pace of change? "Truthfully, yes. At one time I told our people to really get with it—that the way things were going, they'd have to run like hell to get out there and take credit for all that was happening." □



Wasilewski responding to BROADCASTING's questions

for cable, to invoke the House rule that would result in joint referral. Dingell's move is said to have angered Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) who had hoped to move the bill quickly through the Energy and Commerce Committee and to the House floor.

Butler, and Representatives Harold Sawyer (R-Mich.) and Barney Frank (D-Mass.) have promised to continue opposing the copyright bill when it reaches the Judiciary Committee on Wednesday. A majority of committee members, however, is said to favor passage of the bill.

Broadcast lobbyists predict House passage of the copyright bill late this summer, because the Energy and Commerce Committee is likely to take at least the 60 days it had previously requested for consideration of the measure's impact on communications law. They had predicted passage by the full Congress later in the

year, if Congress reconvenes after this year's elections in November, but those predictions have become uncertain in light of renewed opposition to the bill by the Reagan administration (see story, page 38).

The National Cable Television Association and the National Association of Broadcasters continue to work for passage of the Kastenmeier bill, which embodies a compromise between their industries and the program supply industry. The NCTA's board of directors approved the latest amendments to that compromise, new provisions on must-carry rules and common carrier status for satellite and microwave carriers, only the week before last (BROADCASTING, March 22). Sports industry representatives have opposed these late amendments because they would overturn the court decision that would have ended common carrier status for satellite and microwave carriers. The

Motion Picture Association of America "is not happy" about the latest amendments, according to a spokesman. But the association, the spokesman added, will stick to a previous commitment to Kastenmeier not to oppose his copyright bill.

When the copyright subcommittee met last Thursday to formally send the newly introduced bill to its parent committee, Kastenmeier promised opponents of the common carrier amendment that he'd convene hearings later this year to consider a bill to impose some kind of copyright liability on satellite and microwave carriers. The carrier amendment in his present bill is needed, he said, to avoid chaos in the cable television industry.

Kastenmeier is also said to favor hearings on a proposal to impose a compulsory license on broadcasters or cable systems that retransmit any signal that includes as a "substantial" portion of its programming,

the proceedings of the House of Representatives.

Sponsored by Representative Jack Brooks (D-Tex.), this proposal would give program carriers the right to retransmit House proceedings as they are broadcast by "primary carriers," that is, entities that originate a signal containing the House broadcasts. Presently, the only primary carrier of the House signal that devotes a substantial portion of its broadcast day to House proceedings is the Cable Satellite Public Affairs Network (C-SPAN), a non-profit cooperative created to beam House proceedings and other public affairs programming to cable systems around the country.

Representative Charles Rose (D-N.C.) who chairs the House Advisory Committee on Broadcasting, has tried to advance similar proposals in the past, claiming that C-SPAN denies retransmission of its signal to subscription services and other TV

programers. Brian Lamb, president of C-SPAN, said two subscription services presently carry C-SPAN's signal free of charge and that the network hasn't had an additional request for retransmission rights in months. Prior to last January, C-SPAN reserved its signal for cable systems but changed its charter to include all kinds of carriers when it granted retransmission rights to George Mason University, Arlington, Va., which offers C-SPAN programming in Washington as part of a subscription instructional service (BROADCASTING, Oct. 27, 1981).

Brooks is expected to offer his amendment when Kastenmeier's bill reaches the House floor, to avoid review by the Energy and Commerce Committee. Kastenmeier is said to favor a separate bill for the "C-SPAN" amendment, but will not fight a concerted effort by his colleagues on the subcommittee to include the amendment in his bill. □

Justice to House: get rid of cable's compulsory license

In letter to Judiciary Committee, it urges full copyright liability

The Justice Department urged the House Judiciary Committee last Monday (March 22) to reject legislation that would continue the compulsory license for retransmission of distant broadcast signals by cable systems. Although the Reagan administration's newest expression of support for full copyright liability for cable is not expected to slow the bill's progress through the House (see story, page 36), it is likely to cause problems in the Republican-controlled Senate, where cable copyright has received little attention in this Congress.

In a letter to Judiciary Committee Chairman Peter Rodino (D-N.J.), Robert A. McConnell, assistant attorney general for legislative affairs, said continuation of the compulsory license would unfairly subsidize the cable industry and hinder the development of programming for the cable TV industry. McConnell reiterated arguments made last year against the compulsory license by the National Telecommunications and Information Administration and the Register of Copyrights before the copyright subcommittee and in reports to the Congress.

The compulsory license "fails to allow television program suppliers to capture the full market value of their programs," said McConnell, citing an NTIA report that estimates that if the cable industry negotiated for distant signals under full copyright liability, "rights holders might receive an average of at least 50% more than the 1979 rates and 30% more than the current rate" being charged.

It's impossible for a government regulatory scheme to fairly estimate royalties the cable industry owes program suppliers, as it must under the compulsory

license, said McConnell, and what's more, that regulatory scheme is "unnecessary." The marketplace for TV programming, especially syndicated programming, is highly competitive, said McConnell. Home Box Office, The Movie Channel, Showtime and other cable networks have been "quite successful in obtaining rights to major films in advance of any showings on TV networks," he said, and there's "no reason that other cable programming distributors would be unable to do the same for a great range of products."

If the compulsory license were abolished, networks could absorb most of the costs of negotiating individual program rights for cable systems, said McConnell, and middlemen could negotiate compensation for retransmission of distant broadcast signals.

The compulsory license is probably suppressing the production of new programming by inadequately compensating program suppliers for their product, said McConnell, and it could skew consumer use in cable's favor by permitting cable to market programming at prices lower than those necessary for over-the-air and subscription TV, multipoint distribution services and videocassettes, all of which must negotiate for program rights.

The reimposition of syndicated exclusivity, a major part of the copyright bill pending in the House, will not provide a solution to these problems in the TV program marketplace, said McConnell. "While we recognize there may be a need for some period of transition, the only practical remedy is full copyright liability."

The National Cable Television Association had little to say last week about the Justice Department's opposition to the compulsory license. "There's nothing new in the administration's position," said an NCTA spokesman. □

What should the FCC do about AT&T settlement?

Citizen groups, competition want commission to demand changes; Bell says consent decree is fine as is

The FCC should take an active role in the AT&T and Department of Justice antitrust settlement and demand changes in the proposed modified consent decree, according to most of the representatives of public interest groups and telecommunications firms in attendance at an FCC en banc meeting last Wednesday (March 24).

Nonetheless, that opinion wasn't unanimous. AT&T said the settlement would create no conflict with the FCC's jurisdiction; AT&T urged the commission to support the decree to permit the judicial proceedings to move along as quickly as possible.

The FCC called the session to field comments on what role it should take on the modified decree. The commission met in closed session last Thursday (March 25) to try to determine what position it should take in an amicus brief it will file with the U.S. District Court for the District of Columbia, which is reviewing the decree, and in comments to be filed with the Department of Justice.

General Telephone and Electronics said the proposed settlement would have "profound effect" on U.S. telecommunications policy and urged the FCC to "timely assert its jurisdiction" under its statutory mandate.

To encourage competition, GTE said the FCC should require BOC's, Long Lines and AT&T's separate subsidiary to procure at least 40% of their requirements, by product type, from non-AT&T domestic sources. GTE also said the FCC should require the BOC's (Bell operating companies), Long Lines and the separate subsidiary to furnish "nondiscriminatory access to information" concerning their product needs.

The North American Telephone Association said the commission should advocate that the proposed decree not be finally accepted until the details of implementation, divestiture and reorganization are publicly known and subjected to "scrutiny and comment" in a second round of filings with the district court.

In comments filed with the FCC, the National Cable Television Association said the proposed modification would have a "pervasive impact" on the communications industry, including local and intercity broadband services.

In particular, NCTA said the commission should insure that, as long as AT&T retained its "overwhelming dominance" in intercity transmission services, AT&T should be excluded from the CATV and related broadband-services market alto-

House Telcomsubcom has its own ideas about the AT&T settlement

gether; that the existing prohibitions against telco/cable crossownership be retained, and that the settlement won't alter existing regulation of the provision of pole attachments by the BOC's.

Satellite Business Systems said the "fate of intercity competition in the coming years necessarily depends upon the commission's continued pursuit of its statutory responsibilities and regulatory objectives, among them being continued ratemaking and accounting supervision of AT&T as the dominant carrier, the establishment of reasonable and non-discriminatory access arrangements and the removal of unnecessary regulatory requirements on competitive carriers."

Congress Watch/Public Citizen said that universal telephone service was "impaired" by the proposed modification, granting AT&T a "windfall" by transferring assets funded through local rates from the BOC's to AT&T. The group urged the FCC to expedite its revision of the Uniform System of Accounts, using cost accounting to attribute costs directly to specific services to prevent AT&T from allocating a proportion of its competitive costs to its regulated services.

The National Association of Regulatory Utility Commissioners said that it thought the modification imposed a "fundamental unfairness" in placing restrictions on the post-divestiture activities of the BOC's.

NARUC recommended that the BOC's be spun off in their current corporate forms; that the Yellow Pages remain with the BOC's, and that the court establish a second comment period after the implementation plan was submitted in full.

ITT said the proposed settlement didn't change the fact of AT&T's dominance. ITT said the settlement unnecessarily stripped the BOC's of profitable activities—such as the Yellow Pages, phone equipment and intrastate toll service—"which could increase revenue requirements and hence the charges for local access."

Motorola Inc. said the decree should be modified to establish "proper" structural safeguards "and other protection" to assure fair competition in the equipment market. It should also make explicit the requirement that cellular radio is an exchange service that is to be provided by the BOC's. And while the decree should be modified to require the continued mandatory licensing of patents, it should also make clear that cellular radio isn't as characterized as a natural monopoly.

Ira Barron, a research associate with Duke University's Institute of Policy and Sciences and Public Affairs, said the decree should be modified to permit BOC's to provide information services through a separate subsidiary. Nonetheless, he said, any BOC subsidiary providing information service that may influence the public through substantive content control or origination of information should be required to make the facilities used to store and furnish the information available on a nondiscriminatory common carrier basis. □

It passes bill that would require Ma Bell to create separate long lines section and prohibit joint ventures, alter divestiture procedure

A bill to modify a new consent decree between AT&T and the Justice Department and to completely rewrite common carrier sections of the Communications Act passed the House Telecommunications Subcommittee last Thursday (March 25) by a unanimous vote. The subcommittee's quick disposal of the bill appeared to stun AT&T, which announced the same day it is launching the biggest lobbying campaign in the company's history to defeat the bill.

Passage of the proposed legislation (H.R. 5158) by the Energy and Commerce Committee, the Judiciary Committee and then the full House is uncertain, although Republicans on the Telecommunications Subcommittee voiced only mild concerns about some of its provisions. It is highly unlikely, however, that the Senate Commerce Committee will agree to a conference on the measure, which differs widely from Senate-passed common carrier legislation, and which has drawn long objections from the Reagan administration.

A revised version of the controversial bill, which is co-sponsored by seven members of the Telecommunications Subcommittee, including its chairman, Representative Timothy E. Wirth (D-Colo.), was finalized and made public last Monday (March 22). It has been amended substantially since announcement of the Justice Department's settlement with AT&T, which requires that the giant company divest itself of its 22 local telephone companies, and would permit the surviving AT&T to compete in unregulated markets such as data processing, enhanced telephone services and electronic information delivery.

A key change in the bill would require AT&T to create a separate subsidiary for its long lines division. The subcommittee rejected a proposal to require 10% outside ownership of that subsidiary, but approved provisions to prohibit AT&T and the subsidiary from entering joint ventures or sharing employees, marketing services or other assets. The revised bill would also require that the FCC's Computer II decision, which requires AT&T to create a separate subsidiary for new unregulated services, remain in effect until AT&T establishes its long lines subsidiary. After that, the FCC may decide whether to continue implementing Computer II.

Creation of a "carrier subsidiary" would prevent AT&T from offering information or any other services through its regulated long distance facilities except under the same tariffs charged its competitors.

Another major change in the bill would significantly change the way AT&T's local

operating companies would be divested. The decree would prohibit the local companies from offering anything but regulated, local telephone services and would permit the division of assets between the local companies and AT&T to be completed subject to approval by the Justice Department. The revised H.R. 5158 would require AT&T to divest the local companies before assets have been divided, permitting the local companies to sell to AT&T those facilities the decree would allocate to AT&T, such as long distance transmission facilities. A transitional joint board, consisting of three state public utility commissioners and two FCC commissioners, would require that all assets transferred be sold at either fair market value or book value, whichever is greater. This provision is meant to insure that ratepayers are fully compensated for the transfer of assets regulated to unregulated activities.

The divested local companies would be permitted under H.R. 5158 to continue leasing to consumers telephone equipment and "inside wiring" until it has been fully depreciated. At the same time, other companies could sell new inside wiring on a deregulated basis, subject to approval by local public utility commissions. The divested companies could sell to consumers installed equipment anytime before it is fully depreciated at a price set by local public utility commissions (PUC's). Five years after enactment of the bill, the local companies could begin selling new equipment, but not manufacturing it.

Changes in the divestiture procedures provided for in the bill are meant to protect ratepayers from disruptions in service and steep rate increases by insuring a gradual transition from regulated to deregulated telephone markets.

In another modification of the consent decree, the Wirth bill would prohibit AT&T from bypassing local companies when delivering services to the public by building its own local transmission lines or by connecting local users by satellite, microwave or other means. Long distance carriers other than AT&T, however, would be permitted to bypass the local exchange under the Wirth bill. This provision is meant to protect the viability of the divested local companies by preventing AT&T from "skimming" from local exchange business the small percentage of high volume business users that generate most local telephone revenues.

The revised bill would prohibit AT&T and its divested operating companies from offering information services over their own transmission lines, "except for limited directories, time/weather and audio information services which were being provided in the same exchange area [by the carriers] as of Jan. 1, 1982." This provision, however, would be phased out

after five years.

According to David Aylward, staff director to the Telecommunications Subcommittee, all structural restrictions on AT&T would be phased out under the bill as soon as AT&T no longer controls 50% of all long distance transmission facilities or as soon as adequate alternatives to those facilities exist on a nationwide basis. AT&T has testified, said Aylward, that the latter condition should exist in about five years.

The subcommittee defeated by a vote of 8-5 an amendment offered by Representative Ronald Mottl (D-Ohio) that would provide for creation of a national consumer board to be supported by contributions from ratepayers, and that would represent ratepayers before the FCC and public utility commissions during rate increase proceedings.

Republican leaders of the subcommittee are said to have accepted the revised version of H.R. 5158 less than 24 hours before the subcommittee passed it, and only after securing changes in some of its provisions. The most important change eliminated the requirement for partial outside ownership of the proposed "carrier subsidiary." Another eliminated a requirement that Western Electric be divided into two companies, one providing equipment to regulated industries and the other to deregulated industries.

A prohibition of any kind of communication between employees of AT&T and the carrier subsidiary was removed at the request of Republicans as was a prohibition on overseas joint ventures between AT&T and the carrier subsidiary. Finally, a requirement that AT&T continue to publish patents of new and existing equipment was changed so that it will "sunset" after two years.

AT&T Vice Chairman James E. Olson attacked the new bill Thursday as an "effort to turn the [Justice] agreement into a political football," and criticized Wirth for trying to "stampede through Congress a piece of legislation that would destroy some of the terms and conditions of that agreement."

AT&T did not have a chance to review or comment on the revised version of Wirth's bill before its passage by the subcommittee, said Olson, who said AT&T shareholders, employees and customers would be significantly harmed "unless there is a single, orderly, reasoned, workable plan for restructuring the Bell System." Officers of AT&T have asked Congress to delay passing major common carrier legislation until the Justice Department and AT&T have finalized the details of their consent decree, a process that is not expected to be completed for at least 18 months.

A "well-financed propaganda campaign" in support of Wirth's bill is underway, said Olson, who cited press reports that supporters of the bill have raised \$2 million and are spending it in direct mail campaigns to ratepayers, asking for pressure on members of Congress. To counter these efforts, AT&T plans to notify its

"three million shareholders" and "million employees" of its opposition to the bill. It will do so through direct mail and possibly a national advertising campaign, he said. The cost of AT&T's

grassroots lobbying effort, which Olson said will be the "most massive" ever undertaken by the giant company, will not be paid for by ratepayers' funds, and will be reported as required to the FCC. □

Green light for Satcom IV plan

While acknowledging some problems with proposal to sell 'pre-paid leases' for transponders, FCC approves 5-2; Fogarty and Rivera dissent, saying rates are discriminatory

In what promises to be a controversial decision, the FCC last week agreed to permit RCA Americom to sell \$13-million, "pre-paid leases" for transponders on Satcom IV, but at the same time put RCA on notice that final approval would be subject to an investigation into the proposal's lawfulness.

In a 5-to-2 vote (with Commissioners Joseph Fogarty and Henry Rivera dissenting and Anne Jones concurring), the commission said that although it still had "serious questions" about the RCA tariff, the tariff wasn't "patently" unlawful on its face and shouldn't be rejected outright.

Unless the decision is stayed in court, RCA will be able, as it had planned, to solicit \$13-million cashier checks for an undisclosed number of transponders on Satcom IV at its Princeton, N.J., headquarters today, March 29 (BROADCASTING, March 22).

In the tariff, RCA has proposed a Fixed Rate Transponder Service, under which it hopes to collect \$13 million per transponder up front for a fixed, seven-year, nine-month period from April 1 through Dec. 31, 1989 (BROADCASTING, Feb. 22). RCA said the \$13-million price tag was derived from an average of the high bids received in its rejected auctioning of seven transponders on Satcom IV last November (BROADCASTING, Feb. 1). As such, RCA said the tariff reflected actual market demand, was related to its costs and should be found "reasonable" under the Communications Act.

After the commission's meeting Thursday evening, however, the Authority for Kentucky Educational Television and UTV Cable Network filed for a stay with the U.S. Court of Appeals for the District of Columbia, claiming that the tariff had been unlawful on its face and should have been rejected. If the tariff was allowed to go into effect, the companies would be caused "irreparable harm," they said.

The Authority for Kentucky Educational Television was one of the more than 15 parties that were waiting for transponders on RCA's "first-come, first-served" list that petitioned the commission to deny the tariff two weeks ago (BROADCASTING, March 15). UTV Cable had bid and won a transponder at RCA's auction and it has made a deal to share any transponder awarded to KETV.

Although the commission imposed an accounting order so that refunds might be

made if the tariff were ultimately found to be unlawful, that investigation might not see the light of day, a top FCC official said after the meeting.

Any investigation probably wouldn't be launched until after the FCC concludes its Competitive Carrier rulemaking, the official said. That rulemaking, which isn't expected to be concluded before this summer, is examining the broader questions of whether the FCC should drop regulation of all but "dominant" carriers, or whether it should drop the regulation of domestic satellite carriers altogether. If the FCC decided to drop regulation of domsats, the investigation would probably be dropped, the official said.

At the meeting, the legality of the tariff was hotly disputed. While the staff conceded that RCA had presented only a "flimsy" rationale for the tariff being based on its costs, the commission didn't have a strong enough case to reject the tariff on its face, the staff said.

The staff also noted that if the FCC had rejected the tariff, and RCA appealed, the FCC would be forced to come up with arguments supporting that decision, and those arguments could be "thrown back in its face," prejudging both its ongoing proceeding considering authorizing the sale of transponders and its competitive carrier rulemaking.

In recommending the investigation, the staff also noted that the eight existing RCA transponder customers moved from Comstar D 2 to Satcom IV would be paying substantially less under the current tariff's monthly charges for the same sorts of transponders, raising an issue of compliance with Section 202(a) of the Communications Act, which prohibits unjust or unreasonable discriminations in charges for like services.

Although the commission could have suspended the tariff for five months while it investigated its lawfulness, it chose to suspend it for only one day.

Chairman Mark Fowler said he thought it was "clear" on legal grounds that the commission should adopt the staff recommendation. Fowler also said the underlying "policy question" was whether "those who take the risks should reap the rewards."

Like RCA, Fowler seemed to reason that such demand-based rates were necessary to meet the need of the carrier for a large investment to further expand its satellite system, and that a failure to assign transponders on a demand basis would merely result in resellers reaping the demand-based value of the transponders.

Fowler also said he thought the commission action could "send a signal" to

the industry encouraging satellite operators to launch more satellites and make more transponders available.

Commissioner Mimi Weyforth Dawson said she hoped the decision wouldn't prejudice the commission's ongoing proceedings, but, like Commissioner James Quello, she said she did "happen to like the bottom line" of the majority's action.

Commissioner Abbott Washburn said it had been a "tough decision" and that the tariff should be investigated because it appeared to lead to "such a gross example of disparate charges for same services," but he elected to go with the majority.

Commissioner Henry Rivera said he "agreed philosophically" with Fowler that satellite operators, not resellers, should reap the financial rewards for their risks, but he said he thought the tariff was "unlawfully discriminatory" and that the rates were "so out of kilter."

Fogarty, however, said he hoped the decision, which he said would sound the "deathknell of common carrier regulation of satellite services," would be stayed in court. "This is the end of traditional common carrier rate regulation of satellite services," he said.

Fogarty said the pre-paid leases for only seven transponders would yield RCA, on a discounted basis, an 800% markup over the proportional costs of those transponders, and that the rates were "clearly discriminatory." The cost of building and

launching the 24-transponder satellite was approximately \$75 million.

In a memo circulated to the commission, Fogarty said the tariff violated Section 202(a) of the Communications Act in that it would unlawfully and unreasonably discriminate among users of like services. It also violated Section 201(b) in that the rates were "patently unjust and unreasonable," he said.

"I am not against regulatory reliance on the marketplace," Fogarty said. "However, under the Communications Act, this commission is prohibited from letting dominant carriers gouge the public on a theory that has yet to be accepted as in the public interest. Demand-based pricing for domsats may be appropriate several years hence when satellite scarcity has ended. Now is not the proper time in either fact or law for allowing domsats, like RCA, to make exorbitant profits on scarce satellite facilities whose public offering is conditioned on existing common carrier principles and responsibilities. If we allow this tariff to become effective, we have made the FCC a candy store with no clerk at the counter," he said.

Jones said she was "philosophically closer to Fogarty," and was concerned that the commission was moving on the item out of a desire to deregulate, but that she was "persuaded, somewhat reluctantly, that we are stuck with the recommendation." □

by President Reagan on Feb. 17, 1981, in an executive order. It requires executive agencies to submit proposed rules to OMB for clearance in accordance with criteria established in the order.

But, the amendment also would apply to the oversight powers given the President—and, through him, presumably, OMB—in the Senate bill as well. And Senate aides note that while the powers are designed to be procedural, the protection in the Levin amendment is important; OMB, "in the real world," as one aide said, can be expected to use those procedural powers to affect substance.

Congress would be able to make its will known in regulatory matters through a regulatory veto. Both houses, acting on majority votes, could kill a rule. Congressional committees would have to act within 45 days to review a rule, and each house, within another 30 days.

The bill also moves in the direction of giving the courts greater discretion in overturning agency actions—though just how much more was not certain in the view of some observers. An amendment offered by Senator Dale Bumpers (D-Ark.) would have made clear courts were not to make presumptions in favor of agency actions. But, in response to complaints that the directive could result in agency views not being accorded the weight they merit, language was added stating that courts should give the agency interpretation the significance it "warrants, taking into account the discretionary authority provided to the agency by law."

Chances of House action appear good, since the House Judiciary Committee has approved a regulatory reform bill of its own. However, the fact that Representative George E. Danielson (D-Calif.), chairman of the subcommittee that was considering the bill (H.R. 746), has left Congress and has not yet been succeeded as chairman, places the timetable for House action in doubt.

There are also some significant differences between the Senate and House bills. Where the Senate bill, for instance, does not require presidential signature on a congressional veto of a regulation, the House bill does. The House bill also exempts the independent agencies from executive oversight. As one committee source put it, those agencies "are supposed to be independent."

Senator Paul Laxalt (R-Nev.), who with Senator Patrick Leahy (D-Vt.), sponsored the Senate regulatory reform bill, described the unanimous vote as "an overwhelming vote of confidence," and expressed hope it would spur the House to prompt action. He said the measure would "improve procedures, so regulations will be more effective and less costly."

However, critics see in the bill a wealth of opportunity for litigation which would stall the regulatory process. They also predicted that the legislative veto provision would attract even more lobbyists to Capitol Hill than normally found there. □

Senate passes measure to limit power of regulatory agencies

Bill gives President, Congress and courts new power over actions of independent agencies

The Senate last week demonstrated what some regard as frustration with the actions of regulatory agencies and a consequent desire to curb their powers. By a vote of 94-0, it approved the Regulatory Reform Act, which would make the job of adopting regulations more difficult and give the White House, Congress and the courts greater power in dealing with the so-called independent agencies.

The legislation, which constitutes the first major overhaul of regulatory procedures since adoption of the Administrative Reform Act of 1946, is described as a reaction to the view that agencies have exceeded the mandate given them by Congress. It is also seen as a victory for private groups determined to check the ability of the agencies to regulate.

The bill (S. 1080) would require the FCC, the FTC and other agencies to prepare preliminary and final cost-benefit analyses of "major" rules they propose to adopt—those that will have an annual \$100-million impact on the economy or that the agency or the President designates as major. (Rules that the FCC issues in connection with the equal-time and

reasonable access provisions of the Communications Act would be exempt, however.)

The agencies also would be required over the next 10 years to analyze every major rule on the books and to issue a statement as to whether it continues to fulfill the congressional intent in granting the authority to adopt it. (The FCC is already reviewing all of its rules, though not in accordance with the procedures specified in the act.)

And while present law and tradition require the White House to maintain its distance from agencies that are considered "arms of Congress," the bill authorizes the President or anyone he delegates to establish agency procedures for compliance with analyses and regulatory review procedures of the bill. It also says the President would have the authority to "monitor, review and insure" agencies' implementation of the procedure.

At the same time the Senate approved—by a vote of 92-0—an amendment that would require the Office of Management and Budget to submit for public disclosure its reasons for requiring changes in rules that agencies propose. The amendment was offered by Representative Carl Levin (D-Mich.) because of what he described as the "vast new power" OMB was given

New twist to Radio Marti

House marks up Fascell version of legislation that would fund AM service to Cuba, provide for compensation to U.S. stations interfered with by Cuban signals, place it under BIB jurisdiction

The Reagan administration's proposal to establish a radio station to break what the administration calls the Castro government's "monopoly" on news in Cuba was transformed in the House of Representatives last week. Through a substitute offered by Representative Dante Fascell (D-Fla.), it became, in the House, a measure that not only would accomplish the administration's goal but also provide a mechanism for compensating AM broadcast stations for the costs of recovering service area lost to Cuban interference. But there were no guarantees as to how much if any compensation would be paid.

The transformation occurred during the House Foreign Affairs Committee's markup of the administration bill (H.R. 5427) to authorize establishment of a 50 kw station to be called Radio Marti, after Jose Marti, a 19th century Cuban patriot, in the Florida Keys. (Planners have fixed, at least tentatively, on 1040 khz as the frequency.) The committee adopted Fascell's substitute measure by a vote of 24-5.

As chairman of the committee's Subcommittee on International Operations, Fascell is well positioned to do something about the concerns of Florida broadcasters suffering from Cuban interference. His substitute is based on several days of hearings during which those interference problems occupied almost as much time as did testimony concerning Radio Marti. The hearing also made clear the Cuban interference issue is national, not regional.

The Fascell measure—which State Department officials appeared to find satisfactory—departs from the administration's in several respects. Where the administration bill is silent as to the agency that would oversee Radio Marti, Fascell would place it under the control of the Board for International Broadcasting, which is now responsible for Radio Liberty and Radio Free Europe. They broadcast to the Soviet Union and other countries in Eastern Europe. And, reflecting a suggestion made by Harriet (Sis) Kaplan, president of the National Radio Broadcasters Association, the measure calls on the President to establish a task force to analyze the level of interference from Cuban stations and "to seek a practical, political and technical solution to this problem." The task force would be made up of representatives of all "relevant interests," including broadcasters.

But the most intriguing aspect of the bill is Fascell's answer to how to care for broadcasters suffering from Cuban interference they can deal with only with the permission of the FCC and at considerable

expense—by increasing power. Jules Cohen, a consulting engineer, said at the markup that it could cost a station between \$150,000 and \$200,000 to increase power from 5 kw to 10 kw and to modify its directional antenna. The expense could be much greater—\$1 million in the case of WQBA(AM) Miami.

The bill calls on the secretary of state to seek "prompt and full settlement" of U.S. claims against Cuba resulting from such problems. But Fascell has no illusions about the likelihood of success of such efforts. He noted that U.S. claims against Cuba now total \$2 billion.

But pending settlement of the claims, the bill adds, "it is appropriate to provide some interim assistance" for broadcasters "adversely affected by Cuban interference." Accordingly, the BIB would be authorized to compensate stations for "expenses which they incur in mitigating the effects of activities by the government of Cuba which interfere with the transmission or reception of the broadcasts of those licensees." The compensation would be paid in accordance with procedures and regulations the BIB would adopt.

Seven Florida stations in addition to WQBA have already received FCC permission to increase power to recover service area lost to Cuban interference. But many others in Florida and across the country complain of similar interference. And a study by the National Association of Broadcasters says that if Cuba implements its plans for 187 stations—increasing power of existing operations and putting powerful new ones on the air—more than 200 stations in the U.S. would be affected.

How many of them could expect to be compensated for expenses in offsetting the interference problem—assuming the necessary FCC authority was forthcoming—is another matter. It was not clear, for instance, whether payments would be made for expenses incurred before passage of the act. And Fascell noted that the bill is discretionary; it does not direct the BIB to make payments. Assistant Secretary of State for Inter-American Affairs Thomas O. Enders, who expressed his approval of the Fascell substitute, made the same comment in discussing the measure after the mark-up session.

Funds would be available in the first year, however. The Fascell measure provides for the \$10 million the administration proposed for fiscal year 1982—but that year is now half over. A Fascell subcommittee aide said some of the money could be used for compensation. The bill also provides for \$7.7 million for fiscal 1983, as the administration had proposed.

But the focus of the bill is on broadcasting news of Cuba to that country. It states, as does the administration's measure, that it is U.S. policy to "support the right of the people of Cuba" to receive information and ideas "through any media and regardless of frontiers." As a result, it adds, it is the purpose of the measure "to further the open communication of information and ideas to the people of Cuba, in particular accurate information about Cuba." □

RKO charges lack of candor by rival for Boston ch. 7

It says New England TV Corp. did not reveal negotiations with 20th Century-Fox in WNAC-TV Boston proceeding

RKO General Inc., faced with the loss of its license for WNAC-TV Boston because of an alleged lack of candor, last week raised a similar complaint against its principal rival for the channel 7 facility, New England Television Corp. RKO says the FCC should look into circumstances surrounding negotiations looking to the possible sale of a majority interest in NETV to 20th Century-Fox.

NETV Chairman David Mugar, in response to an earlier allegation regarding NETV's interest in selling to Fox, had submitted an affidavit asserting he had held talks with Fox when he was looking for an alternate source of financing but that "no agreement or understanding was reached." The commission accepted that statement and granted NETV a construction permit on a conditional basis.

Last week, a source commission officials would not identify delivered two documents RKO now says provide support for its original request for an investigation.

The documents consist of copies of what appear to be minutes of a Fox board meeting on an "action item" submitted to the board. Both are dated Dec. 14, 1979. They indicate negotiations with NETV reached a point where Fox was prepared to seek an agreement under which Fox would lend NETV \$41 million in return for an immediate equity interest of 20% and options to acquire 80% within 10 years. The action "item" states that a "preliminary agreement" had been reached with NETV.

RKO, which cited the materials in a footnote to a petition for clarification of the commission order granting NETV a conditional grant, said they "make further inquiry by the commission mandatory." RKO added that the materials "strongly indicate that, while touting its local and minority ownership structure to the commission, NETV failed to disclose a significant fact that it had negotiated and reached a 'preliminary agreement' with 20th Century-Fox . . ."

NETV's counsel, Jay Ricks, said in an interview that "the short answer" to RKO is that NETV "never reached an agreement . . . Nothing in the Fox materials suggests otherwise."

But RKO representatives feel NETV was not as "forthright" as it might have been—and contend its candor did not reach the standard the commission and the U.S. Court of Appeals in Washington found RKO had not reached in denying its renewal application for WNAC-TV. RKO is seeking Supreme Court review. □

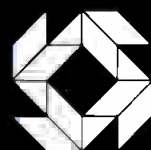
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NAB '82: All out drive for First Amendment parity

Campaign to eliminate the fairness doctrine, equal time and reasonable access provisions head list; also on delegates' minds will be AM stereo, new technologies, AT&T, copyright and satellite radio; award winners will include Packwood, Cronkite and Barnathan

The 60th annual convention of the National Association of Broadcasters, set to take place April 4-7 in Dallas, appears to be shaping up as an even larger event than last year's record breaker in Las Vegas. Last-minute adjustments have just about been completed in an agenda geared heavily toward new technological opportunities, and competition continues for a few remaining spaces in an exhibit hall, which, although physically smaller than last year's, will hold more companies.

In addition to spotlighting new business opportunities, this year's NAB convention could provide broadcasters with a new political agenda. A major campaign is to be launched to repeal political regulations—the fairness doctrine, equal time and reasonable access rules—that restrict electronic journalism.

As of last week, preregistrations were about 10% ahead of last year's at this time, with the total at 4,100. Last year's convention drew more than 28,000 participants

to the four-day event.

Space in the 211,000-square-foot Dallas Convention Center, where the equipment exhibit will take place, had been sold out, but cancellations, most of them from smaller firms, have kept the floor open for firms still on a waiting list ("Closed Circuit," March 22). A total of 481 companies are expected to exhibit this year, 11 more than showed their wares last year. Because the Dallas Convention Center is smaller than that of Las Vegas, companies were restricted this year in the size of their exhibits. Companies that have participated in a large number of past NAB conventions were given preference in choosing the locations of their booths. As a result, one-third of the exhibitors will be located on the convention center's upper level and the other two-thirds, on its lower level, according to Ed Gayou, NAB exhibit director. Most of the cancellations have come from companies dissatisfied with space on the lower level, according to Gayou. But because most booths have already been paid for, NAB won't lose money from companies that decide at the last minute not to participate.

Highlights of this year's radio convention will include a forum on satellite radio with three panels of participants, one comprising representatives of the five traditional radio networks, another of repre-

sentatives of new and proposed 24-hour-a-day live programming services and a third comprising industry leaders who will offer opinions on the future of those services. Wayne Cornils, NAB radio vice president, will moderate this marathon discussion (see agenda), about an infant industry that appears to be developing much more slowly than its participants anticipated it would.

Another highlight for radio broadcasters, this one on the engineering agenda, will be a panel discussion on AM stereo and the FCC's recent decision to let the marketplace determine which of five proposed systems will set the standard (see agenda). Participating in this session will be a panel representing the five manufacturers of proposed AM stereo transmission systems and a panel representing receiver and integrated circuit manufacturers.

For TV broadcasters, key workshops will include a discussion with House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) and FCC Commissioner Joseph Fogarty on the AT&T antitrust settlement and its possible impact on the information and entertainment marketplace. Another will feature debate on the prime-time access rule between Tom Krattenmaker, professor, Georgetown University Law Center, and

Ken Cox, senior vice president, MCI. There also will be sessions on opportunities in teletext, the computerized newsroom and high-definition television (BROADCASTING, March 8).

Political sessions at this year's NAB convention will range from a discussion of the federal budget and its possible impacts on broadcasters to forums on proposed changes in cable copyright law and deregulation of radio and TV. They also will include appeals for broadcaster support of proposals to eliminate the fairness doctrine, equal time and reasonable access rules and other political regulations. Those appeals will come from NAB President Vincent Wasilewski in his opening remarks to the convention, from FCC Chairman Mark S. Fowler, who will address the convention's closing session, from Senate Commerce Committee Chairman Bob Packwood (R-Ore.), who will receive NAB's 1982 Grover C. Cobb award for his leadership in passing legislation to lengthen broadcast license terms last year, and from Walter Cronkite, retired *CBS Evening News* anchor, who will receive this year's Distinguished Service Award.

Other awards to be presented at this year's convention will include NAB's annual engineering award, to be presented this year to Julius Barnathan, ABC president of broadcast operations and engineering. At a radio luncheon, long-time radio personalities Don McNeill and the late Edgar Bergen will be inducted into the NAB's Radio Hall of Fame.

At the annual breakfast of the Broadcast Pioneers, to be held Tuesday, April 6 at the Dallas Hyatt Regency hotel, Fowler will be inducted as an honorary pioneer. Sol Taishoff, editor of BROADCASTING magazine, will receive a portrait commissioned by the Pioneers in connection with a dinner celebrating the magazine's 50th anniversary last October (BROADCASTING, Oct. 19, 1981).

Just before the convention opens, there will be a two-day seminar for broadcast attorneys, sponsored jointly by the NAB and the American Bar Association at the Dallas-Fort Worth Airport's Armac hotel. Entitled, "Representing Broadcasters in a Changing Business and Regulatory Environment," the seminar will feature leading communications attorneys participat-

ing in a variety of panel discussions.

Erwin Krasnow, NAB vice president, general counsel, will join Wade, Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C., and Larry D. Perry, Layton and Perry, Oak Ridge, Tenn., in a discussion of "Opportunities and Headaches: How to Deal with the FCC in 1982." Leading a session on election year politics will be J. Laurent Scharff, Pierson, Ball & Dowd, Washington; Ashton Hardy, Jones, Walker, Waechter, Carrere, Poitevent & Denegre, New Orleans, and Krasnow. Steve Nevas, NAB First Amendment counsel, will lead a session on legal problems in the newsroom with Floyd Abrams, Cahill, Gordon and Reindell, New York; Chip Babcock, Jackson, Walker, Winstead, Cantwell & Miller, Dallas; Chad Milton, Media/Professional Insurance Inc., Leawood, Kan., and Richard M. Schmidt Jr., Cohn & Marks, Washington.

Former FCC Chairman Richard Wiley, now an attorney with Kirkland & Ellis, Washington, will address a luncheon session of the seminar, with remarks on "Representing Broadcasters In 1982 and 1983." □

Agenda: Radio, TV and engineering session lineup

Registration. NAB's registration desk will be located in the lobby of the Convention Center. It will be open 9 a.m.-5 p.m. Saturday, 8-5 Sunday and Monday, 9-5 Tuesday and 9-noon Wednesday.

Exhibits. The exhibits, on two floors of the Convention Center's exhibit hall, will be open 9 a.m.-6 p.m., Sunday, Monday and Tuesday, and 9-2, Wednesday.

Sunday, April 4

Joint session. Convention Center arena. 2:15 p.m. Doors open with musical entertainment. Welcome: Edward O. Fritts, NAB chairman. Keynote address: Vincent T. Wasilewski, NAB president. Musical entertainment by Glen Campbell.

Small-Market Legal Clinic. 8-9:30 a.m. Regency ballroom A. Moderator: Erwin G. Krasnow, NAB. Panelists: Vincent Pepper, Pepper & Corazzini, Washington; Howard Braun, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, Washington; Richard Swift, Tierney & Swift, Washington.

Umansky, NAB. Panelists: Jeff Baumann, FCC; Richard Zaragoza, Fisher, Wayland, Leader & Cooper; Gordon Coffman, Wilkinson, Cragun & Barker.

Leasing a Cable Channel. Room S 413. Moderator: Lew VanNostrand, Cedar Rapids, Iowa. Panelists: Dennis Gros, WFEZ(AM) Meridian, Miss.; Phil Zeni, KAAY(AM) Little Rock, Ark.; Howard Liberman, Liberman, Sanchez & Bentley, Washington.

Small Market—A State of Mind. Room S 414. Presenter: Tim Moore, Noble Broadcast Consultants, Charlevoix-Petoskey, Mich.

People management forum. 9:30 a.m.-12:30 p.m. Ballroom A. Presenter: Jim Newman, The PACE Organization, Los Angeles.

Four concurrent clinics. 11 a.m.-12:15 p.m.

1982 is an Election Year. Room S 412. Moderator: Michael Berg. Panelists: Irving Gastfreund, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, Washington; Stephen Sharp, FCC, Washington; Earl Stanley, Dow, Lohnes & Albertson, Washington.

Recruiting, Selecting and Retaining Top People. Room S 414. Presenters: Jim Hooker and Chris Lytle, Media Sales Training Systems, Chicago. Legal adviser: Wayne Coy Jr., Cohn & Marks, Washington.

AM Radio Sales Clinic. Room S 413. Presenters: Gary Fisher, WABC(AM) New York; Tom Howard, BBJ&T Advertising, Massapequa, N.Y.

The Great American Arbitron Roundup. Room S 411. Moderator: Larry Patrick, NAB. Panelists: Steven Trivers, WQLR(FM) Kalamazoo, Mich.; Jhan Hiber, Hiber & Hart, Pebble Beach, Calif.; Ellen Hulleberg, McGavren-Guild Radio, New York; George Green, KABC(AM) Los Angeles; Rick Aurichio, Arbitron, New York. Legal adviser: John R. Feore Jr., Dow, Lohnes & Albertson, Washington.

Spanish Language Radio Forum. 1:30-4:30. Room E 402/403. Moderator: Herb Levin, WQBA(AM) Miami; Welcome: John Summers, NAB. Presenter: Howard Kalmenson, Lotus Communications, Las Vegas. Legal adviser: Michael Bader, Haley, Bader & Potts, Washington.

The Budget and the American Dream. 2:30-3:45. Rooms E 409/410.

Monday, April 5

Joint session. *Behind the Scenes with Congressional and FCC Staffs.* 8:15-9:15 a.m. Room E 404.

RADIO SESSIONS

Four concurrent clinics. 9:30-10:45 a.m.

Where's the Hot Button? Room S 411. Presenter: Pam Lontos, Pam Lontos Inc., Dallas.

What the FCC Didn't Deregulate. Room S 412. Moderator: Barry

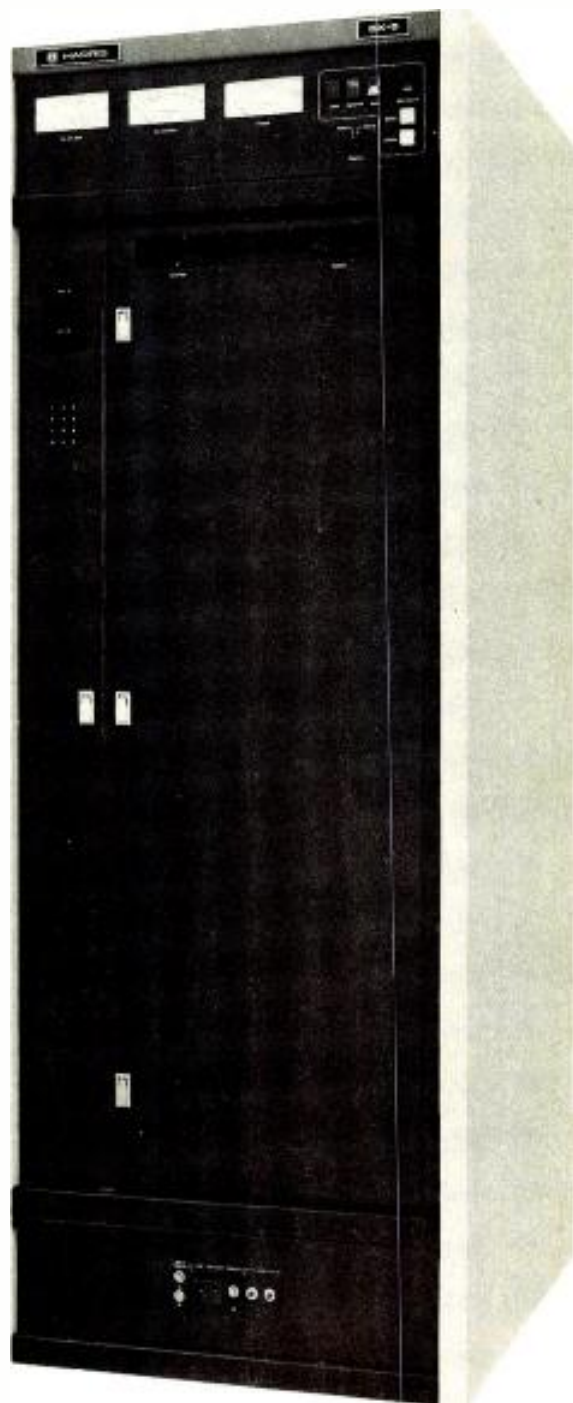
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Satellite Utilization	Dana Pratt Manager of Technical Programming Audio & Video Services RCA, Americom Inc.
Downlink RF Performance	Ray Sensney President Dalsat, Inc.
Origination and Uplinking	Bob Placek President Wegener Communications
Digital Audio Transmission	Dr. James Gray Principal Engineer & Manager Digital Communication Products Scientific-Atlanta, Inc.
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Daytimers forum. 3-4:30. Ballroom A. Moderator: Jim Wychor, chairman, Daytime Broadcasters Association. Panelists: Rod Porter, FCC; Gregg Skall, Blum & Nash, Washington; Wally Johnson, Association for Broadcast Engineering Standards, Washington; Richard Shay, National Telecommunications and Information Administration, Washington; Chris Payne, NAB. Technical advisers: Doug Cromby, NTIA; Dale Hatfield, Daytime Broadcasters Association. Legal adviser: Barry Umansky, NAB.

Two concurrent workshops. 4-5:15.

Cable Copyright—On the Move! Room E 409. Introduction: Don Curran, Field Communications, San Francisco; Jerry Holley, Stauffer Communications, Topeka, Kan. Panelists: Senator Charles Mathias (R-Md.), Representatives Robert Kastenmeier (D-Wis.), Henry Waxman (D-Calif.), Tom Railsback (R-Ill.).

Unregulation, Reregulation, Deregulation! Room E410. Introduction: Cullie Tarleton, Jefferson-Pilot Broadcasting, Raleigh, N.C.; J.T. Whitlock, WLBN(AM)-WLSK(FM) Lebanon, Ky. Panelists: Senators Harrison Schmitt (R-N.M.), Howard Cannon (D-Nev.), Wendell Ford (D-Ky.), Representatives Cardiss Collins (D-Ill.), Billy Tauzin (D-La.), Jim Collins (R-Tex.), Carlos Moorhead (R-Calif.).

Minority Programming for Profit and Progress clinic. 4-5:30. Room E 401. Opening remarks: FCC Commissioner Henry Rivera. Moderator: Eugene Lothery, CBS Inc., New York. Panelists: Dewey Hughes, Almic Broadcasting, Washington; Bill Shearer, KACE(FM) Inglewood, Calif.; Lynne Joy Rogers, Sheridan Broadcasting Network, Pittsburgh; Jim Maddox, Maddox-Patterson Associates, Downers Grove, Ill. Legal adviser: Edward Hayes Jr., Hayes & White, Washington.

TV SESSIONS

General sessions. 9:30-11:30 a.m. Theater. Opening remarks and welcome: Gert Schmidt, NAB television board vice chairman.

The AT&T Settlement: Views from Capitol Hill and the FCC. Discussion leader: R. Michael Senkowski, McKenna, Wilkinson & Kittner, Washington. Panelists: Representative Timothy Wirth (D-Colo.), FCC Commissioner Joseph Fogarty.

The Dollars & Sense of Broadcast Investing. Overview: Larry Patrick, NAB. Moderator: Paul Kagan, Paul Kagan Associates, Carmel, Calif. Panelists: Robert Buford, Buford TV, Tyler, Tex.; Karl Eller, Columbia Pictures Communications, Phoenix; David Croll, TA Associates, Boston; Howard Hawkins, Security Pacific National Bank, Los Angeles.

Television luncheon. Noon-2:15 p.m. Call to order: Mark Smith, NAB television board chairman. Guest speaker: Senator Robert Packwood (R-Ore.), chairman, Senate Commerce Committee. Presentation of Grover Cobb award to Packwood.

Four concurrent workshops. 2:30-3:45 p.m.

Management by Strengths. Room S 414. Michael Postlewait, MBS Inc., Leawood, Kan.

Selling Problems and Solutions in 100+ Markets. Room S 413. Moderator: Robert Lefko, Television Bureau of Advertising, New York. Panelists: Clark Wideman, WEAU-TV Eau Claire, Wis.; Ronald Bergamo, KFDM-TV Beaumont, Tex.; Robert Kizer, Avery-Knode TV, New York; Wayne Kilmer, KBAK-TV Bakersfield, Calif.

Teletext and the Information Explosion—Part I: Making a Business of Electronic Publishing. Room S 411. Moderator: Richard Neustadt, Kirkland & Ellis, Washington. Panelists: Ben Smylie, Field Electronic Publishing, Elk Grove, Ill.; Hadassa Gerber, McCann-Erickson, New York; Harry Smith, CBS Inc., New York.

The Future of Broadcast Automation. Room S 412. Moderator: Bill Boyce, Data Communications Corp., Memphis. Panelists: Peter Ryan, Harrington, Righter & Parsons, New York; Art Biggs, Corinthian Broadcasting, Houston; Peter deVaux, Young & Rubicam, New York; Jack Anker, Storer Broadcasting, Miami Beach.

Four concurrent workshops. 4-5:15

Teletext and the Information Explosion—Part II: The Laws and Regulations That Will Govern Teletext. Room S 411. Moderator: Erwin Krasnow, NAB. Panelists: Richard Neustadt, Kirkland & Ellis, Washington; Chris Sterling, George Washington University; Lee Mitchell, Sidley & Austin, Washington.

How to Effectively Promote Considering the New Competition. Room S 413. Discussion leader: B.J. Anderson, KXAS-TV Dallas. Legal adviser: Wade Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.

Management by Strengths. Room S 414. Michael Postlewait, MBS Inc., Leawood, Kan.

Local Programing vs. the New Technologies. Room S 412. Moderator: Chuck Larsen, WABC-TV New York. Panelists: Phil Corvo, KGTV(TV) San Diego; Stan Marinoff, WISN-TV Milwaukee; Steve Currie, KOIN-TV Portland, Ore.; Lucie Salhany, Taft Broadcasting, Boston.

ENGINEERING SESSIONS

SMPTE presentation. Ballroom C. 8:30-8:45 a.m. *The Role of SMPTE in the Future of Television.* Roland Zavada, Eastman Kodak, Rochester, N.Y. 8:45-9:10—*SMPTE Engineering for Today: The New Specifications for Digital Control of Television Studio Equipment.* Thomas Meyer, Digital Video Systems, New York; William Bauer, RCA Corp., Camden, N.J. 9:10-9:45—*SMPTE Engineering for Tomorrow: Digits and Beyond.* Kerns Powers, RCA Labs, Princeton, N.J. 9:45-10:30—*Television Technical Progress.* Moderator: Merle Thomas, Westinghouse Broadcasting, Baltimore.

Radio workshops. 9-10:30 a.m. Ballroom D. *Getting Wired With Ma Bell.* Moderator: William Ruck, KFOG(FM) San Francisco. Panelists: Roy Trumbull, KRON-TV San Francisco; Robert Cohen, Clear-Com Intercom Systems, San Francisco; Robert Tourkow, RTS, Burbank, Calif.; Tom Croda, GTE-Lenkurt, Sunnyvale, Calif.; Paul Blakemore, National Public Radio, Washington.

Cleaning Up the Audio—Practical RF Elimination. 10:30-11. Ballroom D. William Ammons, Broadcast Electronics Inc., Quincy, Ill.

Digital Audio: Where It's Been, Where It's Going. 11:15-noon. Ballroom D. John Jenkins, International Tapetronics, Bloomington, Ill.

Television workshops. 10:30-noon. Ballroom C. *One-Half-Inch In-Camera Video Recording* (The Hawkeye system—C. Robert Thompson, RCA Corp., Camden, N.J.) (The Betacam system—Ichiro Segawa and M. Takano). Panelists: Bernard Dickens, CBS Technology Center, Stamford, Conn.; Jeffrey Meadows, NBC News, New York; Otto Claus, WBAL-TV Baltimore; LaVerne Pointer, ABC Inc., New York.

High-Definition Television for Terrestrial Broadcast. 1:30-3. Ballroom C. An Overview—Renville McMann, Thomson-CSF, Stamford, Conn. Terrestrial HDTV Transmission—Robert O'Connor, CBS, New York. Bandwidth Reduction for HDTV—John Rossi, CBS Technology Center, Stamford, Conn.

Multichannel Television Sound. 3:30-5. Ballroom C. Visual Performance Characteristics Which Affect Multicarrier Sound—William Resch, Harris Corp., Quincy, Ill. Post Production: The Key to Stereophonic Sound for Television—Richard Green, CBS, New York.

Tuesday, April 6

RADIO SESSIONS

Frequency Allocation and Cuban Interference clinic. 8:30-9:15 a.m. Ballroom D. Wallace Johnson, Association for Broadcast Engineering Standards, Washington; Michael Rau, NAB.

Four concurrent clinics. 9:30-10:45 a.m.

Winning with Negotiation. Room S 413. Dr. Tessa Albert-Warschaw, Beverly Hills, Calif.

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RKO ONE—for younger stations.
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RKO Radioshows—for all stations.
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Creating Your Niche—Positioning Part II. Room S 412. Moderator: Harvey Gersin, Reymer & Gersin Associates, Southfield, Mich. Panelists: Gina Gallagher, WMKE(AM)-WBCS(FM) Milwaukee; Doug Clemensen, Reymer & Gersin Associates, Southfield, Mich.

Cash Management: Credit and Collections. Room S 411. Moderator: William Hansen, WJOL(AM)-WLLI(FM) Joliet, Ill. Panelists: Glenn Stinchcomb, Gaylord Broadcasting, Dallas; Jim Hooker, Media Sales Training Systems, Chicago; Chris Lytle, Media Sales Training Services, Chicago. Legal advisor: Samuel Miller, Malrite Communications, Washington.

You Can Do Amazing Things with Home Computers at Your Station. Room S 414. Ken Maness, WJCW(AM)-WQUT(FM) Johnson City, Tenn.; Dave Brown, WTVL-AM-FM Waterville, Me.

Open Line to Congress workshop. 9:30-10:45. Rooms E 402/403. Introduction: Kathryn Broman, Springfield Television, Springfield, Mass.; Martin Beck, Beck-Ross Communications, Rockville Centre, N.Y. Panelists: Senators Alan Simpson (R-Wyo.), Slade Gorton (R-Wash.), Representatives Al Swift (D-Wash.), Ron Wyden (D-Ore.); Patricia Schroeder (D-Colo.).

Sales forum—Small-Market Sales: New Ideas for the 80's. 9:30-noon. Ballroom A. Moderator: Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D. Panelists: Lindsay Wood Davis, WSDR(AM) Sterling, Ill.; Bill Sanders, KICD-AM-FM Spencer, Iowa; Philip Smith, WAOV(AM)-WRTB(FM) Vincennes, Ind.; Norm Goldsmith, Radio Marketing Concepts, Warrenton, Va.; Judy Currier, KLOK(AM) San Jose, Calif. Legal adviser: Harold McCombs, Marmet & McCombs, Washington.

Sales forum—Large-Market Sales: New Ideas for the 80's. 9:30-noon. Ballroom B. Moderator: Fred Walker, Broad Street Communications, New Haven, Conn. Panelists: Norm Goldsmith, Radio Marketing Concepts, Warrenton, Va.; Judy Currier, KLOK(AM) San Jose, Calif.; Charles Warner, Carbondale, Ill.; Joseph Abel, KIRO(AM) Seattle. Legal adviser: Edgar Holtz, Hogan & Hartson, Washington.

Four concurrent clinics. 11 a.m.-12:15 p.m.

Killer Marketing: War Strategies of the 80's. Room S 411. Bill Moyes, The Research Group, San Luis Obispo, Calif.

Why Didn't You Call Your Attorney First? Room S 412. Richard Wyckoff, NAB; Jason Shrinky, Shrinky, Weitzman & Eisen, Washington.

The New Tax Law and You. Room S 413. William Kennard, NAB; Raymond Wiacek, Jones, Day, Reavis Pogue, Washington.

You Can Do Amazing Things with Home Computers at Your Station. Room S 414. Dave Brown, WTVL(AM) Waterville, Me.; Ken Maness, WJCW(AM)-WQUT(FM) Johnson City, Tenn.

Radio luncheon. 12:30-2:30. Arena. Presiding: Cullie Tarleton, NAB radio board chairman; Bill Stakelin, radio board vice chairman. Radio Hall of Fame induction ceremony. Inductees: Don McNeill, Edgar Bergen. Luncheon presentation: "Your World is Exploding," Larry Patrick, Wayne Cornils, NAB.

A Conversation With ... Larry Harris. 2:30-3:45. Room S 414. Moderator: Edward Fritts, NAB board chairman. Larry Harris, FCC Broadcast Bureau chief.

People management forum. 2:30-5:30. Ballroom A. Repeat of Monday 9:30 a.m. session.

Joint workshop. 2:30-5:30. **Sales Ideas for the 80's.** Ballrooms A/B. Moderator: Miles David, Radio Advertising Bureau, New York. Panelists: Ken Greenwood, Greenwood Development Programs, Tulsa; Robert Schwarz, Purdue University; John Quale, Kirkland & Ellis, Washington.

Satellite programing forum. 2:30-5. Theater. Wayne Cornils, NAB;

BROADCASTING's contingent. BROADCASTING will have a hospitality suite in the Plaza of the America's hotel. On hand will be: Sol Taishoff, Larry Taishoff, John Andre, Dave Berlyn; Gene Edwards, Kira Greene, Kathy Haley, Ed James, Harry Jessell, Kwentin Keenan, Win Levi, Charles Mohr, Jay Rubin, Tim Thometz, Don West, Len Zeidenberg.

Eugene Mullin, Mullin, Rhyne, Emmons & Topel, Washington.

Concurrent "How To" legal clinics. 8-9 p.m. All at the Hyatt Regency.

How To Succeed with Low-Power TV. Regency A. Moderator: Valerie Schulte, NAB. Panelists: George Borsari Jr., Daly, Joyce & Borsari, Washington; John Bankson Jr., Hamel, Park, McCabe & Saunders, Washington; Leon Knauer, Wilkinson, Cragun & Barker, Washington.

How To Do Business with Cable Systems. Regency B. Moderator: Michael Berg, NAB. Panelists: Brenda Fox, National Cable Television Association; Morton Berfield, Cohen & Berfield, Washington; R. Clark Wadlow, Schnader, Harrison, Segal & Lewis, Washington.

How To Handle Ballot Propositions, Independent Committees and Issue Ads. Regency C. Moderator: William Kennard, NAB. Panelists: Robert Bruce, Leva, Hawes, Symington, Martin & Oppenheimer, Washington; John Lane, Hedrick & Lane, Washington; Joel Rosenbloom, Wilmer, Cutler & Pickering, Washington.

How To Conduct Contests and Lotteries Legally. Reunion A. Moderator: Barry Umansky, NAB. Panelists: Ashton Hardy, Jones, Walker, Waechter, Poitevent, Carrere & Denegre, New Orleans; Lisa Stevenson, Koteen & Naftalin, Washington; Edward O'Neill, Wilner & Scheiner, Washington.

How To Cope with Subpoenas. Reunion B. Moderator: Steve Nevas, NAB. Panelists: J. Laurent Scharff, Pierson, Ball & Dowd, Washington; Samuel Fifer, Reuben & Proctor, Chicago; Matthew Leibowitz, Leibowitz & Rice, Miami.

How To Maintain an Effective EEO Program. Reunion C. Moderator: Erwin Krasnow, NAB. Panelists: Terry Banks, Tepper, Edmundson, Greenspoon & Stoer, Washington; R. Michael Senkowski, McKenna, Wilkinson & Kittner, Washington; David Honig, National Black Media Coalition, Washington.

Concurrent "How To" legal clinics. 9:15-10:15 p.m. All at the Hyatt Regency.

How To Buy and Sell Stations Successfully. Reunion A. Moderator: Barry Umansky, NAB. Panelists: Stanley Cohen, Cohn & Marks, Washington; James Riley, Fletcher, Heald & Hildreth, Washington; B. Jay Baraff, Baraff, Koerner, Olender & Hochberg, Washington; J. Geoffrey Bentley, Liberman, Sanchez & Bentley, Washington.

How To Behave Legally Post Radio Deregulation. Regency C. Moderator: William Kennard, NAB. Panelists: Harry Cole, Farmer, Wells, McGuinn, Flood & Bechtel, Washington; John King, Haley, Bader & Potts, Washington; Dennis Kelly, Cordon & Jacobs, Washington.

How To Participate in Radio and TV Satellite Networking. Regency A. Moderator: Valerie Schulte, NAB. Panelists: Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Tom Davidson, Sidley & Austin, Washington; Henry Goldberg, Verner, Liipfert, Bernard & McPherson, Washington.

How To Handle the Demands of Political Candidates. Reunion C. Moderator: Erwin Krasnow, NAB. Panelists: Richard Rodin, Hogan & Hartson, Washington. Lewis Paper, Grove, Engelberg & Gross, Washington; M. Scott Johnson, Gardner, Carton & Douglas, Washington.

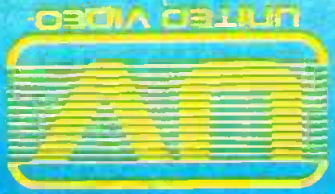
How To Hire and Fire Legally. Regency B. Moderator: Michael Berg, NAB. Panelists: L. Michael Zinser, King, Ballou & Little, Nashville; Robert Woods, Schwartz, Woods & Miller, Washington; Martin Leader, Fisher, Wayland, Cooper & Leader, Washington.

How To Get Access to Government Information. Reunion B. Moderator: Steve Nevas, NAB. Panelists: Richard Schmidt, Cohn & Marks, Washington; Charles Duncan, WFAA-TV Dallas; Bruce Sanford, Baker & Hostetler, Washington.

TV SESSIONS

In the Box. 9-9:30 a.m. Theater. **Resolved: That the FCC Should Repeal the Prime-Time Access Rule.** Moderator: William Dilday Jr., WLBT-TV Jackson, Miss. Proponent: Tom Krattenmaker, Georgetown University Law Center. Opponent: Ken Cox, MCI, Washington.

TVB Presentation. 9:30-11. Theater. Hosted by David Henderson, TVB chairman. Participants: John Ralston, J & T Ralston Inc., Menlo Park,



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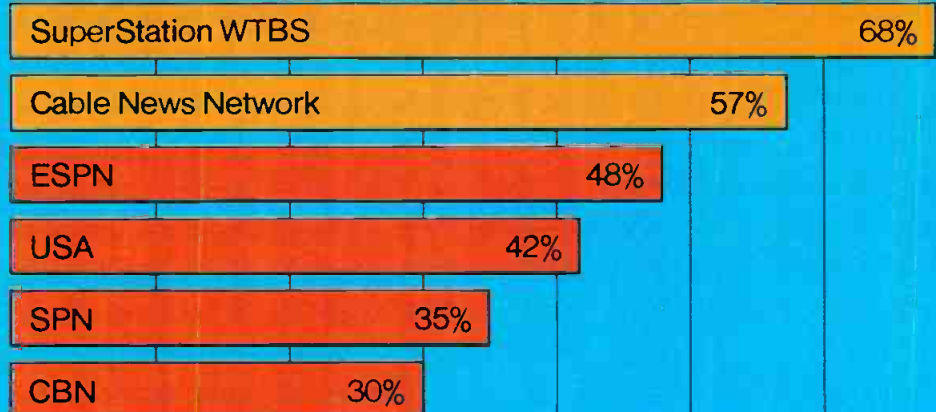
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Arbitron Network Cable Report, November 16-22, 1981

The Arbitron Cable Network Report is here, and its message is clear:
SuperStation WTBS and Cable News Network are the two most-watched basic services on cable.

Based on surveys in 105 cable systems from coast to coast, more subscribers watch the SuperStation and CNN during a week than any of the other basic services.

The SuperStation and CNN ranked first and second among all socio-economic groups. And they ranked first and second among adults 18-34 and 25-54.

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In a recent Kagan Newsletter, a senior Arbitron executive describes the SuperStation's reach of 74% of adults 18 to 34 as nothing less than "phenomenal." "People don't just watch WTBS occasionally," he says, "There seems to be a very high allegiance."

Subscribers who watch SuperStation and CNN watch these services more each week than any other basic service available to them.

The point is obvious. Whether you're out to get new subscribers or just trying to keep the ones you have, it'll pay to place your priority where your audience likes it. On SuperStation WTBS, the original basic satellite network, with its popular blend of movies, sports and entertainment. And on Cable News Network, the original 24-hour news channel, with the proven appeal of in-depth news coverage.

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Four concurrent workshops. 11:30 a.m.-12:45 p.m.

Measuring the New Technologies. Room E 409. Moderator: Gary Chapman, WLNE-TV Providence, R.I. Panelists: Phil Guarascio, Benton & Bowles, New York; Peter Megroz, Arbitron, New York; Dave Traylor, A.C. Nielsen, New York.

Regional Interconnections. Room E 401. Moderator: Dick Block, Hollywood. Panelists: Joseph Cohen, Madison Square Garden Communications, New York; Allen Gilliland, Gill Industries, San Jose, Calif.; Thomas Sassos, Cable Networks Inc., New York. Legal adviser: George Wheeler, Koteen & Naftalin, Washington.

Tomorrow's Newsroom Today. Rooms E 402/403. Moderator: Howard Kelley, WTLV-TV Jacksonville, Fla. Panelists: Paul Davis, WGN-AM-TV Chicago; George Pupala, Station Business Systems, Greenwich, Conn.; Phil Keirstead, Florida A&M University, Tallahassee, Fla.

High-Definition TV: Will Broadcasters Be Left Out in the Cold? Room E 410. Moderator: Valerie Schulte, NAB. Panelists: Gregory Schmidt, Covington & Burling, Washington; A. James Ebel, KOLN-TV Lincoln, Neb.; Joseph Flaherty, CBS, New York.

A Conversation With ... Larry Harris. 2:30-3:45. Room S 414. Moderator: Edward Fritts, NAB board chairman. Larry Harris, FCC Broadcast Bureau chief.

National UHF Broadcasters Association caucus. 1:30-4:30. Room E 401. NUBA President Cyril Vetter and former FCC Chairman Robert E. Lee.

Concurrent "How To" legal clinics. 8-9 p.m. and 9:15-10:15 p.m. See Tuesday radio sessions, same times.

ENGINEERING SESSIONS

Radio session. 8:30-9:15 a.m. Ballroom D. *Frequency Allocation and*

Interference. Wallace Johnson, Association for Broadcast Engineering Standards, Washington; Michael Rau, NAB.

Television session. 9-10:45. Ballroom C. *Improving UHF Transmitter Efficiency.* Robert Unetich, RCA Broadcast Systems, Meadow Lands, Pa.; Robert Symons, Varian Associates, Palo Alto, Calif.; Thomas Vaughan, Micro Communications, Manchester, N.H.; Heinz Bohlen, VALVO-Philips, Hamburg, West Germany.

Radio session. 9:30-10:45. Ballroom D. *Radio Satellite Systems.* William Check, Mutual Broadcasting, Arlington, Va.; Alan McBride, Scientific-Atlanta, Atlanta; Dennis Waters, Waters & Co., Binghamton, N.Y.; John Hidle, ABC, New York; Cullie Tarleton, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Richard Cassidy, National Public Radio, Washington; Donald Ward, Ward & Mendelsohn, Washington.

Radio/TV session. 10:45-noon. Ballroom D. *Audio Modulation Monitoring.* Arno Meyer, Belar Electronics, Devon, Pa.; Jo Wu, TFT Inc., Santa Clara, Calif.; Ron Graiff, LIN Broadcasting, New York; Milford Smith, WPGC-AM-FM Morningside, Md.; Albin Hillstrom, KOOL(AM) Phoenix.

Television session. 11-11:45. Ballroom C. *Direct Broadcast Satellites.* Leonard Golding, MA-Com Labs, Rockville, Md.

Engineering luncheon. Noon-2 p.m. Hyatt Regency Reunion ballroom. Presiding: Russell B. Pope, Golden Empire Broadcasting, Chico, Calif. Presentation of the Engineering Achievement Award. Presenter: Thomas B. Keller, NAB. Recipient: Julius Barnathan, ABC. Luncheon address: Hartford Gunn Jr., KCET(TV) Los Angeles.

Radio session. 2:30-4. Ballroom D. *AM Stereo.* Moderator: Chris Payne, NAB. Panelists: Arno Meyer, Belar Electronics, Devon, Pa.; Dave Hershberger, Harris Corp., Quincy, Ill.; Leonard Kahn, Kahn Communications, Garden City, N.Y.; Robert McCarthy, NAP CEC, Knoxville, Tenn.; Frank Hilbert, Motorola, Schaumburg, Ill.; Robert McMillin, Delco Electronics, Kokomo, Ind.; Jon Strom, Sony, Long Island City, N.Y.; Almon Clegg, Panasonic, Secaucus, N.J.; Bart Locanthi, Pioneer, Pasadena, Calif.; Dan Shockey, National Semiconductor, Santa Clara,

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THE NEW OTARI MTR-10 SERIES PRODUCTION RECORDERS

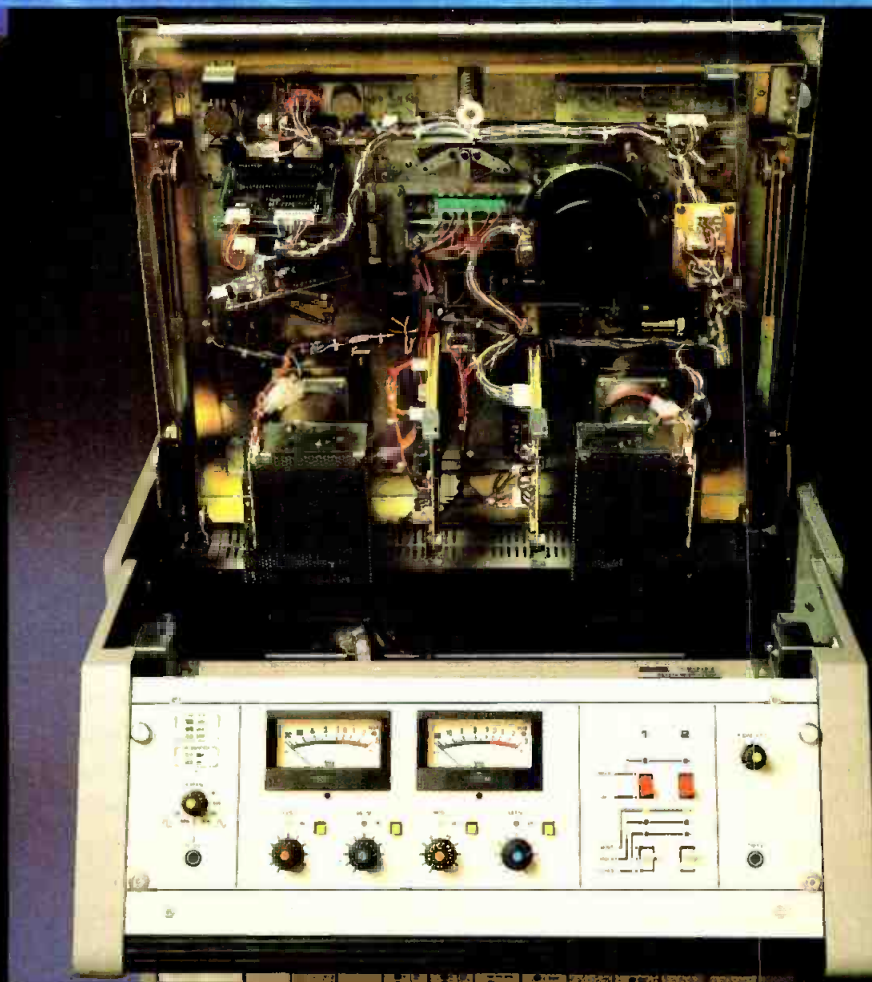
We engineered them to be the ultimate in broadcast production. They embody the innovative technology and the highest reliability that has made us The New Workhorse in audio production.

THE ULTIMATE IN PRODUCTION EFFICIENCY

- Three speeds: 3¾, 7½, 15 or 7½, 15, 30 ips.
- Full, two and four track formats.
- Flexibility in cabinet choice: desk type, overbridge or rack mount for custom installation.
- Full servo, D.C. PLL transport governed by an on-board microprocessor—an industry first.
- ±20% vari-speed with ips or percentage display.
- Built-in, no overshoot return-to-zero with optional 10 memory/one stroke and keyboard access autolocator.
- Internal multi-frequency square/sine wave generator.
- Preset master bias switching.
- Electronically balanced I/O with direct-coupled, high current outputs.
- Automatic reel size sensing with single hand, bi-directional tape rocking.
- Cue control with lifter defeat and controlled wind.
- Dump edit and shuttle edit control.
- Integral, precision splicing block.
- Cue speaker and headphone monitoring.
- Direct access playback head.
- Modular, single card electronics with high slew-rate integrated circuits.

THE ULTIMATE IN ANALOG AUDIO

- Dynamic Range: 75dB measured from noise floor to 3% THD (30 ips, #226 tape).
- Frequency Response: 0 VU (+4) 35Hz-29kHz, +1.0, -3.0dB @ 30 ips.



- Wow & Flutter: Less than 0.04%, DIN 45507
- Distortion: Less than 0.1% @ 1kHz, 250nWb/m.
- Maximum Output: +28 dBm.
- Adjustable record phase compensation.

These features and more will allow you to do your job faster while delivering every last dB of performance. It's the productive and efficient solution to the demanding new realities of the contemporary broadcast facility.

ENGINEERED TO BE EASILY SERVICED

Access to all components makes maintenance straightforward. The audio, transport, master CPU and power supply electronics are all of modular, card frame design; the entire transport assembly is top-hinged to allow wide-open access while the deck is in operation.

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Reliability is paramount in Otari's approach to doing business. We've earned an enviable reputation for quality and value that has made us the

world leader in broadcast automation (Model ARS-1000) and compact production recorders (the 5050 Series). With the new MTR-10, we have successfully bridged the gap between the new technology and reliability.

Evaluate the MTR-10 recorder for yourself by contacting your authorized MTR-10 Series professional audio dealer. It will become evident that Otari is several steps ahead of the competition—again. Audition the performance, features and engineered reliability that will meet the needs of all broadcasters for years to come.

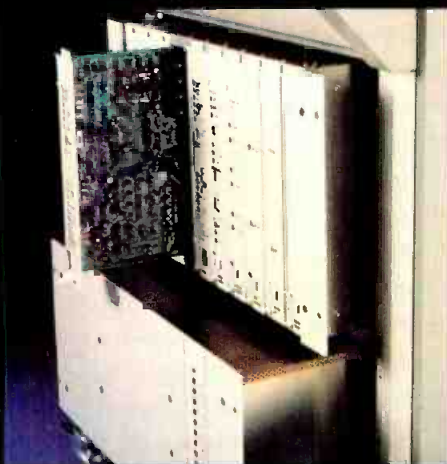
If you're really thinking of buying broadcast precision, there's only one logical decision.

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Wednesday, April 7

Radio engineering session. 8:30-9:45 a.m. Ballroom D. *Operator Certification.* James Wulliman, WTMJ(AM) Milwaukee; Walter May, WPKE(AM) Pikeville, Ky.; Sandy Day, Canadian Association of Broadcasters, Ottawa; George Schwartz, Mercer County Community College, Trenton, N.J.; William Ramsay, Nebraska ETV Network, Lincoln, Neb.

Television engineering session. 8:30-9:45. Ballroom C. *Auxiliary Services Frequency Coordination.* Richard Rudman, KFVB(AM) Los Angeles; Ross Kauffman, WCVB-TV Boston; Leonard Heiges, CBS-TV, Washington; John Serafin, ABC, New York; Robert Flanders, McGraw-Hill Broadcasting, Indianapolis; Martin Meaney, NBC-TV, New York; David Hilliard, Kirkland & Ellis, Washington.

Joint session. 9:30-10:30 a.m. Theater. *The FCC: On the Firing Line.* Moderator: John Summers, NAB. Panelists: FCC Commissioners James Quello, Joseph Fogarty, Anne Jones, Mimi Dawson, Henry Rivera.

Joint session. 10:30-11:30. Theater. *The First Amendment: Time to Toss Out Section 315 and the Fairness Doctrine?* Moderator: Frank Reynolds, ABC News. Panelists: Julian Goodman, former NBC chairman; William Leonard, CBS News; Ralph Nader; Richard Wiley, Kirkland & Ellis, Washington.

Presentation of Distinguished Service Award. 11:30-noon. Theater. Presenter: Vincent Wasilewski, NAB president. Recipient: Walter Cronkite, CBS News.

Joint luncheon. Noon-3 p.m. Arena. Presiding: Edward Fritts, NAB board chairman. Address: Mark Fowler, FCC chairman. Entertainment: Steve Allen.

The cream of the equipment crop

NAB's exhibit floor will be jammed with the latest in broadcast gear; of special interest are recording cameras for TV, AM stereo for radio

Six million pounds of freight begins arriving at the Dallas Convention Center today (March 29) where it will be transformed during the next six days into the equipment showcase of the National Association of Broadcasters convention.

The display of electronic wizardry that represents the best efforts of more than 400 manufacturers and collectively the state of the art in radio and television production and broadcasting will fill to capacity the 450,000-square-foot of the convention center.

The biggest news to come out of last year's show was the introduction by RCA and Panasonic of a new breed of electronic news gathering equipment, the recording camera, which combines camera and videocassette recorder into one compact, lightweight, easy-to-manage unit. And the recording camera may be the big news again this year as Sony and Ikegami demonstrate production versions of the developmental recording cameras they showed to press and select customers off the exhibit floor last year and another major manufacturer, Hitachi, submits its innovative entry.

The RCA Hawkeye and the Panasonic recording cameras have much in common, namely the Chroma Trak videocassette format that was developed jointly by RCA and Matsushita, Panasonic's parent company. Chroma Trak is based on the half-inch consumer VHS consumer format and a studio recording/playback and editing system is available from both companies. RCA and Panasonic use different camera components for their products. According to an RCA spokesman, a few enhancements (playback through the viewfinder, for instance) have been added to Hawkeye since last April and the first batch of cameras will be delivered in the next few weeks.

Spurred by the RCA and Panasonic in-

troductions last year, Sony rushed out a prototype of its own recording camera, the Betacam. As the name implies, the unit's half-inch recording format is based on Sony's Beta format and is incompatible with Chroma Trak. The Society of Motion Picture and Television Engineers is attempting to standardize the recording formats, but if its efforts fail broadcasters will have one more format choice to make.

Ikegami this year will offer a recording camera with optional tape formats—either the half-inch Chroma Trak or a quarter-inch format, which was developed by Funai and which has been marketed to consumers by Technicolor. The camera portion of the unit is Ikegami's three-tube HL-83 ENG camera, which can be purchased separately for under \$30,000. Either the Chroma Trak or quarter-inch videocassette attaches to the side of the HL-83.

Hitachi has tentatively adopted the Chroma Trak format to combine with its new solid state ENG camera. According to Hitachi's Bernie Munzelle, Hitachi's new three-chip MOS (Metal Oxide Semiconductor) color camera itself weighs just seven-and-a-half pounds—"We could have made it smaller, but it has to have some bulk to it"—costs under \$15,000 and produces better than a 50 db signal-to-noise ratio and 450 lines of resolution. Although the camera by itself will be ready for delivery late this summer or early fall, Munzelle said, the complete recording camera will not be available until Hitachi makes a decision on what the recording format should be.

Despite their proliferation, the recording cameras may have to share center stage at the convention. Cezar International and International Video Corp., which are in the process of merging, will introduce a low-cost videotape recorder with an unusual format. According to Cezar's Ken White, the IVC-1 will record the red, green and blue television signals on three separate channels instead of recording a composite PAL, NTSC or SECAM signal as existing one-inch VTR's do. The analog recorder, which cost just \$29,500, will produce a

chrominance signal with a signal-to-noise ratio 15 to 20 decibels better than that of a one-inch Type C format recorder, White claims. Because the color components are recorded separately, White said, "you can set it up just like you do a camera." Scene-by-scene color corrections, which the on-board computer will store, and "edits on the field" with a built-in editor are also possible, he added. Although a pre-production model will be shown at the NAB, orders are already being taken with the first deliveries promised for early July.

While Cezar and IVC, which will be the merger's surviving company, market their new format, established VTR makers will market improvements on the popular Type C format. NEC, which has abandoned plans to show a prototype of its composite digital machine at the show, will introduce the TT8000. Like its predecessor, the TT7000, it will be marketed domestically by 3M. Sony will unveil its all-new one-inch machine, the BVH-2000. Smaller and lighter than the current top of the line, the BVH-1100, the new machine, according to unabashed ad copy, incorporates every innovation in Type C recording technology "known to man."

On the radio side of the marketplace AM stereo will get most of the attention. The FCC has given broadcasters the go-ahead to begin stereo transmissions using any system they desire. Four of the five companies that proposed systems as the national standard will demonstrate their systems. And exciters will be available for all four. Motorola will sell its exciter-monitor package for \$10,000. Harris's price tag is only \$9,000, but the cost rises \$3,000 as soon as the convention is over. Kahn Communications is selling the exciter alone for about \$12,000. Magnavox will demonstrate its system in its own booth, but Magnavox exciters and monitors will be found elsewhere, since Continental Electronics is making the exciters and Belar Electronics, the fifth AM stereo system proponents playing a passive role in the marketplace fight, is manufacturing the monitors. No prices on the Magnavox gear are available. □

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Exhibition showcase

The following is a list of companies exhibiting at the Dallas Convention Center. Booths between 1500 and 2900 are on the lower level, and from 3000 to 3300 on the upper level. Outdoor exhibits are also listed, beginning on page 102. An asterisk denotes product new to the market this year.

- Abadon/Sun** 2802
Box 6520, San Antonio, Tex. 78209
- Accurate Sound** 1610
3515 Edison Way, Menlo Park, Calif. 94025
- Acrodyne** 3315
516 Township Line Rd., Blue Bell, Pa. 19422
1 kw UHF transmitter*, 5 kw VHF transmitter, 12 kw VHF transmitter*, 5 kw UHF transmitter.
Staff: J. Parke, R. Newhook, J. Fick.
- ADC Products** 1923
4900 W. 78th St., Minneapolis 55435
- Adda Corp.** 1712
1671 Dell Ave., Campbell, Calif. 95008
Time base corrector/frame synchronizer, electronic still storage and retrieval systems, video image processor, dual channel time base corrector*. **Staff:** B. Borman, E. Bolger, F. Alioto, M. Frange, S. Holmes, E. Ray, D. Strauss, D. Tuttle, J. Peterson, A. DeVoe.
- ADM Technology** 1714
16005 Sturgeon, Roseville, Mich. 48066
Staff: R. Bloom, J. Juhasz, M. Shields, L. Mallett, L. Mandziuk, G. Johnson, R. Fisher, R. Webb, G. Peters, A. Jester, B. Bacon, M. Barsness.
- Advance Designs** 1620B
22B Franklin Ave., Bloomfield, Ind. 47424
Color weather radar, color computer graphics, color satellite. **Staff:** M. Riess.
- Advanced Music Systems** 2904
Wallstreams Ln., Worsthorne Burnley, Lancashire, England
- AEG Telefunken** 2536
167 Hunt St., Ajax, Ont. L1S 1P6
Staff: J. McIntosh, H. Hirt, B. Lindsay, J. Graaf, E. Pilchuk, H. Schmidt, B. Jones.
- A.F. Associates Inc.** 3320
100 Stonehurst Ct., Northvale, N.J. 07647
Mobile production van. **Staff:** A. Ferolito, L. Siracusano, B. Ebell, R. Lunniss, M. Irwin, B. Pearson, R. Gross, A. Macaluso, T. Canavan, J. Puccio, G. Durso, B. Butcher, J. McGrath, J. Kiss, B. Watt, J. Dale III.
- Agfa-Gevaert** 1602A
275 North St., Teterboro, N.J. 07608
- AKG Acoustics** 2629
77 Selleck St., Stamford, Conn. 06902
Microphones, headphones, reverb units. **Staff:** A. Brakhan, S. Ravich, P. Wellikoff.
- Peter Albrecht** 2319
325 E. Chicago St., Milwaukee 53202
Staff: P. Birkle, J. Glerum, B. Boettcher, B. Petty, P. Vance, B. Tetzlaff, D. Irving.
- Alexander Manufacturing** 2703
1511 S. Garfield Pl., Mason City, Iowa 50401
- Allen Avionics** 2318
224 E. Second St., Mineola, N.Y. 11501
- Allied Broadcast Equipment** 2920
Box 1487, 635 S. E St., Richmond, Ind. 47374
Staff: J. Timm, T. Harle, P. Hurley, T. Lewis, D. Burns, R. Ridge.
- Allied Tower** 3141
12450 Old Galveston Rd., Webster, Tex. 77598
Staff: J. Bennett, B. Duvall, C. White, V. Duvall Jr., M. Lancaster.
- Allsop** 2718
Box 23, Bellingham, Wash. 98226
Staff: R. Morgan, I. Allsop, E. Clausen, J. Heininge, C. Highlander.
- Alpha Audio** 2309
2049 W. Broad St., Richmond, Va. 23220
Sonex acoustic products. **Staff:** N. Colleran, E. Johnson, D. Jones.
- Ambro Electro Design** 2016
4810 Jean Talon West, Montreal H4P 2N5
Audio test set and interface accessories, portable distortion and noise measuring systems*. **Staff:** W. Jones, P. Boyle, P. Finney, L. McGuire, M. Hogue, B. Cara.
- Amco Engineering** 3126
3801 N. Rose St., Schiller Park, Ill. 60176
- American Data** 3208
401 Wynn Dr., Huntsville, Ala. 35805
Down stream keyer*, video production switcher*, chroma keyer*, other production switchers for both small and large scale production, routing switcher, audio, video and pulse distribution amplifiers. **Staff:** W. Amos, M. Awean, J. Fowler, D. LeCroy, R. McCoy, E. Miller, F. Nabors, C. Wacker, J. Hain.
- Amperex Electronic** 3210
Providence Pike, Slatersville, R.I. 02876
Plumbicon TV camera tubes. **Staff:** R. Barnes, G. Gambill, R. Johnson, T. Marchner, L. Nowell, K. Rabbitt, B. Carlin, J. Carroll, H. Joly, C. Sabeti, G. Turner, L. Arpio, J. Stewart, G. Murphy, T. Perry, V. Rao, E. Rodine, R. Utterback, J. Robinson, L. Doughty, R. Harrington, B. Green, R. Koelzer, D. Steen, C. Weyer.
- Ampex** 3002
- Ampro/Scully** 3307
2693 Philmont Ave., Huntingdon Valley, Pa. 19006
Reel to reel recorders/reproducers, microtouch consoles, cartridge machines, three-deck cartridge machine. **Staff:** M. Sirkis, R. Teabo, A. Strauber, A. Meyer.
- Amtel Systems** 2927
29-16 Connell Ct., Toronto, Ont. M8Z 5T7
- Amtron Corp.** 2102
Box 1150, Aptos, Calif. 95003
- Andrew Corp.** 3012
10500 W. 153d St., Orland Park, Ill. 60462
Staff: E. Engebrigsten, V. Killion, W. Moore, J. Pryima, E. Andrew, T. Glab, G. Dorsey, C. Van Hedke, E. Weber.
- Angenieux** 3316
120 Derry Rd., Hudson, N.H. 03051
Zoom lenses for ENG/EFP cameras*. **Staff:** B. Angenieux, A. Masson, J. Moret, G. Kane, E. Wollensak, B. Levy, D. Putnam, B. Turner, H. Peterson, T. Sum, C. Stamfil, J. Naime, S. Dumartin, H. Jopson, J. Gibson.
- Antiope and Telematics Corp.** 2110
1725 K St., N.W., Suite 703, Washington 20006
Staff: A. Barnett, M. Berger, L. Bioche, C. Cesard, H. Corbin, J. Font, M. Goldberg, P. Graf, J. Guillermin, G. Harper, S. Nguyen, M. Remy, M. Segal, P. Soucasse, D. Taylor, P. Gaujard, J. Hice, Z. Bizri, J.M. Primaux.
- Anton/Bauer** 1802A
One Controls Dr., Shelton, Conn. 06484
Staff: G. Bauer, A. Wilsop, J. Lantowski, J. Corrigan, T. Sokira.
- Anvil Cases** 2410
4128 Temple City Blvd., Rosemead, Calif. 91770
- AP Broadcast Services** 3204
50 Rockefeller Pl., New York 10020
APTU wire, AP radio wire, AP NewsCable, AP Radio network, music country network. **Staff:** R. Steinfort, B. Avery, J. Hood, B. Cook, G. Serafin, B. Kallestad, R. Dalton, P. Adsit, J. Kenney, D. Kienitz, J. Williams, J. Willis, L. Perryman.
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Aural exciter*, sound enhancer—both broadcast and production, EQF-2 and EQF-2S* equalizer/filter, CX-1 and CS-1S compressor/expander. **Staff:** M. Caesar, J. Sanserino, H. Rubens, J. Garcia, P. Lintz.

Arben Design 2112A
9870 Derby Ln., Westchester, Ill. 60153

Modular set design materials including invisible wall, miniprompter. **Staff:** J. Leben, M. Leben, F. Leben, W. Moy, D. Elders, F. Leben Jr., G. Dark, J. Leben, M. Leben, T. Leben, W. Detterbeck.

Arrakis Systems 1824
1713 Willox Ct., Fort Collins, Colo. 80524

Audio routing switcher*, five and eight-channel audio console*, modular 16-channel audio console. **Staff:** M. Palmer, J. Queen, G. Cole.

Arriflex 2109
500 Route 303, Blauvelt, N.Y. 10913

Staff: V. Bahnemann, R. Schreiber, J. Schwinzer, C. Davidson.

Artel Communications 2624
Box 100, West Side Station, Worcester, Mass. 01602

Fiber optic systems for video/audio data transmission, for ENG/EFP, satellite and long haul applications. **Staff:** R. Cerny, T. Witkowitz.

Arvin/Diamond 2901
4465 Coonpath Rd., Carroll, Ohio 43112

Satellite weather receivers. **Staff:** J. Griffith, T. Johnson, R. Quinlan, D. Richards, J. Saurenman, R. Teti, R. Walker.

Asaca/Shibasoku 3308
1277 Rand Rd., Des Plaines, Ill. 60016

Staff: A. Davis, C. Barlow, C. Miller, G. Peters, P. Baker, T. Shigezaki, K. Ezo, H. Nishimura, T. Noda, R. Maefune, K. Ichinore, T. Kaneko.

AT&T 1504
195 Broadway, Rm. 30-C-1960, New York 10007

Satellite television service, satellite audio service, management information systems. **Staff:** E. Jones, J. Needel, W. Brock.

Auburn Instruments 2311
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Two-wire machine control system, digital blanking interval meter.

Audico 2501
219 Crossen Ave., Elk Grove, Ill. 60007

Videocassette tape loader, plus loaders for broadcast carts and cassettes, videotape

splicer and cassette labels. **Staff:** B. Hinkle, N. Deletzke.

Audi-Cord 1510
1845 W. Hovey Ave., Normal, Ill. 61761

Staff: C. Martin, C. Martin, H. Greel.

Audio + Design 1514
Box 786, Bremerton, Wash. 98310

Audio signal processing equipment for production and air chain including compressors, limiters, equalizers, filters, noise reduction systems, microphone preamps, LED meters, de-essers, distribution amplifiers. **Staff:** N. Branwell, B. Walther, K. Mallory.

Audio Developments 2002
Hall Ln., Walsall Wood, Walsall WS9 9AU England

Portable mixing consoles. **Staff:** A. Levesley, B. Taylor.

Audio Kinetics 1505
Verulam Rd., St. Albans Herts, England AL3 4DH

Time code synchronizers with automatic dialogue replacement software. **Staff:** S. Waldman, C. Flynn, R. Pearson, I. Southern, C. Day.

Audio-Technica 2923
1221 Commerce Dr., Stow, Utah 44224

Microphones and microphone accessories and audio mixing consoles*. **Staff:** B. Herrold, J. Kelly, D. Kirkendall, F. Nichols, C. Winkler.

Audio Technologies 2728
328 W. Maple Ave., Horsham, Pa. 19044

Audio processor*, series turntable amplifier, micro amp series, microphone line, turntable, monitor and distribution amplifiers*. **Staff:** E. Mullin, S. Wenzel.

Auditronics 3124
3750 Old Getwell Rd., Memphis, Tenn. 38118

Staff: W. Jetton, S. Sage, J. Woodworth, B. Porter, J. Puckett.

Aurora Systems 2806
185 Berry St., Suite 143, San Francisco 94107

Aurora 100 digital videographics system. **Staff:** R. Shoup, J. Blount Jr., D. Rarey, D. Patton, T. Hahn, M. Mages, C. Kozak, M. Martin.

Autogram Corp. 2748
631 J. Place, Box 456, Plano, Tex. 75074

Audio consoles. **Staff:** E. Ankele, R. Whitworth, N. White, D. Ankele.

2-B Systems 2739
30105 Stephenson Hwy., Madison Heights, Mich. 48071

Manufacturer and marketer of promotional plastic card programs. **Staff:** I. Beckman, R. Kwas.

William Ball 2200

947 Newark Ave., Box 875, Elizabeth, N.J. 07207

Staff: L. Weinstock, R. Schwarz, G. Wilson, R. Kaplan.

Basys 2940
4960 Hamilton Ave., San Jose, Calif. 95130

News fury, mini fury, wire fury, clip fury, and cart fury computer systems for broadcast news. **Staff:** J. Chapman, L. Friedson, P. Kolstad.

Belar Electronics 2715
Box 826, Devon, Pa. 19333

AM, FM and TV modulation monitors, AM and FM stereo monitors, FM and TV SCA monitors, TV frequency monitors, AM, FM and TV RF amplifiers, FM modulation and stereo monitors*. **Staff:** A. Meyer, A. Galloway, M. Krangel, D. Macomber, R. Streeter, W. Voelker.

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8 Haven Ave., Port Washington, N.Y. 11050

Beiden Communications 2737
534 W. 25th St., New York 10001

Color effect, color diffusion and color correction filters, 200 w HMI units. **Staff:** M. Sheppard, D. Vaudo, R. Miller, R. Young, W. Mills, C. Young, P. Visciglia, S. Mills.

Bell Helicopter Textron 2400
Box 482, Fort Worth, Tex. 76101

Bell & Howell 3203A
300 Sierra Madre Villa, Pasadena, Calif. 91109

Best Audio 2707
5422 Fair Ave., N. Hollywood, Calif. 91601

Beston Electronics 3207
15315 S 169 Hwy., Box 937, Olathe, Kan. 66061

Marquee 2000 character generator with font compose, data-prompter, 16mm telecine projector, light controls for film chains, video slate board, teletext. **Staff:** J. Shaw, J. Sherry, R. Herring, D. Lueders, D. MacClymont, B. Barnes, D. Anderson, B.J. Lipari.

Beyer Dynamic 2915
5-15 Burns Ave., Hicksville, N.Y. 11801

BGW Systems 2841
13430 S. Yukon Ave., Hawthorne, Calif. 90250

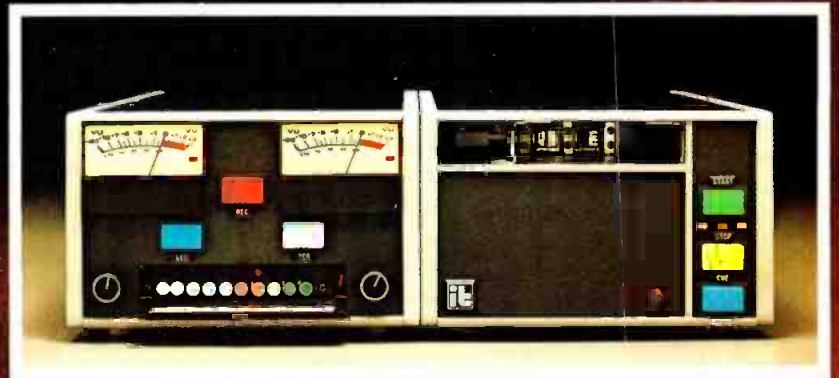
Commercial audio power amps, proline audio power amps. **Staff:** I. Laskey, H. Haji.

Bird Electronics 3204A
30303 Aurora Rd., Cleveland 44139

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One Jake Brown Rd., Old Bridge, N.J. 08857

STV addressable encoding and decoding equipment, low power TV products and equipment. **Staff:** I. Blonder, G. Bahue, A. Gross, C. Fitzer, E. Curreri, G. Stawicki, G. Chingery, A. Rybicki, D. Staehler, J. Schwartz, M. Eggerts, T. Christy.

Bogen Photo 2918

100 S. Van Brunt St., Englewood, N.J. 07631

Cine/video stands, tripods, heads and dollies, super clamps, fluid heads. **Staff:** B. Landau, R. Wallace, M. Bills.

Bogner Broadcast Equipment 1711

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Staff: R. Bogner, L. King, R. Piano, J. Nigro, D. King, S. Weinstein, M. Burlison.

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1730 N. Lynn St., Suite 400, Arlington, Va. 22209

Teletext origination and transmission equipment with test gear and decoders. **Staff:** K. Shilson, T. Armstrong, S. Rhys-Williams, P. Mothersole, J. Warren.

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Stereo audio consoles*, monitor amplifier, stereo phone preamplifier, distribution amplifier, news/productions audio console. **Staff:** D. Evans, J. Fernandez, D. Tucker, R. Majestic.

Broadcast Cartridge Service 2316

15131 Triton Ln., Suite 108, Huntington Beach, Calif. 92649

Fone box, stereo phase meter*, aristocart, audiopak, audio cartridges, storage system, alignment tools and accessories, cartridge reloading service. **Staff:** B. Ellis.

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Staff: L. Cervon, C. Kring, C. Mendenhall, W. Ash, J. Engle, J. Burtle, T. Bealor, D. Evers, J. Tucker, W. Ammons, J. Lyles.

Broadcast Microwave Services 2308

7316 Convoy Ct., San Diego 92111

Broadcast Music 1612

320 W. 57th St., New York 10019

Staff: A. Smith, R. Warner, J. Alves, P. Bernard, E. Cramer, T. Chapin, E. Molinelli, L. Sweeney.

Broadcast Systems 2803

8222 Jamestown Dr., Austin, Tex. 78758

TV systems support products, audio jack panel. **Staff:** B. Fincher, L. Hunt, B. Martin, A. Crocker, C. Baiding, J. Spears, A. Smith, D. Forbes, C. Fitch.

Broadcast Technology 2115

33 Comac Loop, Ronkonkoma, N.Y. 11779

Card frame*, power supply card*, Microphone preamplifier*, 10 w monitor amplifier, operational amplifier, 8 output distribution amplifier, meter amplifier. **Staff:** L. Lindauer, D. Richter.

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Bryston Vermont 2910

R.D. 4, Berlin, Montpelier, Vt. 05602

BTX Corp. 2301

11 Huron Dr., Natick, Mass. 01760

Staff: R. Nadeau, D. Krumholz, L. Karmeris, S. Gussow, J. Swift, D. Bourque, E. Hatfield, J. Sullivan.

Bush & Millimaki Services 1602C

902 Bob Wallace Ave., Huntsville, Ala. 35801

Cablewave Systems 3206

60 Dodge Ave., North Haven, Conn. 06473

Staff: K. Robinson, D. Procter, W. Meola, M. Barneschi.

California Microwave 2105

990 Almanor Ave., Sunnyvale, Calif. 94086

Calzone Case 1811

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Cambridge Products Corp. 1619

244 Woodland Ave., Bloomfield, Conn. 06002

Staff: A. Horowitz, J. Johnson.

Camera Mart 2010

456 W. 55th St., New York 10019

Canford Audio 2817

652 Glenbrook Rd., Stamford, Conn. 06906

Audio cables including color*. **Staff:** R. Chilvers, S. Ash, A. Fealdman, W. Wilson, P. Hanoud, T. Bennett, T. Parnell, C. Bray, C. Jones, K. Baldwin, P. Markham, S. Sommers, R. North.

Canon U.S.A. 3305

One Canon Pl., Lake Success, N.Y. 11042

Staff: J. Keyes, T. Sakurai, M. Momosawa, K. Saotome, B. Low, K. Morishima.

Capitol Magnetic Products 3127

6902 Sunset Blvd., Hollywood, Calif. 90028

CBS Radio Stations 3131

2020 M. St., N.W., Washington 20036

Staff: A. Balch, J. Durso, A. Sokusky.

Ceco Communications 1804

2111 Avenue X, Brooklyn, N.Y. 11235

Transmitting tubes, camera and monitor tubes, replacements, semiconductors, receiving tubes, vidicons and klystrons. **Staff:** T. Tanna, L. Levinson, H. Mullins.

Celestial Mechanix 2616

612 Hampton Dr., Venice, Calif. 90291

Central Dynamics 3208

147 Hymus Blvd., Pointe Claire, Quebec H9R 1G1

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Centro Corp. 2204

9516 Chesapeake Dr., San Diego 92123

Staff: J. Munderloh, D. Wenhard, F. Powers, R. Reed, A. Cervenka, M. Hiles, M. Donahue, E. Davis, H. Smith, P. Trach.

Century 21 Programing 1503

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Cetec Broadcast Group 3136

1110 Mark Ave., Carpinteria, Calif. 93013

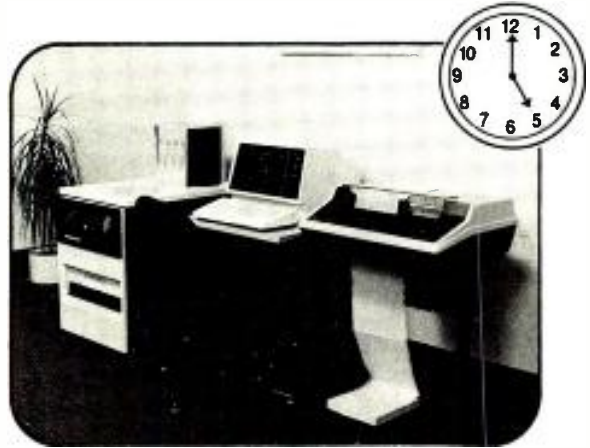
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Cetec Vega 3129
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Staff: P. Baughman, K. Bourne, E. Pappenfus, G. Stanfill.

Cezar International 1701
491 Macara, Sunnyvale, Calif. 94086

Chase Media 1912
5286 S. 320 WA-166, Salt Lake City 84407

John Chiles 2622
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Christie Electric Corp. 1623
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265 Spangnoli, Melville, N.Y. 11747

Cine 60 1704
630 Ninth Ave., New York 10036

Lithium expedition battery systems, universal fast charger, type snap mount on camera battery system, compact adapter power supply. **Staff:** P. Wildum, B. Kabo, D. Civitillo.

Cinema Products 3144
2037 Granville Ave., Los Angeles 90025

EC-35 video camera*, digital remote control systems*, zip-pak power supply*, 16mm camera*, film/video cameras, portable camera prompting system, matte box fresnel light series, microphone boom. **Staff:** E. DiGiulio, E. Clare, S. Lewis, J. Garfield, B. Auguste, V. Bushway, P. Waldeck, C. Lipow.

Circuit Research Labs 2827
3204 S. Fair Ln., Tempe, Ariz. 85282

Clear-Com 2807
1111 17 St., San Francisco 94107

Staff: E. Fitzgerald, P. Giddings, R. Cohen.

Clyde Electronics 2417
Ranken House, Blythswood Ct., Glasgow, Scotland G2 7LB

CMC Technology 1802
733 N. Pastoria Ave., Sunnyvale, Calif. 94086

Quad video headwheel refurbishment services, video accessories including amplifiers, equalizers, videotape leader generators. **Staff:** T. Mlinaric, W. Bell, J. Whitley, B. Fittz, E. Muller, T. Emm, B. Zimborski, T. Thompson, F. Koehler, D. Zimmerman, K. Pierson, B. Young.

CMX Systems/Orrox 3304
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1015 Chestnut St., Burbank, Calif. 91506

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Columbine Systems 2716

7 Jackson Bldg., Golden, Colo. 80401

Broadcast information systems including sales, traffic, billing, accounts receivable, payroll, general ledger, accounts payable, music inventory and rotation, media film inventory, automation interface and demographics. **Staff:** B. Cole, S. Thompson, D. Weidner, M. Freeman, L. Ashley.

Comark Communications 1709

Box 267, Rt. 57, Southwick, Mass. 01077

UHF transmitter turnkey systems including energy options, power supplies, waveguide and transmission line, remote control systems, exciters, heat exchangers, sound and audio notches, demodulators, coaxial tuners, remote control system, circular polarized antennas, hybrid couplers, directional couplers, patch panels, power dividers, waveguide and coaxial switching systems. **Staff:** R. Fiore, R. Fiore Jr., M. Aitken, D. Adams, D. Smith, D.S. Smith, J. Molta, B. Yorns, H. Blake, M. Duclos.

Comex 2829

Box 17011, Dulles Airport, Washington 20041

Staff: J. Rickel, L. Carlson, M. Keller.

Commercial Electronics 3321

880 Maude Ave., Mountain View, Calif. 94043

Color cameras. **Staff:** A. Jensen, D. Fish, L. Adler, A. Mellows, C. Headley, H. Romsdahl, D. Capps, H. Nabalshi, J. Irvine, J. Comella, H. Ray, T. Leird.

Compact Video 1604

2813 W. Alameda, Burbank, Calif. 91505

Video playback system, RTS intercommunication and IFB systems. **Staff:** A. Taylor, W. Sell, B. Manahan, B. Everett, D. Leighton, B. Weyl, M. Sayovitz, B. Tourkow, S. Hubler, G. Allison, E. Bush, B. Feightner, D. Jaqua.

Comprehensive Video Supply 2322

148 Veterans Dr., Northvale, N.J. 07647

Assortment of cables, connectors and adapters, professional microphones*, comprehensive and PAG power products, bilora tripods, quartz beam lighting*, video electronics, animated graphics generator, carts and stands, camera to VCR adapters. **Staff:** S. Dunn, T. Jacoby.

Compucon 2513

Box 401229, Dallas 75240

Engineering services including satellite frequency studies and coordination, STL band frequency studies, LPTV engineering, MDS services, FCC application preparation and interference alert monitoring. **Staff:** B. Shipman, R. Miller, K. Schimnowski, R. Hetzler, A. Koch.

Computer Concepts 2022

8001 W. 63rd St., Shawnee Mission, Kan. 66202

Music management computer system. **Staff:**

G. Dean, W. Dean, J. Clark, K. Schafer, G. Cowan.

Computer Graphics Lab 2933

405 Lexington Ave., New York 10174

Image manipulation and graphic enhancement system, digital-graphics design and production set. **Staff:** B. Laskin, J. Burton, M. Cardamone, M. Miller, J. McMahon, R. Peaches.

Computer Operations 2403

5001-J Forbes Blvd., Lanham, Md. 20706

High resolution video animation system. **Staff:** S. Silverman, B. Shelly, J. Williams, P. Bowen, D. West, A. Gruz, L. Given, K. Collins, K. Carter, D. Watson, D. Johnson.

Computer Video Systems 2305

3678 West 2150 South, Unit 2, Salt Lake City 84120

Comrex 1613

60 Union Ave., Sudbury, Mass. 01776

Frequency extender for sports and news*, telephone talk show system, ENG communications equipment, wireless microphone systems. **Staff:** J. Cheney, L. Distler, T. Brown.

Comsearch 2416

11503 Sunrise Valley Dr., Reston, Va. 22091

Engineering services for satellite earth stations and point-to-point microwave paths, low power broadcast TV services*, digital termination systems services*, earth stations trouble shooting for C and Ku bands. **Staff:** Jerry Schulman, Harry Stemple, Jim Fitzgerald.

Comtech Data Corp. 1503B

350 N. Hayden Rd., Scottsdale, Ariz. 85257

Staff: M. Deever, B. Miller, J. Hillier, J. Rufener, P. Windus, G. Higgins, R. Kelsey, R. Belmont, J. Dranesfield, F. Kornberg, B. Fitting.

Concept Productions 2107

801 Riverside Ave., Suite D, Roseville, Calif. 95678

Staff: D. Wagner, M. Wagner, L. Nye, S. Stiles.

Otis Conner Productions 2916

2829 W. N.W. Hwy, Suite 940, Dallas 75220

Seven radio packages—Come Home, Close to You, Certified Country, Let's Make the Music Together, Fire, We Play Your Songs, Reachin' Out*, KEX custom ID package; TV—We're Something to See, Just Look at Us, Lookin' Out for You, 5 Comes Home to You. **Staff:** O. Conner, L. Conner, B. Conner, J. Conner, D. Conner, A. Conner, J. Conner, J. McCagheen, K. Bays, R. Duncan, G. Dawson, W. Thomas.

Conrac 3009

600 N. Rimsdale Ave., Covina, Calif. 91722

Staff: R. Ablemann, J. McClimont, W. Ems, B. Mitchell, J. Keenan, R. Spallone, F. Heyer, G. Jones, G. Ornstead, P. Thomsen, S. Somers, J. Martinez, N. Chatzipetrou, D. Fili, R. Hofer.

Continental Electronics 3134

Box 270879, Dallas 75227

AM and FM transmitters, audio consoles. **Staff:** J. Weldon, M. Bullock, W. Mitchell, B. Watson, V. Collins, R. Floyd, S. Claterbaugh, G. Randolph, J. Hutson, E. King, G. Cuesta, B. Dunkin, R. Tucker, J. Sinton, D. Chenoweth, G. Woodard, D. Russell, G. Bingham.

Continental Recordings 2800A

210 South St., Boston 02111

Staff: D. Flynn, R. Livingston, B. Donheiser, J. Falci.

Control Video 2324

578 Division St., Campbell, Calif. 95008

Video/audio synchronizer, CRT computerized editing system. **Staff:** L. Seemorn, M. Goddard, B. Raddatz, P. Covec, N. Short.

Convergence Corp. 1902

1641 McGaw, Irvine, Calif. 92714

ECS-104 list management editing system, DD-100 dual disk drive, ECS-91 edit controller, EDL-90 edit decision lister, animation video products. **Staff:** G. Bates, R. Mascarello, D. Harter, F. Jackson, J. Myers, M. Altman, D. LeFebvre, J. Klein, I. Prowse.

Cool Light 2201

5723 Auckland Ave., N. Hollywood, Calif. 91601

Staff: R. Slutske, G. Panagiotou, F. Tucker

Corporate Communications Consultants 2413

4250 Veterans Memorial Hwy, Holbrook, N.Y. 11741

Computerized color correction systems. **Staff:** A. Sarabia, K. Huldtgren, S. Chayka, J. Keller, M. Smith, S. Schwartz, R. Post, J. Bretz, D. Dutton, G. Marston.

Crosspoint Latch 2408

95 Progress St., Union, N.J. 07083

Production switchers*, programable audio mixer, switcher-editor interface, computer controller for switchers, portable audio and video production system, sync generators. **Staff:** H. Pires, T. Pires, M. Molinaro, N. Accardo, G. Cudabac, P. Kraus, T. Kaseta, D. Dzioba.

Crown International 1921

1718 W. Mishawaka Rd., Elkhart, Ind. 46517

CSI Electronics 1606

18248 E. Rogers Cr., Boca Raton, Fla. 33431

25 kw AM single-ended transmitter. **Staff:** B. Gelman, R. Golbin, W. Moats, W. Hoffman, H. Dempsey, B. Gelman, B. Ostrovsky, C. Caballero.

Crown International 1921

1718 W. Mishawaka Rd., Elkhart, Ind. 46517

Custom Business Systems 2017/3122

Box 67, Reedsport, Ore. 97467

Co-op billing system*, music library system*, business computer system. **Staff:** S. Kenagy, J. Kenagy, W. Lockard, K. Beeson.

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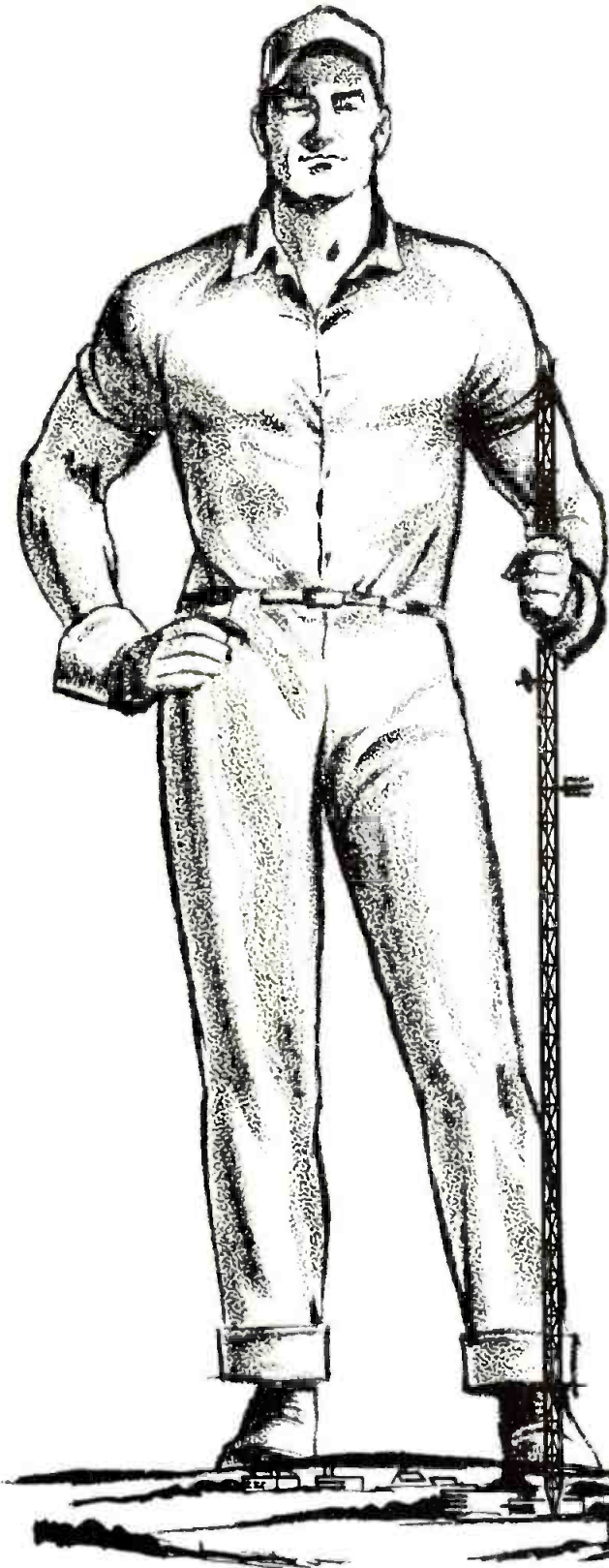
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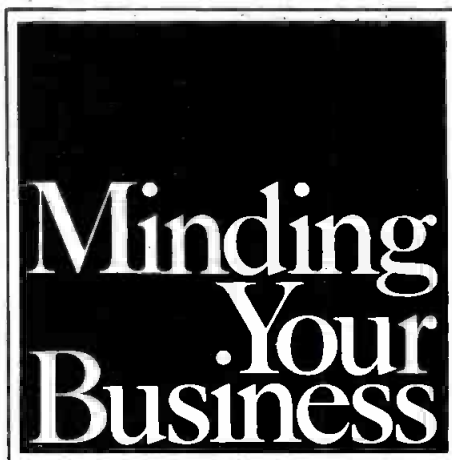
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3000 Directors Row, Memphis 38131

Network control system, master control automation, broadcast industry automation system, feature film and word processing. **Staff:** F. Pierce, N. Jefferies, G. Calhoun, S. Price, R. West, D. Summerville, S. Turnipseed, L. Madewell, M. Hunter, J. Leighton, B. Boyce, N. Turner.

Datametrics 1500
340 Fordham Rd., Wilmington, Mass. 01887

Time code products including generators, and character inserts, vertical interval time coding. **Staff:** W. Hickman, B. Parke, M. Greene, M. Merhar.

Datatek Corp. 3138A
1121 Bristol Rd., Mountainside, N.J. 07092

Datatron 3327
2942 Dow Ave., Tustin, Calif. 92680

Staff: R. Bailey, G. Rosenzweig, J. Horning, C. Peck, D. Curtin, R. Smith, S. Pogoda, J. Wagner, T. Belford, A. Ricker, T. Miller, S. Meyer, F. Blaha, M. Voorhis.

Datatronix 1927
2100 Reston Ave., Reston, Va. 22091

Broadcast production and on-air consoles, amplifiers, equalizers, faders, patch bays, powered equipment enclosures*, personality equalizer*. **Staff:** D. Brooks, S. Walker, J. Harper, P. Wolff, V. Bassi.

Datum 2409
1363 S. State College Blvd., Anaheim, Calif. 92806

VBI data encoder and decoder*, source identification encoder*, video time and character generator*, automatic video magnetic tape search system, rack, ceiling and wall mount time display. **Staff:** C. Cole, H. Evans, E. Healy, R. Goodloe, L. Turner, E. Waldrup, K. White.

D-B Electronics 2024
7851 Airpark Dr., Suite 201, Gaithersburg, Md. 20760

dbx 2113
71 Chapel St., Newton, Mass. 02195

Modular signal processors, compressor/limiters, signal enhancers, noise reduction systems, 907 compressor/limiter*, 610 equalizer*. **Staff:** L. Korthals, D. Roudebush, R. Revilock, J. Cullinane, J. Lemanski, L. Tyler.

Delcom Corp. 2710
6019 S. 66th E. Ave., Tulsa, Okla. 74145

Delta Electronics 3122

5730 General Washington Dr., Alexandria, Va. 22312

Frequency modulation controller*, RF instrumentation equipment including RF meters, remote control systems, AM antenna monitors, automatic transmitter power controllers and AM modulation controllers, coaxial, transfer switches, operating impedance bridges, common point impedance bridges. **Staff:** R. Bousman, J. Novak, J. Wright, T. Wright, C. Wright, S. Kershner, R. Geiger.

Deltamod Corp. 2906
2823 Ninth St., Berkeley, Calif. 94710

De Wolfe Music Library 2610
25 W. 45th St., New York 10036

600 LP production music library, 19 album sound effects library*, cuts for commercials package. **Staff:** A. Jacobs, L. Kessler.

Dictaphone 2020
120 Old Post Rd., Rye, N.Y. 10580

Veritac 5000 voice communications logger*. **Staff:** G. Moore, A. Kemp, R. Morgan, M. Fahey, L. Goin.

Digital Communications 2200A
11717 Exploration Ln., Germantown, Md. 20874

Digital Video Systems 1904
716 Gordon Baker Rd., Willowdale, Ont.

Di-Tech 2203
48 Jefryn Blvd., Deer Park, N.Y. 11729

Dolby Laboratories 2405
731 Sansome St., San Francisco 94117

Audio noise reduction consoles, noise reduction units, encoder. **Staff:** T. Prouty, S. Rehm, I. Allen, E. Stetter, M. Yonge, B. Stribling, D. Robinson.

Dorrough Electronics 2112
5221 Collier Pl., Woodland Hills, Calif. 91364

Audio processors for AM, FM, TV, tri-band digital audio processing system*, Dorrough audio monitor*. **Staff:** M. Dorrough, K. Dorrough, B. Walton, A. Zendejas.

Drake-Chenault 1516
8399 Topanga Canyon Blvd., Box 1629, Canoga Park, Calif. 91304

Hitparade*, History of Rock and Roll, Number One Radio Show, Golden Years, Golden Year of Country, Top 100 of the '70's, Elvis: A Three-Hour Special, Country Christmas, Christmas at Our House, History of Country Music, plus adult contemporary, modern country, rock, black and contemporary/MOR formats.

Dunbar Computer Systems 2702
158 Linwood Pl., Fort Lee, N.J. 07024

Computer graphics system featuring character generator, full screen graphics color corrector computer. **Staff:** H. Dubner, E. Dubner, D. Dubner, J. Thomson, J. Ghazy, I. Maltz.

Victor Duncan 2404
2659 Fondren Dr., Dallas 75206

Staff: L. Duncan, V. Duncan, F. Marasco, N. Bleicher, A. Sheffield, B. Burrell, G. Hart, B. Coleman, T. Kraemer, B. Reiter, A. Conrad, S. Adams, B. Ludwig, D. Klutznik, F. Fuchs.

Dynacom 2424
590 Commerce Park Dr., Suite 125, Marietta Ga. 30060

Ticket module scrambling system for STV, MDS/LPTV, addressable scrambling system for STV/MDS/LPTV, MDS downconverter. **Staff:** T. Craig, R. Payne Sr., R. Payne Jr., M. Oberbauer, W. Smith, P. Vickers, P. Payne.

Dynamic Technology 2912
Zonal House, Alliance Rd., West Action, London

Dynair Electronics 3135
5275 Market St., San Diego 92114

Audio/video routing switcher, machine control, data/control switching, AV routing switcher, distribution equipment. **Staff:** G. Gramman, B. Vendeland, B. Jacobs, M. Peterson, T. Meyer, A. Wilson, H. Maynard, C. Wills, E. Manzo, E. Jett, P. Lynch.

Eastman Kodak 3212
343 State St., Rochester, N.Y. 14650

Eastman motion picture products for program origination, post-production and distribution of television programming. **Staff:** A. Bruno, L. Coleman, R. Hufford, K. Mason, J. McDonough, W. Koch, R. Potter, R. Schafer, A. Williams, G. Winter.

Echo Science Corp. 3319
485 E. Middlefield Rd., Mountain View, Calif. 94043

EFS-1B video disc cassette recorder/reproducer*, EFS-1B PAL/SECAM video disc cassette recorder/reproducer*, EFS-2 image maker video disc cassette recorder. **Staff:** D. Wotton, P. Insko, G. Elsaesser, G. Dunn, C. James, J. Crouch.

Echolab 2932
175 Bedford Rd., Burlington, Mass. 01803

L. Baxter, T. Whittaker, R. Smith, J. Bottali, F. Culotta, D. Comstock, B. Dawson, L. Elliot, J. Fairbank, E. Fleehart, J. Grunder, B. Hawkins, K. Kawamura, C. Lange, R. Meis.

EECO Inc. 1819
1601 E. Chestnut Ave., Santa Ana, Calif. 92701

Microprocessor time code systems, video character generator, time code reader, vertical interval time code reader. **Staff:** P. Cadigan, J. Ludutsky, G. Swetland, K. Mills, G. Miller, P. Conlon.

EEG Enterprises 2507
1 Rome St., Farmingdale, N.Y. 11735

Vertical interval digital encoding and decoding equipment including closed-captioning turnkey encoding system for line 21, simple encoders, video encoders, disk reader/com-

puter, turnkey line 21 smart systems*, line 21 video decoder with data recovery port*, vertical interval keyer*. **Staff:** E. Murphy, W. Posner, W. Jorden.

REV 2216
7 Westchester Pl., Elmsford, N.Y. 10523

Staff: P. Plurien, T. Soldano, M. Mandl, C. Shellenberger, R. Rossert, C. Bocan, H. Kozicki, J. Knowles, D. Rose, G. Chalk, D. Clfssold, E. Sondak, A. Ferry, D. Willcox, D. Farrar.

EG&G Electro-Optics 1820
35 Congress St., Salem, Mass. 01970

Aircraft avoidance lighting systems for towers, strobe lights, other lighting fixtures and accessories. **Staff:** D. MacLennan, G. Manville, T. Allain, A. Celata.

Eigen Video 1902A
Box 848, Nevada City, Calif. 95959

Staff: J. Romanko, G. Foster, J. Hebb, J. Lively, M. Lively, G. Kuntz, J. Warner, J. Wellman, J. Fairbanks, S. Hill, K. Efirid, M. Wagner, V. Maiello, D. Hebb.

Elcom Bauer 1908
6199 Warehouse Way, Sacramento, Calif. 95826

AM, FM transmitters, audio processing equipment. **Staff:** P. Gregg, O. Jaeger, D. Nateman.

Electro Controls 1915
2975 S. 300 West, Salt Lake City 84115

Studio lighting equipment, control equipment, scenic equipment. **Staff:** J. Good, D. Gilchrist, W. Brewer.

Electro Impulse Laboratory 1805
116 Chestnut St., Box 870, Red Bank, N.J. 07701

Staff: M. Rubin.

Electro & Optical Systems 2104
31 Progres Ct., Suite 13, Scarborough, Ont. M1G 3V5

Electro-Voice 1905
600 Cecil St., Buchanan, Mich. 49107

Studio monitor speaker system. **Staff:** G. Silsby, J. Whaley, B. Cook, A. Watson.

EMCEE Broadcast Products 3331
Box 68, White Haven, Pa. 18661

MDS transmitter*, 1 kw amplifier, TTS-20 MDS transmitter, TSA-100 amplifier, TTU-1000BM transmitter with remote interrogator, TV100V translator. **Staff:** V. Grassini, J. DeStefano, D. Parmelee, F. Diamond, T. Ferguson, C. Kemper, B. Luka, B. Price, M. Roosa, J. Saul.

Emcor 1901
1600 4th Ave., Rochester, Minn. 55901

Staff: G. Ellis, J. Horton, J. Olson, C. Elliot.

E-N-G Corp. 1501
1009 Shary Cr., Concord, Calif. 94518

Enstrom Helicopter 2406
Box 277, Menominee, Mich. 49858

Enterprise Electronics 1822
Box 1216, Enterprise, Ala. 36331

Environmental Container Systems 2907
Box 188, Grants Pass, Ore. 97526

Fiberglass carrying and transit cases, transportable electronics enclosures. **Staff:** T. Helman, J. Narmore, C. Weldon, Dennis Becklin, Debbie Becklin.

ESE 2305
142 Sierra St., El Segundo, Calif. 90245

SMPTTE time code generator, solid state digital clocks and timers, code readers, programable timers, audio level indicators. **Staff:** J. Johnson, B. Mayers.

Eventide 2934
265 W. 54th St., New York 10019

Staff: R. Factor, S. Langle, J. Shapiro.

Excalibur Industries 2103A
12427 Foothill Blvd., Lake View Terrace, Calif. 91342

Faroudja Laboratories 2814
946 Benicia Ave., Sunnyvale, Calif. 94086

Farinon Video (see Harris)

Farrtronics 2517
151 Bentley St., Markham, Ont. L3R 3X9

Pre-wired audio patchfields*, audio editing consoles*, audio distribution amplifiers*, intercom systems*, P/L communications systems. **Staff:** N. Farr, M. Thornton, R. Smith, Russell Montgomery.

Fernseh 3323
2300 S. 2300 West, Salt Lake City 84115

Staff: W. Butler, D. Zieger, A. Pignoni, J. Webb, A. Magliocco, A. Schoenberg, R. Ferguson, L. Caput, J. Fadely, D. Spindle, C. Gardner, S. Bosen, G. Crowther, D. Orr, D. Harrison.

Fiberbilt 1801
601 W. 26th St., New York 10001

Shipping and carrying cases for audio, visual and broadcast equipment. **Staff:** P. Lowman, F. Abeles, G. Bruneman.

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DELTA BROADCAST PRODUCTS

AMC-1/FMC-1



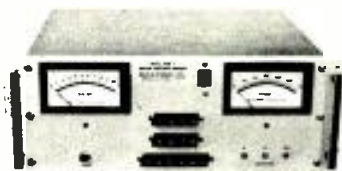
The Modulation Controllers are the only modulation controlling systems that provide a completely closed loop around the transmitter. The sampling of actual modulation levels after the PA output network assures precise adjustment for optimum modulation levels. The AMC-1/FMC-1 also keep a digital count of positive and negative overmodulation bursts for both present and previous one minute periods.

DAM-1



The Digital Antenna Monitor couples pushbutton ease of operation with digital accuracy. The DAM-1 will accept RF samples from up to 12 towers (with an auxiliary panel) and features $\pm 1^\circ$ phase and $\pm 2\%$ current ratio accuracies. Remote panels and other accessories are available.

AAM-1



The Analog Antenna Monitor gives stable phase and ratio readings even in high RF fields. Separate phase and ratio mirrored-scale meters assure accurate meter indications.

RCS-1V



The RCS-1V Remote Control System combines microprocessor technology with simplified operation. Features include direct interface boards for antenna monitors, patented remote modulation bargraph, automatic logging, and synthesized speech telephone interface. The modular design allows the customer to plug in additional input or control boards to expand remote control capabilities even after the system is operating in the field.

APC-1



The Automatic Power Controller is your insurance against citations for over- and under-power operation. The APC-1 continuously monitors the transmitter output power, and makes automatic power adjustments with the transmitter loading control. This assures proper power adjustment at all times.

**6730-E
6740-B**



Designed to switch two transmitters from antenna to dummy load, the 6730E interfaces with 1 5/8 inch coaxial cable. For 3 1/8" lines, the 6740-B transfer switch is used. Either manually or remote controlled, the Transfer Switch is fully interlocked and can be wired to existing equipment to prevent "hot" switching.



State of the art antenna current metering has arrived in the TCA Ammeter Systems. Accurate, Modulation-free, temperature stable current indications are found in the TCA. Models include single and dual scale meters.

TCT



Delta's Toroidal Current Transformers provide accurate sampling current and phase values without the problems associated with sampling loops. Three output voltage ranges are available, as well as high voltage models for high-power facilities.

OIB-1



OIB-3



The Operating Impedance Bridge measures the impedance of networks, radiators, and the like while they operate under full power. VSWR as well as complex impedances of up to $400 \pm j300$ ohms can be measured.

The OIB-3 Operating Impedance Bridge provides extended resistance and reactance ranges, measuring up to $1000 \pm j900$ ohms. The bridge has a built-in carrying case and RF amplifier for improved nulling.



RG-3

The Receiver/Generator combines a two-watt RF output and a correlation detector circuit that virtually eliminates interference problems. The RG-3 can be used in conjunction with any conventional impedance bridge including the OIB series.



CPB-1

The Common Point Impedance Bridge is designed for permanent installation; and allows continuous monitoring of the common point, thus facilitating network adjustment. This model can be provided with one of Delta's TCA ammeters mounted in the front panel.

DELTA ELECTRONICS



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Film/Video Equipment Service 2422
1875 S. Pearl St., Denver 80210

Wide angle adapters, portable energy products sealed lead acid battery belts and packs. **Staff:** D. Schneider, J. Schneider, J. Swearingen, R. Cotty, E. Greenberg, S. Leiser-son, L. Domash.

Finntek 1717
Box 235, Riverton, Utah 84065

First-Com Broadcast Services 2414
13747 Montfort Dr., Dallas 75240

"World's Best," commercial advertising service and production library", "Real Music is Back," big band/MOR ID series. Dick and Bert commercial radio campaigns, sales performance system. **Staff:** J. Long, J. Atchley, D. Alt, M. Moseley, F. Sax, K. Justiss, J. Gibson, P. McAllister.

FitzCo. Sound 2540
204 N. Midkiff, Midland, Tex. 79701

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Flash Technology 1708
55 Lake St., Nashua, N.H. 03060

For A Corp. 2210
1680 N. Vine St., Los Angeles 90028

Fort Worth Tower 3326
1901 E. Loop 820S, Box 8597, Fort Worth 76112

Staff: T. Moore, F. Moore, C. Moore, B. Moore.

Fortel 2106A
6649 Peachtree Industrial Blvd., Norcross, Ga. 30092

Fostex 1911
15431 Blackburn Ave., Norwalk, Calif. 90650

Multitrack recording equipment. **Staff:** Y. Abe, F. Huang, M. Cohen, S. Sugiura, L. Schuchart, R. Benson.

Frezzolini Electronics 1817
7 Valley St., Hawthorne, N.J. 07506

Battery packs for ENG/EPF and VTR applications, portable camera lights, 40 w AC adapters, nickel-cadmium battery pack*, multiple chargers model MBC*, portable camera light*.

Staff: J. Frezzolini, J. Crawford, J. Zink, B. Birdsall.

Fuji Photo Film U.S.A. 3313
350 Fifth Ave., New York 10118

Staff: J. Dale, J. Birmingham, A. Bedross, S.P. Henderson, D. Jackson, J. Murphy, J. Walsh, D. Corrigan, R. Priske, J. Lester, P. Heenan, S. Risetter, B. Kuczik, J. Visslailli, B. Gargus, S. Petrozzini, M. Bystrom.

Fujinon 3314
672 White Plains Rd., Scarsdale, N.Y. 10583

Staff: J. Dawson, F. Nakajima, J. Newton, R. Russin, R. Morabito, M. Ebisawa, T. Sumiya, T. Wasburne, Y. Hayashi, T. Yamakawa, G. Squires, Y. Ito, L. Parrhis, D. Bastello, H. Minoshima.

Gagnon LaForest 2800
930 Wellington, Montreal H3C 1V1

Garner Industries 2304
4200 N. 48th St., Lincoln, Neb. 68504

Audio and video tape erasers. **Staff:** P. Mullin, B. Alderman, B. Laughlin, D. Becker, E. Garner.

General Electric 2500
Nela Park, Cleveland 44112

Generic Computers 2317
Box 151, Butler, Pa. 16001

Gerstenslager Co. 2630
1425 E. Bowman St., Wooster, Ohio 44691

Custom mobile television units. **Staff:** M.L. Fleming, A.W. Baehr, D. Kilmer, A. Butts, A. Stillo.

Glentronix 2008
160 Duncan Mill Rd., Don Mills, Ont.

Staff: T. Pressley, D. Carter, T. Banting, B. Torpey, L. LeBlanc, S. Banting.

Golden Image Network 1800A
3820 N. Third St., Phoenix 85012

Syndicated TV commercials for radio stations. **Staff:** R. Andresano, B. Duffield, R. Risk, D. Hull, S. Burns, A. Mickel.

Gorman-Redlich 2307
6 Curtis St., Athens, Ohio 45701

Digital AM antenna monitors, EBS encoders and decoders, rack mounted NOAA weather radios. **Staff:** Jim Gorman, Judy Gorman, John Gorman, E. Gorman, C. Gorman.

Gotham Audio 2007
741 Washington St., New York 10014

Neumann microphones, transient limiter*, turntable*, digital audio disk storage system for broadcast spot announcements and commercials. **Staff:** S. Temmer, R. Hamm, H. Allen, J. Graham.

Grass Valley Group 3010
Box 1114, Grass Valley, Calif. 95945

Staff: T. Long, D. Friedley, B. Cobler.

Great American Market 2103
Box 178, Woodland Hills, Calif. 91364

Staff: J. Tawil, A. Tawil, M. Bissada, N. Armbruster, K. Ryu, K. Whitright, T. McHose, S. Harada, W. Devore, T. De Cristo, W. Hazelhurst.

David Green Broadcast Consultants 2014
Box 590, Leesburg, Va. 22075

Grove Video 2701
16851 Oakmont Ave., Gaithersburg, Md. 20877

Imager II digital key image storage and effects device. **Staff:** P. Edwards, T. Ocampo, S. Edwards.

Grunman Aerospace 2641
Sunrise Hwy., Great River, N.Y. 11739

Hallikainen & Friends 1618
101 Suburban Rd., San Luis Obispo, Calif. 93401

Hardigg Industries 1705B
N. Main St., South Deerfield, Mass. 01373

Harris 3101
Box 4290, Quincy, Ill. 62305

5 kw AM transmitter, other AM transmitters*, earth station controllers*, word processing computer*, UHF TV transmitters*, RF contractor, FM transmitters, antennas, audio consoles, turntables, FM audio composite processing unit, remote SCA generator, audio processor with tri-band AGC, automation systems, satellite system, facilities controller, color TV cameras, VHF black and white and color transmitters, microwave transmitters, computer assisted editing system, slide still storage system, frame synchronizer, complete time base corrector line. **Staff:** G. Whicker, E. Edwards, J. Delissio, A. Juettner, K. Schwenk, J. Ariana, L. Zaiser, J. Ash, M. Montgomery, J. Preston, E. Gagnon, J. Summers, D. Maase, W. Curtis, J. Murray, J. Bistrup, V. Weise, D. Northen.

Harris Corp./Broadcast Microwave 3101
1680 Bayport Ave., San Carlos, Calif. 94070

Broadcast microwave systems for ENG and STL/TSL operation. **Staff:** L. Basu, J. Bistrup, M. Brodeur, R. Colby, C. Fields, C. LaBarre, M. Lang, G. Maier, N. Marshall, D. Littleton, J. Heinemann, J. Murray, D. Northen, J. Saefke, B. Schneider, V. Weise, R. Cortes.

Harrison Systems Inc. 1910
P.O. Box 22964, Nashville, Tenn. 37202

TV-3 series console for live stereo production, multitrack production, automated multitrack metering system. **Staff:** C. Hill, E. Johnson, S. Force, M. Hurt, G. Davis.

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979 Third Ave., New York 10022

Staff: K. Heitz, A. Venema, Z. Sawyer, C. Sawyer.

Hitachi Denshi America 3202
175 Crossways Park West, Woodbury, N.Y. 11797

Staff: M. Muto, B. Munzelle, J. Russell, T. Califano, S. Hotta, T. Yamishita, K. Miyano, M. Ma, J. Morrison, H. Rainey, G. Nappo, M. Bussey, J. Brinnacombe, S. McWilliams, J. Breitenbucher.

HM Electronics 2402
6151 Fairmont Ave., San Diego 92120

Portable base station for wireless intercom system*, wireless microphone*, other wireless microphones and intercom systems. **Staff:** H. Miyahira, R. Carr, R. Scott, J. Kenyon.

Howe Audio/BCP 2744
3085 A Bluff St., Boulder, Colo. 80301

7000 console, 7500 console*, 2000 phase-chaser*. **Staff:** D. Howe, J. Michael, T. Tinsley, G. Pine, L. Pine, Q. Morrison, D. Morrison.

Hughes Helicopters 2611
5320 Arizona Cr., Los Angeles 90045

IGM Communications 3122
4041 Home Rd., Bellingham, Wash. 98226

Staff: J. Wells, N. Solberg, C. Peterson, R. Sawyer, J. Wolniakowski.

Ikegami Electronics 3209
37 Brook Ave., Maywood, N.J. 07607

HK-322 computer studio/field camera*, HL-83 recording camera*, editing and playback equipment, EC-35 electronic cinematography camera*, TKC-990 telecine camera*, portable microwave system for ENG*, in-line CRT color video monitors*, video distribution amplifiers*, black and white video monitors*. **Staff:** C. Sloss, J. Lynch, W. Weichel, B. Mills, Y. Sato, T. Arai, M. Narumi, H. Schloss, H. Schkolnick, S. La Conte, N. Nishi, J. Chow, L. Wolff, H. Caplan, J. Kraus, J. Starks, S. Porrao.

Image Video 2600
700 Progress Ave., Unit 16, Scarborough, Ont. M1H 2L7

Automated master control, machine assignment system, routing switcher, border generator, prewired jackfield, silence monitor, control panels, broadcast routing switcher*, voltage monitor panel*. **Staff:** A. Vanags, J. Costa, F. Christo, M. Carter, M. Gooj, B. Crowder.

Industrial Sciences 1600
3521 SW 42d Ave., Gainesville, Fla. 32608

Staff: H. Masingil, R. Bachus, D. Buzan, R.

Hansen, D. Stanley, R. English, T. Harmon, K. Beaver, K. Patterson, C. Hoppock.

Inflight Services 1705C
485 Madison Ave., New York 10022

Innovative Television Equipment 3309
6445 De Soto Ave., Woodland Hills, Calif. 91367

Staff: B. Rosenberg, S. Hollingsworth, H. Gross, R. Gallagher, R. Low, Michael Rosenberg, Mark Rosenberg.

Inovonics Inc. 1610A
503 Vandell Way, Campbell, Calif. 95008

Integrated Sound Systems 2924
29-50 Northern Blvd., Long Island City, N.Y. 11101

TDM 8000 A and stereo adapter 8200*. **Staff:** P. Friedman, M. Klasco, N. Wieland.

Interactive Market Services 2741
19 W. 44th St., New York 10036

Interand 1807
666 N. Lake Shore Dr., Suite 1100, Chicago 60611

Electronic video art system*. 100, 440 and 880 models. **Staff:** L. Reiffel, G. Dunbar, E. Lunkenheimer, W. Rickoff, W. Jung, J. Pineda, R. Karlin, P. Lewis, L. Phillips, N. Reiffel, R. Rickoff, D. Ulrickson, G. Alcime, P. Judy, K. Feith, J. Presendo, A. Holden.

Interface Data Systems 1925
2990 E. Lajolla St., Anaheim, Calif. 92806

Interface Electronics 1620A
6710 Alder, Houston 77081

Portable mixing console model 200B. **Staff:** L. Stevenson, R. Avery, B. Stevenson.

International Tapetronics 3145
2425 S. Main St., Bloomington, Ill. 61701

Audio tape cartridge machine*, telephone*, premium and economy cartridge machines, reel-to-reel recorder/reproducer and reproducer only. **Staff:** J. Jenkins, L. Cutchens, C. Kelly, J. Schaab, B. Parfit, J. Schroeder, M. Wasserman.

JAM Creative Productions 1728
4631 Insurance Ln., Dallas 75205

Jingle/image packages, commercial production library. **Staff:** J. Wolfert, M. Wolfert, F. Hardy, R. Bell.

Jamieson & Associates 2715A
4130 IDS Tower, Minneapolis 55402

Consulting and facilities design company. **Staff:** R. Jamieson, R. Johnson.

Jatex 2505
2626 Freewood Dr., Dallas 75220

Editing controllers. **Staff:** B. Eason, V. Eason, L. Phillips, L. Norris, L. Clark, D. Hackney, B. Yarbrough, C. Michel, S. Michel, K. Clark, M.

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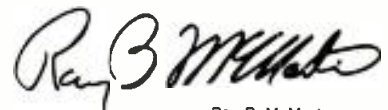
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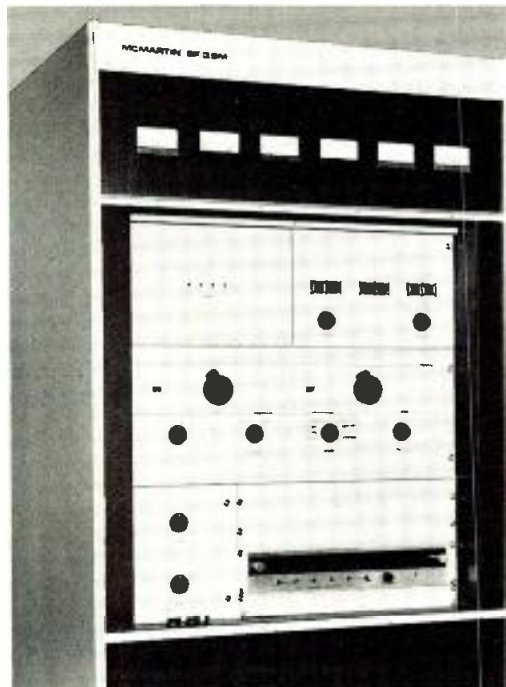
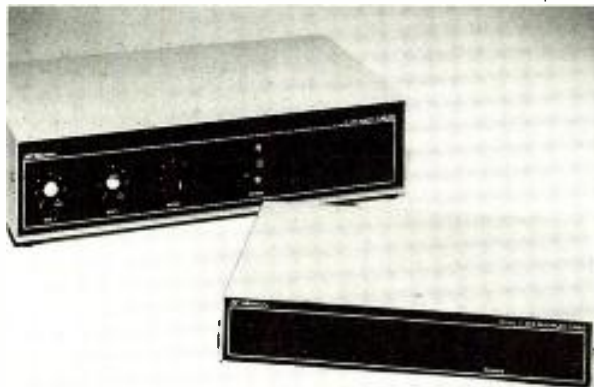
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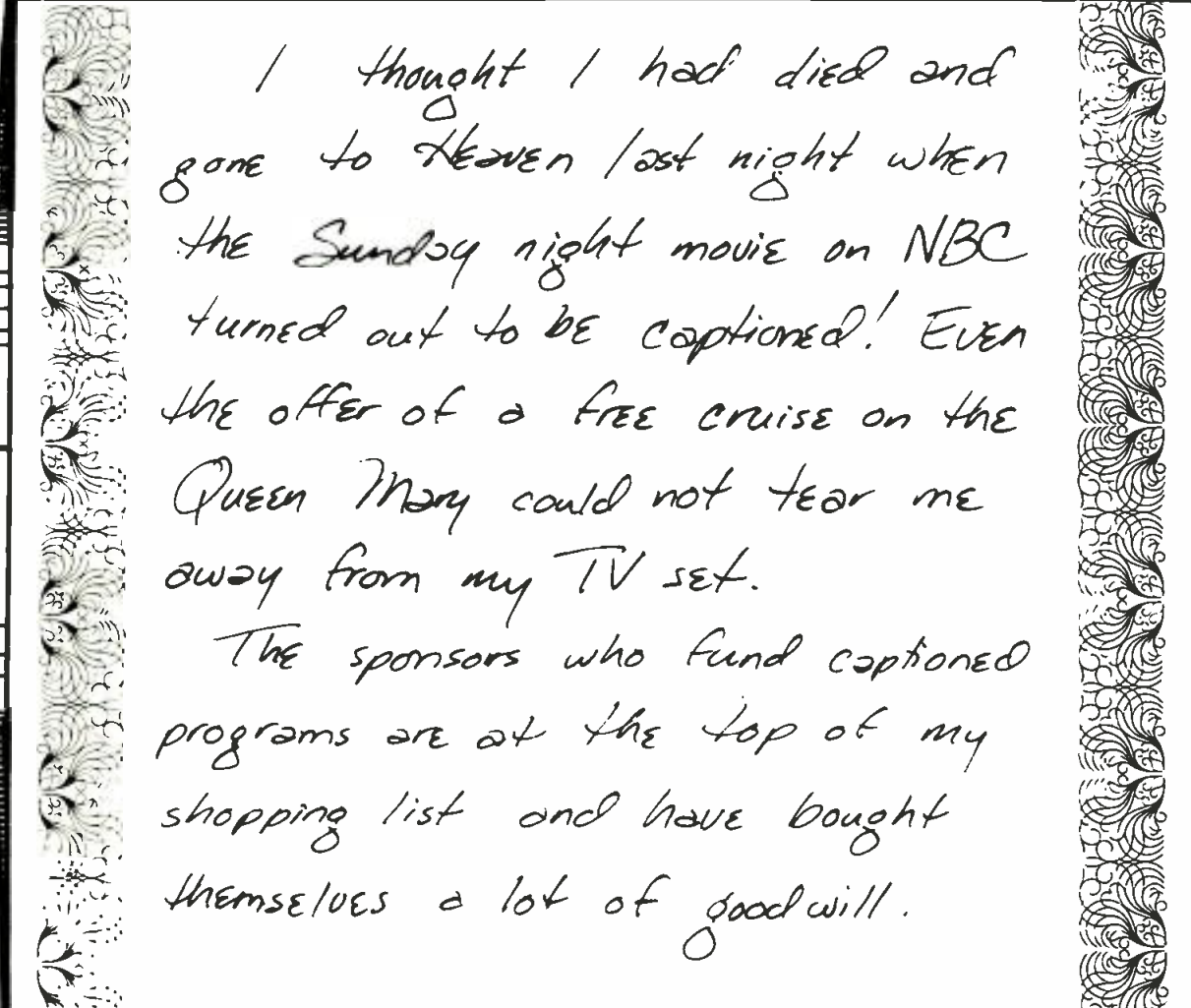
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- Electronic news processing system, system 90 computer. **Staff:** M. Jones, J. McDonald, S. Shockey, D. Phillippi, B. Ballard, M. Sullivan, H. Holmes, P. Woidke, J. Abernathy, L. Withers, J. Greene.
- Jensen Tools** 2719
1230 S. Priest Dr., Tempe, Ariz. 85281
- Jenel Consultants** 2314
9550 Forest Ln., Dallas 75243
- Turnkey architectural, engineering services, computer systems, two-way multichannel, single cable systems. **Staff:** E. Smalling, J. Rinklin, B. Jones, M. Reed, T. Booth, B. McAlister, R. Woodall, R. Rinklin.
- J&R Enterprises** 1620C
126 S. Illinois Ave., Carbondale, Ill. 62901
- Kahn Communications** 1810
839 Stewart Ave., Garden City, N.Y. 11530
- AM stereo system. **Staff:** L. Kahn.
- Kaman Sciences** 3216
1500 Garden of the Gods Rd., Colorado Springs 80933
- Staff:** R. Smith, J. Smith, R. Durrance, J. Durrance, G. Beattie, D. Anderson, B. Hoeglund, P. Vitarelli.
- Kavco Inc.** 2733
3931 Image Dr., Dayton, Ohio 45414
- Kavouras** 1622
6301 34th Ave. South, Minneapolis 55450
- Color weather radar network, Triton X high-resolution graphics system*, Realtime atmospheric monitoring for weather analysis. **Staff:** S. Kavouras, P. Post, B. Schlueter, D. Schlueter, P. Sappanos, J. Peterson, L. Fisher, J. Johnson, R. Manuel.
- Kings Electronics** 1907
40 Marbledale Rd., Tuckahoe, N.Y. 10707
- Staff:** Fred Pack, Fred Iacono.
- Klark-Teknik Electronics** 1818
262a Eastern Parkway, Farmingdale, N.Y. 11735
- Staff:** J. Kelly, P. Clarke, D. Allen.
- Kliegel Brothers** 3014
32-32 48th Ave., Long Island City, N.Y. 11101
- Knox Video Products** 1900A
5001-J Forbes Blvd., Lanham, Md. 20706
- K128 colorizer/edger. **Staff:** F. Valenti, J. Fair-
- bank, B. Dawson, J. Grunder, R. Meis, J. Schaffer, G. Gold, G. Olson, K. Kawamura, E. Fleehart, B. Carter, L. Radford, G. Sudduth, K. Hughes, P. Bowen.
- Kobold Licht** 2620
100 Endicott St., Danvers, Mass. 01923
- Laird Telemedia** 1808
2424 South 2570 West, Salt Lake City 84119
- Staff:** W. Laird, R. Jones, D. Golding, D. Klemm, D. Tubbs, J. Perry, K. Wootton.
- Larcam Communications (formerly Canadian GE)** 2736
396 Attwell Dr., Rexdale, Ont. M9W 5C3
- 30 kw low band VHF transmitter* and 25kw FM transmitter.* **Staff:** C. Spence, P. Balodis, C. Turner, A. Stevenson, E. Paskaruk, R. Beaudoin, L. Page.
- Leader Instruments** 2629
380 Oser Ave., Hauppauge, N.Y. 11788
- Staff:** W. Brydia, S. Hirota, J. White, G. McGinty.
- LeBlanc & Royle Communications** 2700
514 Chartwell Rd., Box 880, Oakville, Ont. L6J 5C5
- Design, supply and installation of towers, antennas transmission lines, lighting and other accessories. **Staff:** G. Wilson, W. Friesen, J. Denyer, G. Patton.
- Leitch Video of America** 2004
835K Greenbrier Cr., Chesapeake, Va. 23320
- Video processing amplifier, digital test generator, satellite scrambler system, PAL sync generators. **Staff:** J. Leitch, B. Lehtonen, J. Walter, D. Jackson, G. Newhook, B. Poulin, R. Kupnicki, S. Moote.
- Lemo U.S.A.** 2717
335 Tesconi Cr., Box 6626, Santa Rosa, Calif. 95406
- Triaxial TV camera connectors, patch panel connectors, self locking connectors. **Staff:** R. Wersen, S. Wersen, J. Hughes, J. Simms, R. Duff, J. Hughes, C. Hughes.
- Lenco Inc.** 3214
300 N. Maryland St., Jackson, Mo. 63755
- Libra Progaming** 2631
1954 E. 7000 S., Salt Lake City 84121
- Application programs for broadcast industry for small IBM computers. **Staff:** J. Fisher, J. Husted, D. Phillips, B. Waller.
- Lightning Elimination Associates** 1616
12516 Lakeland Rd., Sante Fe Springs, Calif. 90670
- Dissipation arrays for antenna lightning protection, power line surge eliminators, electronic filtering systems for power lines, guy charge dissipation chokes, transient eliminators, coaxial surge eliminators for transmission lines, lightning warning systems, surge and transient
- generators, combination voltage regulator and electronic filtering system*. **Staff:** R. Carpenter, H. Proppe, P. Carpenter, C. Lane.
- Lexicon** 2019
60 Turner St., Waltham, Mass. 02154
- Audio time compressor* digital audio delay processor/mixer*, digital reverberation system. **Staff:** J. Letscher, K. Worsley, P. Desantis.
- Listec Television** 3325
39 Cain Dr., Plainview, N.Y. 11803
- Camera mount including microprocessor controlled remote pan and tilt head and associated zoom lens, microwave support equipment, audio studio pedestal, avocet pan and tilt head, monitor prompting systems, electrochrome television monitors. **Staff:** J. Littler, J. Camarda, J. Bart, H. Stuciler, C. Guices, M. Martin, R. Salterelli, J. Lucas, R. Zadwarny, J. Pipalma.
- Live Sound** 1726
1741 N. Ivar St., Suite 118, Hollywood, Calif. 90028
- Staff:** A. Peterson, D. Sanderson, K. Rayzor, L. Peterson.
- Logica** 1503C
666 Third Ave., New York 10019
- Electronic art system. **Staff:** G. Morgan, K. James, B. Rothfarb.
- Logitek** 2015
3320 Bering Dr., Houston 77057
- Audiorack audio console, power amplifiers, phono preamp, audio level displays, audio distribution amp, timer, other audio consoles, cue machines. **Staff:** S. Hochberg, T. Borland, A. Thompson, M. Moseley, P. Nelf.
- Lowel-Light Manufacturing** 2302
475 Tenth Ave., New York 10018
- Lowel DP*, Lowel softlight 2*, tota-light/omni-light lighting systems, indoor/outdoor light reflectors, Lowel location rigging and support systems. **Staff:** M. Seligman, A. Kramer, R. Low.
- LPB** 3114
28 Bacton Hill Rd., Frazer, Pa. 19355
- Audio consoles and AM transmitters. **Staff:** R. Crompton, H. Larkin, R. Burden, J. Malone, G. Womer.
- LTM** 2721
1160 N. Las Palmas Ave., Hollywood, Calif. 90038
- Fiber optic micro set lighting equipment*. **Staff:** H. Breitling, G. Galerne.
- L-W International** 1601
6416 Varial Ave., Woodland Hills, Calif. 91367
- Lyon Lamb Video Animation** 2832
8255 Beverly Blvd., Los Angeles 90048
- Broadcast video animation system, animation stand with computer motion control. **Staff:** B. Lyon, G. Beydler, A. Rohrabacher.

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3M Center 223-5N, St. Paul 55144
- M/A-COM DCC** 2200A
11717 Exploration Ln., Germantown, Md. 20874
Digital satellite communications products for radio networks. **Staff:** S. Salamoff, H. Detlefs, G. Tamulonis.
- M/A-Com Video Systems** 3303
63 Third Ave., Burlington, Mass. 01803
ENG miniature suitcase, helicopter microwave and fiber optics. **Staff:** D. McCarthy, D. Archer, G. Hardy, J. Fielek, C. Halle, C. Gustaferrero, E. Stromsted, J. Morse, J. Van, R. Briggs, E. van der Kaay, P. Bradbury.
- Magnasync/Moviola** 2108
5539 Riverton Ave., North Hollywood, Calif. 91601
Electronically controlled cuts-only transfers of film to video using V-1000 system. **Staff:** D. Zinn, C. Nelson, A. Madsen.
- Magnavox** 3145A
Box 6950, Knoxville, Tenn. 37914
AM stereo system.
- Magnum Towers** 2005
9370 Elder Creek Rd., Sacramento, Calif. 95826
AM, FM broadcast towers, VHF, UHF antenna towers, microwave system support towers, communication towers, miscellaneous tower hardware, materials for complete AM ground systems, partial light kits. **Staff:** A. Perchevitch, L. Smith, D. Smith, P. Smith.
- The Management** 1809
Box 'T', Aledo, Tex. 76008
Traffic and billing computer systems, electric log. **Staff:** P. Charlton, M. Charlton, D. Stafford, R. Skolnik.
- Marconi Electronics** 3320
100 Stonehurst Ct., Northvale, N.J. 07647
Staff: K.P. Robinson, R.T.J. Baker, B.M. Smith, J.B. White, A.O. Moore, D. Pay, B. Goulden, S. Frazer, K. Elkins, J. Gorbald.
- Marti Electronics** 3109
Box 661, Cleburne, Tex. 76031
Telemetry return links*, aural STL*, aircraft power supply*, bases station*, automatic repeater, battery powered remote transmitter, aircraft RPU transmitter. **Staff:** G. Marti, M. McClanahan, S. Jones, B. Shaw, D. Giddens, J. Shankles, E. Carrell.
- Matthews Studio Equipment** 2626
2405 Empire Ave., Burbank, Calif. 91504
Matth-pak, portable, lightweight professional video lighting. **Staff:** E. Phillips, C. DeMattos, R. Prociw, R. Haskins, F. Gerhart.
- Maxell Corp.** 2212
60 Oxford Dr., Moonachie, N.J. 07074
Staff: T. Okada, J. Ringwood, J. Silvaggio, J. Santangelo, J. Birsbovitch, J. Moreland, T. Monhelis, P. Byrne, F. Cummings, N. Ogoshi, C. Mangiapane.
- MCI** 1615
1400 W. Commercial Blvd., Fort Lauderdale, Fla. 33309
Audio production package including console, recorders and accessory furniture. **Staff:** L. Meyer, L. Lamoray, G. Lamping, G. Goodall.
- MCI/Quantel** 3306
2483 E. Bayshore Rd., Suite 100, Palo Alto, Calif. 94303
Staff: G. Grasso, D. Prather, J. Hanf, C. Martin, G. Young, L. Biehl, D. Dever, P. Fletcher, M. Connell, G. Hamilton, P. Kendrick, J. Martin, R. Taylor, P. Michael, J. Thoene.
- McCurdy Radio** 3106
1711 Carmen Dr., Elk Grove Village, Ill. 60007
Staff: G. McCurdy, R. Mitchell, S. Maruno, J. Young, R. Hess, M. Kizziah, G. Fawcett, M. Porteous, R. Jalsevac, A. Critchley, R. Peers.
- McInnis-Skinner & Associates** 2502A
6529 Classen Blvd., Oklahoma City 73116
Newsroom newsroom computer system, Weathergraphics, Weatherscan. **Staff:** M. McInnis, J. Skinner, R. Hudson, R. Dixon.
- McMartin Industries** 3102
4500 S. 76th St., Omaha 68127
30 kw FM transmitter*, 300 w sold state FM transmitter*, SCA receiver with audio processing*, satellite IF demodulators for radio*, programming services*. **Staff:** R. McMartin, J. Barton, H. Bott, K. Dunford, R. Anderman.
- Mead Data** 2801
200 Park Ave., New York 10166
Nexis computer information retrieval system. **Staff:** D. Prickett, M. Rea, T. Malone-Thompson.
- Merlin Engineering** 1706
1880 Embarcadero Rd., Palo Alto, Calif. 94303
Ultrawide band VTR's*, extended play conversions for type C VTR's*, custom quadruplex VTR's. **Staff:** J. Streets, A. Sturm, D. Dusel, B. Rees.
- MICMIX Audio Products** 3142
2995 Ladybird Ln., Dallas 75220
Dynafex audio noise reduction device*, reverberation systems. **Staff:** B. Allen, B. Rodgers, D. Rettig, J. Carter.
- Micro Communications** 3312
Box 4365, Manchester, N.H. 03108
Staff: T. Vaughan, H. Bouldry, T. Greenway, D. Heymans, K. Vaughan. Circular waveguide transmission line for UHF*, microwave antennas* and microwave interferometers*, MDS and ITFS duplexers*, filters and antennas*, rec-
- tangular waveguide for UHF, complete RF systems, C/P antennas, VHF and FM antennas, coax and waveguide switches.
- Micro Control Associates** 1813
Box 694, Cleburne, Tex. 76031
Aural studio transmission lines, transmitter remote control systems, subcarrier equipment. **Staff:** B. Richards, J. Freeman, M. Garibay, M. Rice, J. Adams.
- Microdyne** 2618
Box 7213, Ocala, Fla. 32672
MAPS II programable antenna motor drive, PC 4-70 downconverter, video satellite receiver for broadcast application, video satellite receiver antennas. **Staff:** D. Alvarez, T. Kidd, F. Currian, J. Grabenstein.
- Microtime** 3322
1280 Blue Hills Ave., Bloomfield, Conn. 06002
Digital and video time base correctors, image enhancers, frame synchronizers. **Staff:** G. Kesser, R. Watson, G. Sarra, D. Sofie, D. Leeson, B. Baird, A. Kartes, G. Armour, S. Krant, D. Brown, R. Crook, L. Cook, K. Hadjimichael, R. Wickland, N. Pinette, L. Skilton.
- Micro-trak** 3115
620 Race St. Holyoke, Mass. 01040
Audio console, CX phono preamp. **Staff:** W. Stacy, M. Stacy.
- Midwest** 2518
1021 W. 8th St., Cincinnati 45203
Mobile productions vans. **Staff:** D. Barnes, S. Silverstein, B. Dancy, E. Midkiff, L. Hicks, R. Thom, C. Ross, F. Wood, K. Thompson, E. Summerville, J. Willingham, B. Walden, J. Loughmiller, S. Brant, R. Rech.
- Miller Professional Equipment** 2532A
10816 Burbank Blvd., N. Hollywood, Calif. 91601
- Minolta Corp.** 2315
101 Williams Dr., Ramsey, N.J. 07446
- Mole-Richardson** 3203
937 N. Sycamore Ave., Hollywood, Calif. 90038
Complete line of lighting and accessory equipment including new Solarspots, risers, fixtures, kits, grip equipment, hangers and adapters. **Staff:** H. Bell.
- Keith Monks Audio** 2833
652 Glenbrook Rd., Stamford, Conn. 06906
Record cleaning machine*. **Staff:** R. Chilvers, K. Monks, C. Bray, T. Parnell, T. DeRovin, B. Groveman, M. Lambert, K. Baldwin, K. Kingdom, D. Mueller.
- Moseley Associates** 3103
111 Castilian Dr., Goleta, Calif. 93117
Composite studio-transmitter link system, microprocessor remote control system. **Staff:** J. Leonard Jr., C. Rockhill, F. Zimmerman, F. Barbara, B. Ticen, C. Connell, J. Moseley, D. Fairley, J. Cameron, D. Dumont, D. Barnett, T. Kubat, G. Sanderson.

Motorola Communications & Electronics**1508**

1301 A. Algonquin Rd., Schaumburg, Ill. 60196

Two-way FM radio communications products including base, mobile and portable models.

Multi-Track Magnetics**2922**

3 Industrial Ave., Upper Saddle River, N.J. 07458

Staff: S. Talian, N. Salvatore, S. Fermaglich, M. Gaeta.**Music Director Programing Service** **1503-D**

Box 103, Indian Orchard, Mass. 01151

Adult/contemporary playlist, oldies library*, good music package, Christmas programing, research books*. **Staff:** B. Clain, R. Rocca, D. Garde, B. Schoenborn, L. Clain.**Musicworks****1914**

Box 111390, Nashville 37211

Staff: W. Robinson, S. Dodd, J. Potter, J. Miller, G. Valadez.**Nady Systems****2711**

1145 65th St., Oakland, Calif. 94608

Nagra Magnetic Recorders**3146**

19 W. 44th St., New York 10036

Nautel Maine**2902**

R.R. 1, Tantalio, Nova Scotia B0J 3J0

1 kw, 5 kw, 10 kw, AM transmitters. **Staff:** L. Outhouse, D. Wilcox.**NEC America****2528**

130 Martin Ln., Elk Grove Village, Ill. 60007

Dual video transmission system, fiber optic transmission system, 20 kw VHF transmitter.

Network Production Music**2412**

4429 Morena Blvd., San Diego 92117

Whisperdisk. **Staff:** R. Skomer, M. Anderson.**Nortronics****3108**

8101 10th Ave., Minneapolis 55427

Staff: K. Lubitz, D. Callahan, P. Lang, D. Masterson, S. Groetzke.**NTI America****1815**

1680 N. Vine St., Los Angeles 90028

Digital generators. **Staff:** K. Jinno, R. Mikado, G. Nakaki.**Fred A. Nudd Corp.****2021**

1743 Route 104, Box 475, Ontario, N.Y. 14519

Guyed and self-supporting towers and monopoles. **Staff:** R. Nudd, C. Nudd.**Nurad****1607**

2165 Druid Park Dr., Baltimore 21211

Nytone Electronics**2725**

2424 S. 900 West, Salt Lake City 85119

Flying spot scanner systems. **Staff:** G. Balding.**N Z Video Systems****2919**

513 Greer Ave., Sikeston, Mo. 63801

Oak Communications**2206**

16935 W. Bernardo Dr., San Diego 92127

STV systems and services and Orion satellite system. **Staff:** E. Keys, W. Koester, A. Nelson, J. Ackermann, G. Stubbs, O. Hanas, M. Shaughnessy, H. McKee, L. Bohn, H. Faller, H. Sauer.**O'Connor Engineering****2001**

100 Kalmus Dr., Costa Mesa, Calif. 92626

OKI Electric Overseas**2218**

One University Pl., Hackensack, N.J. 07601

TV standards converter LT 1200. **Staff:** J. Tate, M. Yoshihara, T. Yamauchi, N. Kayo, S. Nara.**Olesen****2012**

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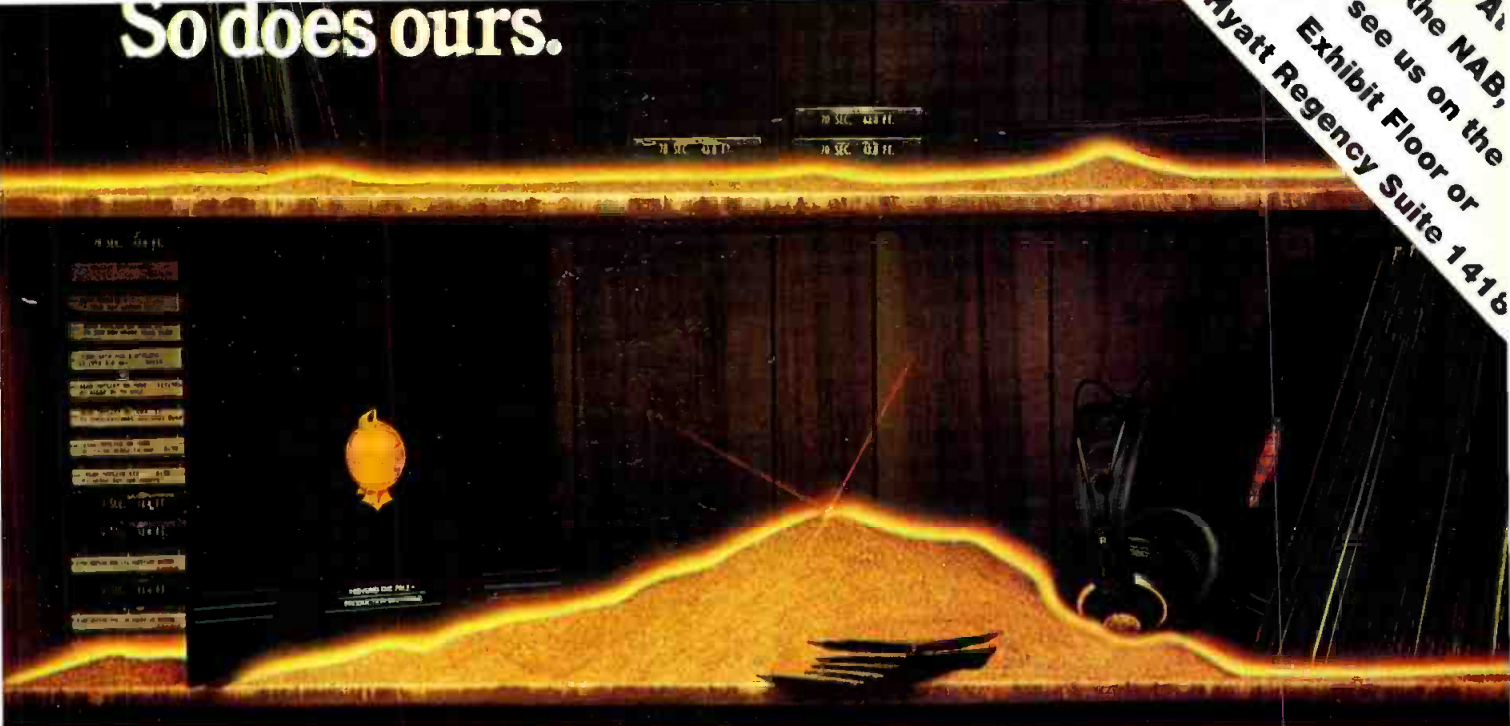
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 x 2789, Hollywood, Calif. 90058

J. Osawa Ltd. 2938
 2-8 Shiboura-4 Chone, Minato KU, Tokyo 108

Portable desoldering system. **Staff:** K. Russell, T. Tallcott.

rban Associates 1812
 15 Bryant St., San Francisco 94107

Otari 1611 & 2214A
 2 Davis Dr., Belmont, Calif. 94002

Pacific Recorders & Engineering 1608
 11100 Roselle St., San Diego 92121

ptimod-TV model 8180A*, compressor/niter/de-esser model 424A*, optimod-AM, timod-FM and pro audio production room idio processing equipment. **Staff:** B. Orban, Delantoni, J. Maxenchs, S. Goldstein, K. Tam, Dunetz, B. Burkhardt, M. Collette, M. Furfly, M. adke, D. Ball.

Recorders, cabinets, loaders, editing systems. **Staff:** S. Krampf, M. Bernard, M. Pappas, J. Carey, K. Wiley, P. Sun, B. Ross, T. Defiglio, J. Soma, B. Hauck.

Staff: J. Williams, E. Williams, M. Uhl, S. Berenics, R. Thomas, G. Anton, B. Brock, T. Costello, E. Pena.

Pace 2723
 9893 Brewers Ct., Laurel, Md. 20707

Panasonic (professional audio division) 1621

One Panasonic Way, Secaucus, N.J. 07094

Staff: D. Hadler, P. Ackel, G. Juall, I. Koshio.

Panasonic 3217
 One Panasonic Way, Secaucus, N.J. 07094

Staff: T. Ilzuka, M. Washington, M. Dollacker, T. Conner, R. Grams, T. Conboy, B. Jones, R. Karadzian, K. Maeo, T. Kasuga, J. Merrick, S. Watson, S. Planchard, G. Matthews.

Panoak/B-W Lighting 2804
 Box 45162, Tulsa, Okla. 74145

Parsons Manufacturing 2023
 1055 O'Brien Dr., Menlo Park, Calif. 94025

PEP Inc. 3211
 25 W. 54th St., New York 10019

Perrott Engineering Labs 2011
 7201 Lee Hwy., Falls Church, Va. 22046

Staff: V. Tygesen, W. Mallon, L. Westhaver, W. Aylor, C. Martin.

Peters Productions 1619
 9590 Chesapeake Dr., San Diego 92110

The Rock and Your Music formats, jingles, marketing campaigns. **Staff:** E. Peters, P. Schafer, R. Gardner, S. Cotov, J. Merker, J. Norr.

Phelps Dodge 3116
 Route 79, Marlboro, N.J. 07746

Staff: S. Esocoff, E. Boehm, W. Bryson, J. Nevin, R. Corwin, J. Wilde, H. Edwards, E. Perrotti, G. Anderson.

Philadelphia Resins 1715
 20 Commerce Dr., Montgomeryville, Pa. 18936

Tower guys. **Staff:** W. Wister, J. Burghart, O. Ulmer.

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Automatic studio and field camera*, mobile production TV unit*, broadcast cameras*, FM transmitter*, FM drive*, microprocessor transmitter system controller*, high efficiency klystron*, studio center remote control system*, other studio, field, EFP, ENG cameras, digital noise reducer, UHF/VHF transmitters. **Staff:** P. Bergquist, H. Blom, H. Breimer, W. Cochran, A. Moelands, A. Opstelton, T. Peek, W. Renes, J. Schipper, G. Shaw, J. Spencer, F. Stok, J. Ten Holt.

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145 Bluome St., San Francisco 94107

Porta-Pattern 1803
6822 Santa Monica Blvd., Los Angeles 90038

Test charts, test chart systems, slides, films, transparencies and spherical transparency illuminator, grey scale chart, color test film loop, chess board aspect ratio transfer alignment film. Staff: E. Ries, E. Taylor, A. Ries, D. Sanders, R. Boyes, C. Webster, K. Lam.

Potomac Instruments 3111
932 Philadelphia Ave., Silver Spring, Md. 20910

Antenna monitors, field strength monitors, audio test equipment, automatic transmission systems, AM monitor receiver*, UHF field intensity meter.* Staff: D. Harry, R. Ellenberg, C. Hall, W. Casson, G. Berry.

Power-Optics 3113
1055 W. Germantown Pike, Fairview Village, Pa. 19409

Procart 1816
7012 27th St. West, Tacoma, Wash. 98466

Audio cartridges. Staff: I. Law, T. Schweiger, K. Wade.

Publison Audio Professional 1719
5-11 rue Crespin du Gast 75011 Paris.

Digital audio effects system, keyboard, digital noise gate, compressor*/limiter, relief enlarger, four ways crossover. Staff: P. Dean, D. Dean, M. Focard.

QEI Corp. 1919
Route 73, Kresson, N.J. 08053

1 kw FM transmitter* 3.5 kw FM transmitter*, FM exciter, stereo generator, SCA generator, FM monitor/Test set, 150, 300, 500 FM transmitters, FM automatic transmission system. Staff: B. Hoelzel, C. Havrich, J. Pilman, E. Etschman, M. Hoelzel, E. Pilman.

Quad Eight Electronics 2705A
11929 Vose St., N. Hollywood 91605

Quanta Corp. 1705
2440 S. 2000 West, Salt Lake City 84119

Quantum Audio Labs 2006
1905 Riverside Dr., Glendale, Calif. 91201

Modular broadcast production/on-air consoles, rack mount console. Staff: P. Pritchett, A. Thompson, T. Battle, D. Wherry.

Quick Set 300
3560 Woodhead Dr., Northbrook, Ill. 60064

Q-TV 301
33 W. 60th St., New York 10023

Staff: G. Andros, A. Eisenberg, J. Maffe, Greenfield, H. Sheft.

QSI Systems 150
12 Linscott Rd., Woburn, Mass. 01888

Staff: A. Smilgis, R. Smilgis, C. Ricciardi, Coughlin, M. Jackson, B. Wolfenbarger, M. Dye, L. Rymerez, G. Sudduth, L. Radford, R. Cauther, A. Audick, J. Ryan, M. Mandabach.

Radio Com 181
335 E. 70th St., New York 10021

Radio Computing Services 283
2 Dean Dr., Tenafly, N.J. 07670

Ramko Research 190
11355 "A" Folsom Blvd., Rancho Cordov Calif. 95670

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CA Solid State 3001
Route 202, Somerville, N.J. 08876

-Columbia Products 2612
000 St. Johns Ave., Highland Park, Ill. 60035

ansmit wireless base stations, headphones. **Staff:** I. Rozak, L. Rozak, R. E. Hill, C. Michel.

Deal World Technologies Group 2621
23 W. Dyer Rd., Santa Ana, Calif. 92707

Staff: R. Terrill, C. Woodworth, C. McMillan.

Recortec 3137
475 Ellis St., Mountain View, Calif. 94043

Rees Associates 2844
4200 Perimeter Center Dr., Suite 245, Oklahoma City 73112

Architectural design, planning and engineering services for broadcast facilities. **Staff:** F. Rees, C. James, W. Munyon, D. Grubb.

Research Technology 1903
4700 Chase Ave., Lincolnwood, Ill. 60646

Staff: R. Short, T. Boyle, T. Tisch, S. Little.

R.F. Technology 2720
145 Woodward Ave., S. Norwalk, Conn. 06854

Broadcast microwave equipment, portable and fixed transmitters, receivers, power amplifiers, antennas, wireless microphone systems, and camera systems. **Staff:** J. Fackler, J. Smith, J. Homer, C. Knox, C. Bobbins.

ROH Corp. 2303
3603 Clearview Pl., Atlanta 30340

Rohde & Schwarz 3213
14 Gloria Ln., Fairfield N.J. 07006

Video monitors. **Staff:** W. Rohde, K. Perry, C. Golson, J. Hymowitz, H. Levine, R. Hasal, R. Quitt.

Rosco Labs 2000
36 Bush Ave., Port Chester, N.Y. 10573

Ross Video 2310
9 Plaza Dr., Box 220, Iroquis, Ont. KOE 1K0

Scene store memory system, video production switchers. **Staff:** J. Ross, D. Ross, O. Skrydstrup, J. McQuigge, M. Quinn, F. Paulino, J. Millard.

RTNDA 3205A
1735 DeSales St., N.W., Washington 20036

Staff: E. Schultz, W. Godsey, D. Mell, L. Prato, E. Godfrey.

Rupert Neve 3118
Berkshire Industrial Pk., Bethel, Conn. 06801

Digital audio production consoles.* **Staff:** T. Nordahl, A. Langley, B. Roche, B. Martin, C. MacDonald, D. Tilsley, A. Cornwell, M. Jones, B. Kelly, D. Purple.

Russco Electronics 1806
5690 E. Shields Ave., Fresno, Calif. 93727

C.C. Sachtler 3330
400 Oster Ave., Hauppauge, N.Y. 11787

Saki Magnetics 1722
8650 Hayden Pl., Culver City, Calif. 90230

Two inch metal audio posts for ampex and RCA VTR's*, one-inch audio post for Ampex and Sony machines*, ferrite heads. **Staff:** T. Boyer, C. Olsen.

Howard W. Sams 2404
4300 W. 62d St., Indianapolis 46268

Satt Electronics 2903
Box 32006, S-126 11, Stockholm, Sweden

SBI Inc. 2925
8665 Gibbs Dr., Suite 201, San Diego 92123

Scientific-Atlanta 1602
Box 105600, Atlanta 30348

Satellite communications equipment including earth stations, electronic ground equipment, digital audio earth station for radio network. **Staff:** A. Ecker, R. Stuart, T. Williams, M. Hooper, D. Crumm, J. Rosenblatt, E. Pietras, A. McBride, B. Crawley, J. Feight, L. Durham, S. Topol, D. Buthof.

Scribe Recorders 1503A
835 Forest Ave., Wilmette, Ill. 60091

Scribe newscorder, cassette tape recorder. **Staff:** F. Beaman.

Sennheiser 2101
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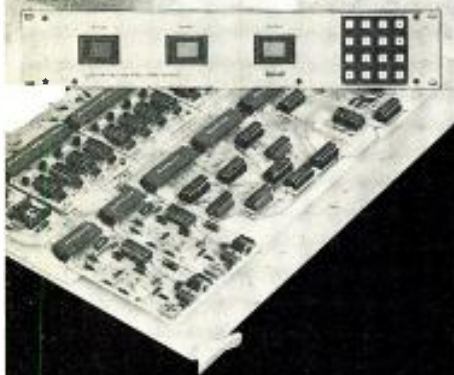
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144 Rogers St., Cambridge, Mass. 02142

Staff: S. Asano, R. Incles, B. Warnke, M. Wronski, J. Kuchler, R. Pettyjohn, T. Venuti.

Shively Labs 1718

86 Harrison Rd., Bridgton, Me. 04009

FM antennas, coaxial transmission lines, patch panels, pressurization equipment, antenna pattern optimization and directionalization. **Staff:** P. Wescott, E. Shively, C. Peabody, B. Surette, D. Tanczos, C. Cunningham, W. Cunningham, H. Holzberg, B. Beattie, M. Jackson, L. Hall, B. Wolfenganger, T. Tripp, D. Howland.

Shook Electronics Enterprises 2628

10630 Rimcrest, San Antonio, Tex. 78217

Staff: E. Shook, J. Shook, J. Zienkosky, D. Bock, J. Ewen, R. Phillips, R. Hagdo, G. Stansbery, D. Dyess, K. Hawes, A. Ingersoll.

Shure Brothers 3110

222 Hartrey Ave., Evanston, Ill. 60204

Portable microphone line mixer, portable microphone mixer, omnidirectional cartridge, for condenser microphone. **Staff:** M. Petersen, T. Ludwig, R. Ott.

Sigma Electronics 2614

1830 State St., East Petersburg, Pa. 17520

Video synchronization equipment, video and audio distribution equipment. **Staff:** O. Choi, J. Lasek, K. Porter.

Singer Broadcast Products 3120

Box 5500, Cherry Hill, N.J. 08034

Staff: D. Richardson, H. Anderson, E. Pezirtzoglou, J. Ott, A. Singer, A. Singer, R. Singer, J. Bicocchi.

Skotel 2816

1445 Provencher Blvd., Brossard, Quebec J4W 1Z3

Solid State Logic 2308A

Churchfields, Stonesfield, Oxford OX7 2PQ England

Sono-Mag 3107

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transmitters, antenna systems, receivers and diversity units*, channel mixers*, digital audio delay unit*, transmitting system*, portable stereo mixer*. **Staff:** N. Morris, J. Guthrie, J. Phelan, R. Hecht, M. Sheldon, R. Stevens.

Soundcraft Electronics 2003

20610 Manhattan Pl., Suite 120, Torrance, Calif. 90501

Sound Genesis 2026

2001 Bryant St., San Francisco 94110

Sound Technology 2636

1400 Dell Ave., Campbell, Calif. 95008

Spectra Computer Systems 2415

391 Chipeta Way, Salt Lake City 84108

Staff: S. Root, J. Welland, S. Beck, K. Hays, J. Hill, J. Mcomie, J. Jettelson.

Spectrum Planning 1614

Box 1360, Richardson, Tex. 75080

Sphere Electronics 2604

20201 A, Prairie St., Chatsworth, Calif. 91311

Digital fader and attenuator, 1604 satellite mixer. **Staff:** D. McLaughlin, J. McLaughlin, G. Kröpps.

Stainless Inc. 2418

Third and Montgomery Ave., N. Wales, Pa. 19454

TV, radio and microwave towers. **Staff:** J. Rodriguez, R. Pagnotto, P. Starke, H. Balshukat, W. Guzewicz, H. Guzewicz, J. Windle.

Stanton Magnetics 3125

200 Terminal Dr., Plainview, N.Y. 11803

Dyna headset, RC5-plus record care. **Staff:** P. Bidwell, G. Alexandrovich, J. Fox.

Stantron 2420

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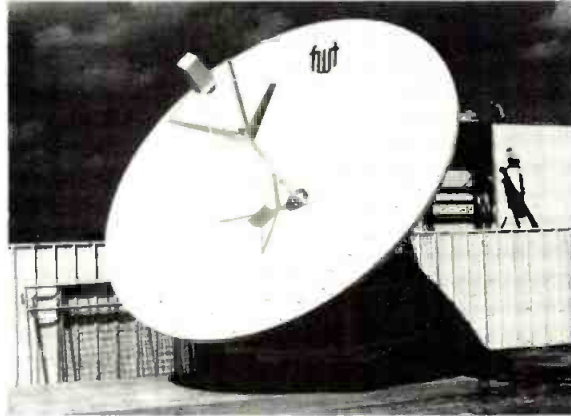
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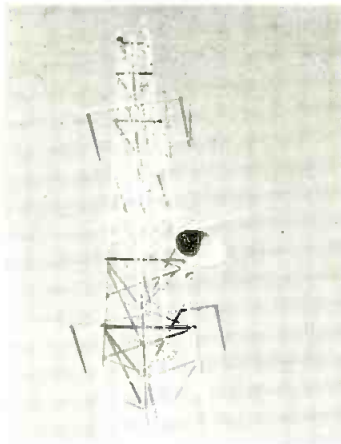
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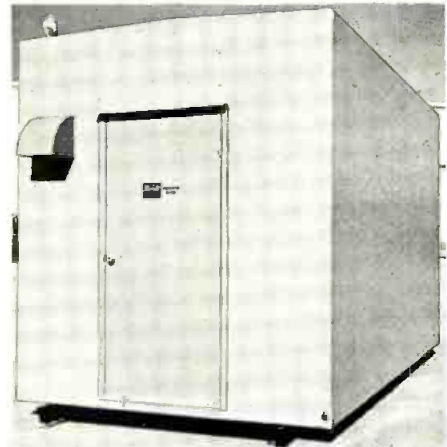
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Telidon videotext system. **Staff:** L. Pfister.

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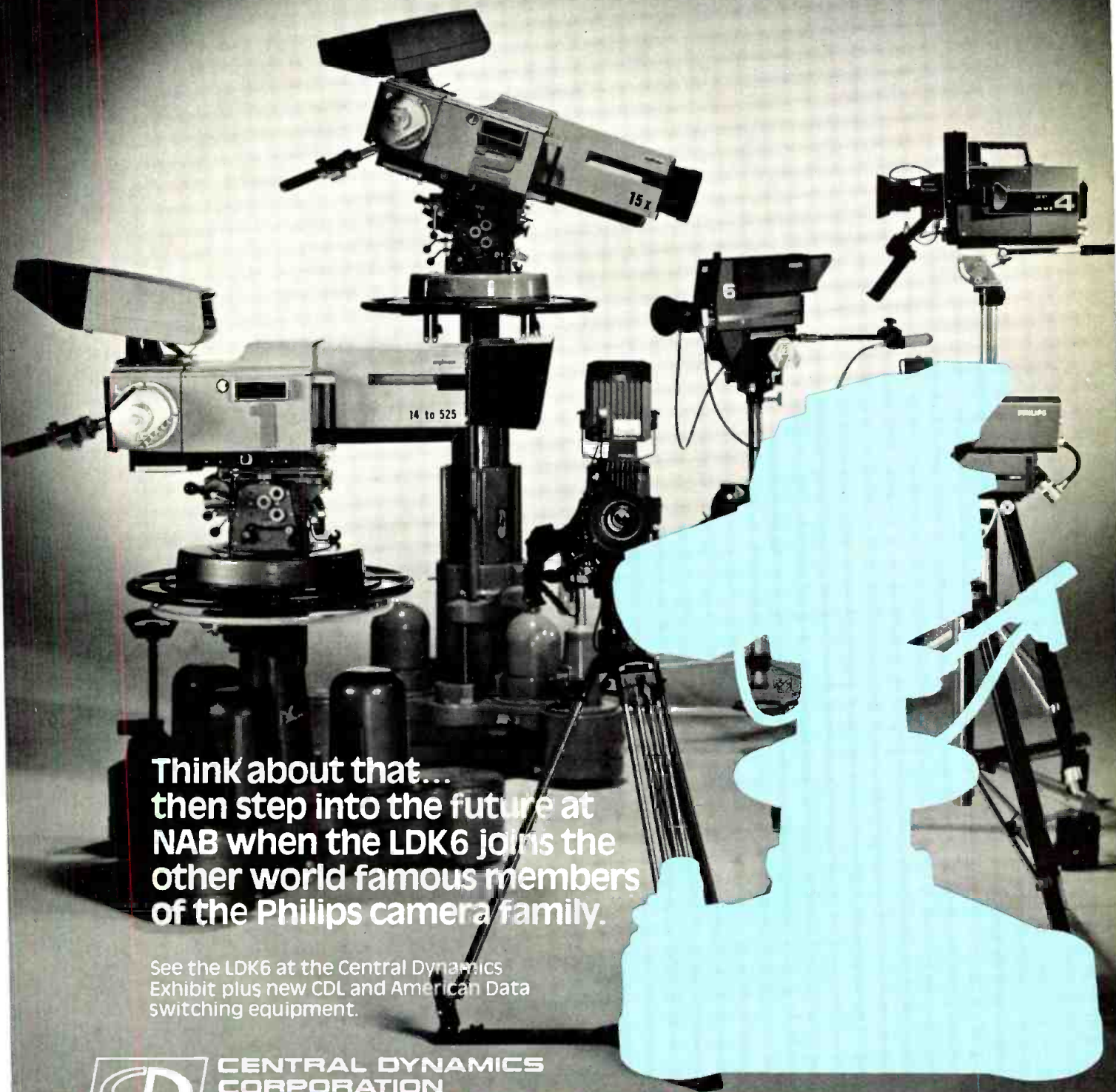
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- Utah Scientific** 2602
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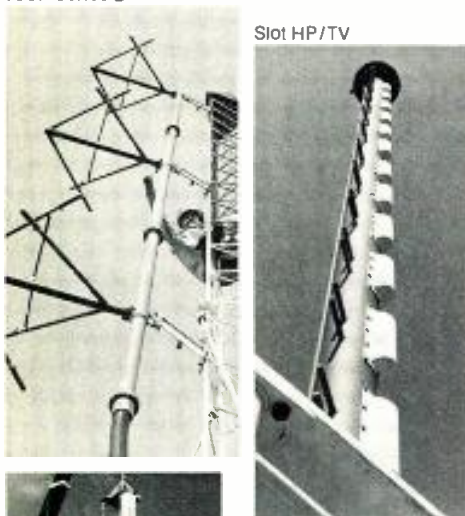
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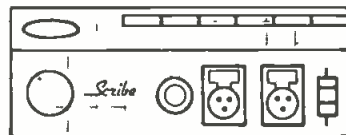
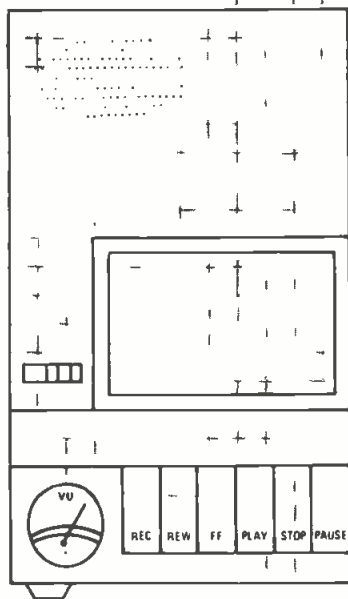
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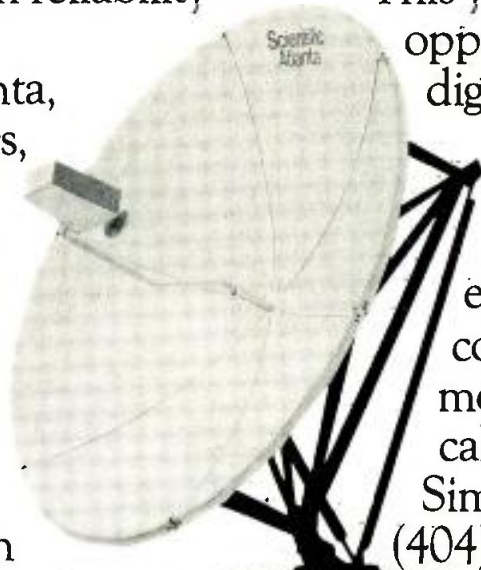
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Adam Young **Loew's Anatole**
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Staff: Adam Young, Vincent Young, Neal Wein, Keith Bainbridge.

Others

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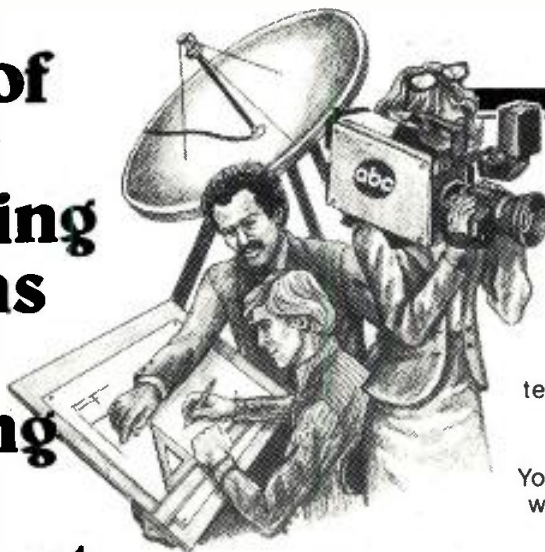
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 ■ Federal Communications Commission—Booth AA ■ National Committee for Employer Support of the Guard & Reserve—Booth LL ■ National Guard Bureau—Booth DD ■ Rollins Burdick Hunter—NAB Insurance Booth ■ Society of Broadcast Engineers—Booth HH ■ Society of Motion Picture and Television Engineers—Booth JJ ■ Television Information Office—Booth BB ■ U.S. Army Recruiting Support Center—Booth EE ■ U.S. Army Reserve—Booth FF ■ U.S. Department of Labor—Booth KK ■ Voice of America—Booth CC.

FCC

The FCC will be represented at NAB by all of its commissioners: Chairman Mark Fowler, James Quello, Abbott Washburn, Joseph Fogarty, Anne Jones, Mimi Weyforth Dawson and Henry Rivera. Also in attendance will be Daniel Brenner, legal assistant to Fowler; Nancy Carey, legal assistant to Washburn; Stephen Sharp, general counsel; Larry Harris, chief, Broadcast Bureau; Henry Baumann, deputy chief, Broadcast Bureau; Rod Porter, chief, Broadcast Bureau Policy and Rules Division; Peter Pitsch, chief, Office of Plans and Policy, and Frank Lucia, supervisory engineer, Office of Managing Director Emergency Communications Division.

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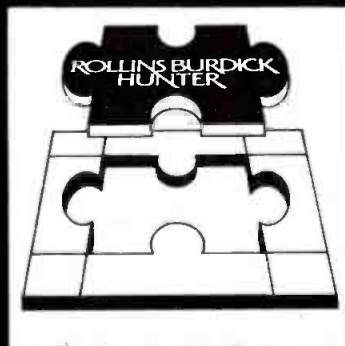
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No protection from Harris's Broadcast Bureau

Over brown-bag lunch, bureau chief announces that deregulation means competition; DBS order will be out by summer; new computer will help speed LPTV processing

Deregulation assumes competition. As a result, the FCC won't be receptive to "protectionist" arguments as it moves to deregulate the telecommunications industry, Larry Harris, chief of the FCC Broadcast Bureau, said last week.

And an FCC that has already authorized low-power television—which it has said may result in as many as 4,000 new television stations (BROADCASTING, March 8), will probably authorize still more television broadcasting services: direct broadcast satellite and VHF drop-ins, Harris said.

"Along with deregulation comes competition," Harris told reporters at a brown-bag lunch at the FCC. And the "present commission, judging from its other actions," will be inclined to authorize services that don't create technical interference to existing ones, he said.

Harris said the bureau planned to present the commission with a recommended order on DBS this summer. He said the substantive issues the staff faces were possible interference with fixed satellites and insuring that technical parameters for DBS made sense.

Although Harris said broadcasters and cable operators had expressed concern that DBS would cause them injury by "siphoning off" their revenues, the FCC wouldn't share that concern.

Along with DBS, the bureau also plans to recommend an order on VHF drop-ins to the commission before the end of summer, Harris said. And the bureau's recommendation on the drop-in proceeding would "be determined strictly on whether they cause interference or not," he said.

Harris said the bureau would continue to re-examine all of its rules and regulations in an effort to pursue "intelligent" regulation. "If a rule makes sense, keep it; if it doesn't, get rid of it," he said.

Harris said that the commission's multiple ownership rules were being re-examined and promised the commission would put out "a whole lot of rulemakings on ownership."

Harris said past FCC's had operated under an assumption that "anyone who is successful must be controlled," but the current FCC doesn't agree, he said. And although Chairman Mark Fowler said at the NATPE convention in Las Vegas (BROADCASTING, March 22) that he was willing to consider placing some limitations on multiple ownership, perhaps considering whether different limits should be applied to the networks, Harris said his "personal view" was that "unless there is a logical justification for capping [placing a limit on the number of properties any one entity can own] . . . you shouldn't do it," and that justification should be "supported in law and fact."

Harris said the bureau also hoped to get out from under its AM and FM application backlogs and speed up its processing of applications. To do that, Harris said he had directed the staff to stop "flyspecking" petitions to deny or reject. If a petitioner doesn't make a "prima facie" case for its petition, it is rejected, Harris said. The bureau also has expedited its review of engineering studies by "giving the engineer the benefit of the doubt."

Low-power television, with more than 6,500 applications on hand and another 1,200 applications a year coming in under the exemptions to the freeze, creates more of a problem, Harris said.

While the bureau can only "dispose of" about 500 applications per year manually, the FCC should be able to speed up that processing considerably after it gets its minicomputer in October, he said.

Harris also said the bureau plans to recommend an order to the commission before the end of the summer on its item proposing to deregulate subscription television. Also during the summer he plans to recommend action on the National Telecommunications and Information Administration's petition for a rulemaking aimed at easing the restrictions under which daytime-only radio stations operate.

Harris indicated that the FCC's children's television proceeding, which had proposed mandatory program requirements (BROADCASTING, Dec. 24, 1979), wouldn't be unburied. While the FCC hoped broadcasters would pay attention to children's programming, "we will not get into content regulation," he said.

Although some have suggested that responsibility for equal employment opportunity for broadcasting be shifted from the FCC to the Equal Employment Opportunity Commission, Harris said he thought the FCC should remain the "point of enforcement" for EEO for broadcasters. "We're really in the best situation to evaluate" EEO for broadcasters, he said.

And while Harris said the FCC "should at least look at" a proposal to exempt licensees with 15 or fewer full-time employees from EEO reporting requirements (currently only broadcasters with five or fewer full-time employees are exempted), he said he didn't want to "leave the impression" that the FCC didn't take EEO enforcement seriously.

Harris also noted that although Commissioner Joseph Fogarty had opposed a proposal to move the bureau's Fairness/Political Broadcasting Branch to the FCC General Counsel's Office (BROADCASTING, March 1), Harris said Fowler had expressed support for the proposal, and that the bureau planned to present the proposal to the commission next fall. □



New commissioner. After operating without its full complement for almost a year, the Copyright Royalty Tribunal has found itself its fifth commissioner: Edward W. Ray, 55, was sworn-in in Los Angeles Feb. 14 without announcement, after being appointed by President Reagan to fill the \$57,000 a-year term, vacated when Clarence James resigned last year (BROADCASTING, May 11, 1981). Ray, who received a bachelor of professional studies degree from Memphis State University, has strong roots in the music industry. In the early 1950's, he worked for Central Record Sales, a record distribution firm in Los Angeles. In 1955, he became national promotion manager for Imperial Records, another Los Angeles record distribution company, leaving that firm in 1964 as assistant to the president. After that, he worked for Capitol Records Inc., for five years, eventually becoming a vice president. From 1970 through 1974, he served as a senior vice president for MGM Records, after which he moved to Memphis, to establish Eddie Ray Music Enterprises Inc. The company had a recording studio, music publishing and record production divisions, but Ray says he's "proudest of" its Tennessee College of Recording Arts, a vocational college for those interested in the recording business. In 1979, Ray returned to Los Angeles as president of California Multiple Industries Inc., a real estate and music consulting company. Ray has been active in California Republican politics. He was a delegate to the 1980 Republican national convention and was a California state co-chairman for Republican Black Voters for the Reagan/Bush Campaign. He was also a member of California Lieutenant Governor Mike Curb's executive committee. Ray's term will expire next September.

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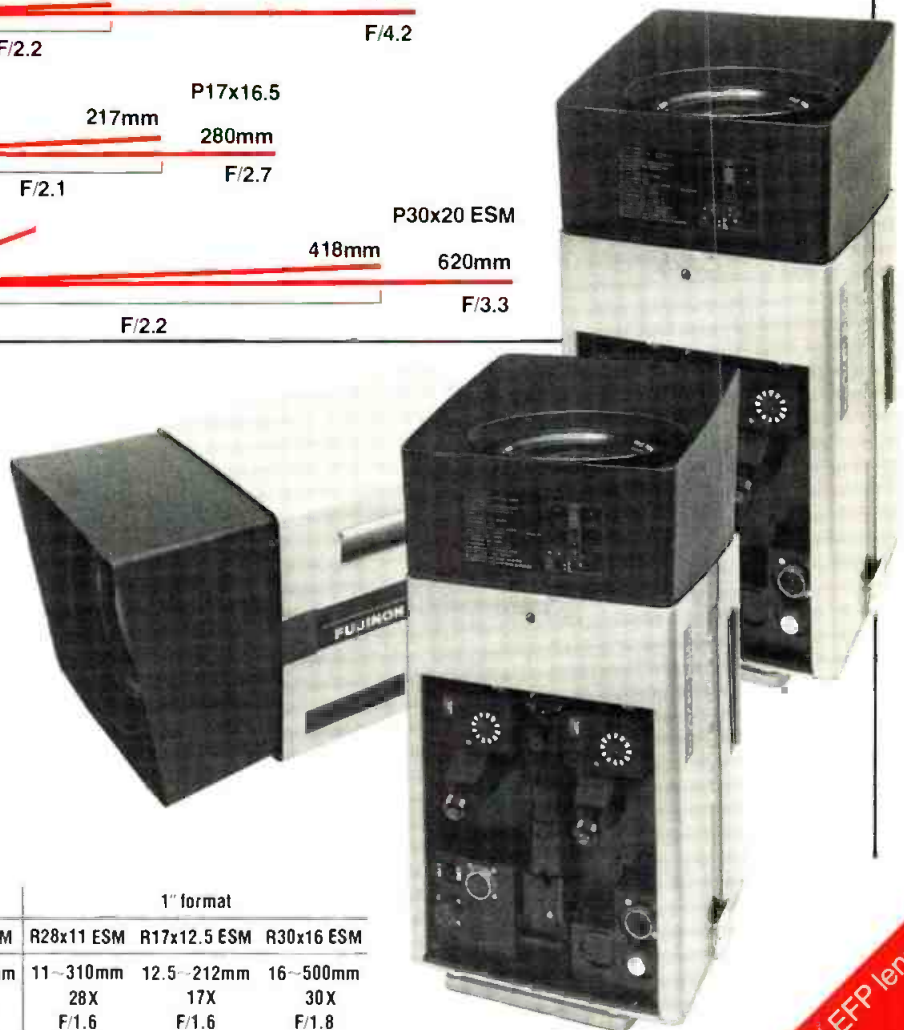
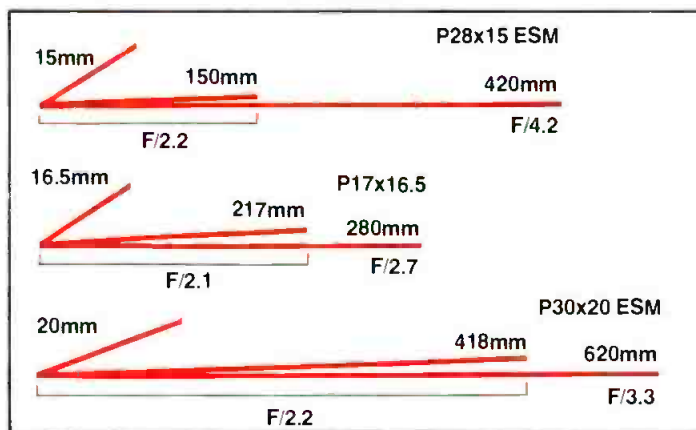
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**Transponder 9
Thursday, April 1 — 6:00pm EST**

Modern Satellite Network

**Transponder 22
Friday, April 2 — 11:00am EST**

Appalachian Community Service Network (ACSN)

**Transponder 16
Friday, April 2 — 1:00pm EST**

Cable industry shows concern for Goldwater bill

**S. 2172 would give FCC authority
to regulate cable and mandates
number of leased access channels**

Representatives of the cable TV industry and the National League of Cities continued to ruminate over a controversial proposal to give the FCC primary jurisdiction over cable regulation. Neither group has endorsed the bill (S. 2172), but the NLC, which continued to reserve official comment, appears much happier with it than the cable industry.

The only consensus on the proposal, introduced March 4 by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), is that it goes far beyond the expectations of many in recommending change and raises numerous issues that need to be addressed in light of the exponential growth of cable TV in recent years.

The bill would establish the FCC's authority to regulate cable TV, an authority not now in the Communications Act (BROADCASTING, March 8). Local laws and regulations governing cable, including franchise agreements, would be pre-empted by the bill if they conflict with any of its provisions.

Despite such a sweeping pre-emption, Cynthia Pols, a spokesman for the NLC, said it appears cities "would lose very little" of the authority they now have to require certain services from cable systems. Under the bill, cities or states could continue to regulate basic cable rates, a power they would have been denied if an earlier proposal, advanced as part of a Senate common carrier bill (S. 898), had become law.

The only contracts in jeopardy of being pre-empted by the bill if it became law would be agreements some cities have to buy back cable systems, in part or in full from franchisees. Most such agreements, said Pols, require cable operators to sell their assets to cities at depreciated or book value. The Goldwater bill would prohibit cities from owning cable systems unless purchased at "market value."

The bill's most controversial provisions, those requiring a percentage of public and leased access channels, would not appear to harm most existing franchise agreements, according to Pols, nor would they limit cities' abilities to guarantee reasonable public access to cable channel capacity. "We have some questions about the access provisions and the fate of existing agreements," said Pols, but "those questions won't be answered until we see how the committee and others interpret the bill."

The National Cable Television Association is expected to strongly oppose the leased channel provisions when hearings on the bill begin some time in April. "We're not aware of any record that estab-

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Birds of a gavel. The Washington chapter of the Broadcast Pioneers didn't have to go far to gather seven of the 10 living former chairmen of the FCC for a reception in Washington March 20; all are still at work in the nation's capital. Also honored: the incumbent chairman, Mark Fowler, flanked in the picture at left by (l to r): Charles D. Ferris (1977-81), Richard E. Wiley (1972-77), Rosel Hyde (1946-62), Fred W. Ford (1957-64), Robert E. Lee (1953-81) and E. William Henry (1962-66). (Dates are incumbencies as commissioners, not necessarily as chairmen.) Pictured at right: late arrival

Dean Burch (1969-74). Missing: Charles R. Denny Jr., John C. Doerfer and Newton N. Minow. The reception was held in the McCollough Room of the National Association of Broadcasters headquarters building and was attended by 160 Pioneers. Lee, who had the shortest tenure as an FCC chairman (35 days between Ferris and Fowler), demonstrated he had ample time as a consultant to prepare new routines, roasting all of the former gavel-wielders. Host for the event was Harry J. Ockershausen, Washington communications attorney and Pioneers chapter chairman.

lishes the need for mandatory leased access," said an NCTA spokesman.

The bill would require cable systems to set aside 10% of their total channel capacity for public and government access and another 10% for leased access, with the price for leased channels to be set by cable operators. Leased channels could include those used by Home Box Office and

other commercial programmers, according to a spokesman for the Communications Subcommittee. The bill would prohibit any government entity, federal state or local, from setting the fees for leased access.

It is this prohibition and the broad definition of leased channels, that could draw some opposition from proponents of

leased access, some of them former Washington policymakers. Rick Neustadt, former adviser to President Jimmy Carter on telecommunications and now an attorney with the Washington firm of Kirkland & Ellis, said stronger provisions that would remove from the cable operator control over the price and award of access channels are likely to be proposed by advocates of leased-channel access.

Rate regulation is not desirable, said Neustadt, but there are models being considered—one of them in Boston could provide a middle ground. In Boston, city negotiators are considering creating a public access board that would set the rates for leased access as well as decide which applicants will be granted a channel. Advocates of leased access want to "reduce the monopoly profits" of cable operators as well as increase the number of voices available, said Neustadt.

Although the Goldwater bill would not permit governments to regulate the prices for leased-access channels, it would require cable operators to negotiate with applicants for them on a "first-come, first-served basis." Such a restriction, although not ideal, would impose a "rough justice" on the system, said Neustadt, by allowing disappointed applicants to apply for redress in the courts.

Leased access provisions in the bill do not distinguish between regular channels and institutional networks, said Neustadt. Institutional loops, the portion of cable channels devoted to data transfer and processing, "are the real utility" of cable, he said, and the question of access to them should be considered.

Another controversial provision in the bill would prohibit cable systems from importing broadcast sporting events to an area within 50 miles of the stadium in which it is being played. FCC rules currently ban importation of an event to within 35 miles of the stadium, and the cable industry has vigorously opposed expan-

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sion of the rule in a copyright bill, pending in the House Judiciary Committee. The sports provision in the Goldwater bill "is blatantly protectionist, and anticonsumer" said an NCTA spokesman, who argued it would deny subscribers many sporting events they now receive.

Although the Goldwater bill would prohibit cities that own cable systems from having any control "direct or indirect" over programming, this restriction does not go far enough, according to an NCTA spokesman. "I don't know how you have ultimate ownership and not have control," he said.

The cable industry also is concerned about provisions in the bill that would give the FCC authority to require cable systems to "keep such records" and submit to the FCC such reports that "may be necessary and relevant" to the FCC's regulation of cable, as mandated by the bill. Any expansion of an agency's authority to require information of an industry is considered negative, according to NCTA's spokesman.

The Goldwater bill would not permit state regulators to limit the amount utility cooperatives charge cable companies for pole attachment, an authority that has been considered by Senate policymakers. The cable industry failed to demonstrate that there is widespread abuse in this area, said a spokesman for the Communications Subcommittee, so the provision was not included in the bill. State regulators presently regulate pole attach-

ment fees only for privately owned utilities.

Although most industry observers have been guarded in their appraisal of the Goldwater bill, Harry M. Shooshan, former chief counsel to the House Communications Subcommittee, said both NCTA and the NLC should reject the bill. Shooshan, now a partner in the Washington firm of Shooshan and Jackson, said the bill is "massively preemptive" for cities. It would strip cities of their power to set standards in the cable industry, Shooshan said.

At the same time, the bill would "open the door for eventual regulation" of the cable industry as a common carrier. Shooshan questioned the need for leased channel access provisions in the bill, asking, "where is the problem they were designed to solve?"

On balance, he said, "both the consumer and the cable industry would be better off with the status quo."

In addition to its controversial provisions, the Goldwater bill addresses a number of other communications issues. It would release cable operators from liability for any program transmitted on a public, educational, governmental or leased access channel, or for any program "originated by a channel programmer having no ownership affiliation with the cable system operator." For all other programs, the system operator would continue to be liable under civil and criminal law for libel, slander, obscenity, incitement, invasions

of privacy, false or misleading advertising and other such transgressions.

The bill would permit the FCC to establish "the terms and conditions" for carriage of radio and TV broadcast signals by cable operators. It would require the FCC to set franchise fee ceilings, to review them periodically and to establish procedures for setting the ceilings within 180 days of the bill's enactment into law.

Under the bill, it would be illegal for any person to "intercept or receive broadband telecommunications unless specifically authorized to do so by a cable system operator, channel programmer or originator of broadband telecommunications."

To protect the privacy of cable subscribers, the bill would prohibit cable operators, channel programmers or other originators of broadband communications from disclosing "personally identifiable information with respect to a cable subscriber, or personally identifiable information with respect to the broadband services provided to or received by a particular cable subscriber . . . except upon written consent of the subscriber or pursuant to a lawful court order authorizing such disclosure."

If a court orders such disclosure, the cable operator must notify the subscriber at least 14 calendar days prior to releasing the information. Subscribers whose rights are violated under this provision would be entitled to recover civil damages as provided in other laws.

The Goldwater bill would prohibit any government agency from requiring a cable operator to comply with the equal time and reasonable access provisions applied to broadcasters in the Communications Act.

It would require the FCC to set technical standards to "promote the compatibility and interoperability of cable systems, the compatibility of the receivers and other terminal equipment connected such systems by cable subscribers and to prevent harmful interference to radio and TV communications." The FCC already sets technical standards for the cable industry, said an NCTA spokesman, and the provisions in Goldwater's bill would not significantly change its authority.

The FCC also would be required to "insure and promote equal employment opportunity by cable system operators."

Finally, the bill would allow victims of signal piracy to recover through court action "actual damages" suffered and "any profits of the person committing the violation that are attributable to the violation and not taken into account in computing actual damages." The aggrieved party need only establish proof of the pirate's total revenues. The pirate must prove his costs and sources of profits unrelated to the piracy.

The aggrieved party could elect to pursue statutory instead of actual damages "in a sum of not less than \$250 or more than \$10,000," under the bill. Where actual damages are pursued, a court could not award more than \$50,000 for a crime knowingly committed but could reduce damages to as low as \$100 for crimes committed unwittingly. □



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Cutting into NTIA's cuts

Public telecommunications facilities grants that provide service to rural areas in sparsely populated states have found allies in two Republican senators—Goldwater (Ariz.) and Pressler (S.D.)

The Reagan administration may have trouble again this year in eliminating from the Department of Commerce budget funds for planning, building and replacing public telecommunications facilities. Last year, Congress ignored President Reagan's recommendation to eliminate the program and voted \$18 million to continue it in 1982. Last week, Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, and subcommittee member Larry Pressler (R-S.D.) indicated they felt Congress should continue the program in 1983.

Goldwater, at a hearing last week on a bill (S.2181) to authorize the National Telecommunications and Information Administration, which administers the Public Telecommunications Facilities Program, said he was "troubled" by the proposed elimination of the program.

He said he understands the need for "cutbacks in some activities." But he said the Public Telecommunications Facilities

Program has brought public broadcasting "to states like Arizona, South Dakota and New Mexico, where no service would exist without it." He noted that the Senate Commerce Committee, "recognizing a decreasing need," had authorized the program at a decreasing rate—\$15 million for 1983 and \$12 million for 1984. "Service to all areas is not yet complete," Goldwater said. "Thus, we have to maintain some minimum level of funding to accomplish this end—a small investment for the yield."

The Corporation for Public Broadcasting says that 90% of the country now receives public television, but only 69% receives public radio. And Pressler said, "it is important to note that the remaining unserved percentages are primarily located in rural states like my home state of South Dakota." He said he understands the economic difficulties involved in providing federal aid for public broadcasting "which may not be cost effective." But, he said, public broadcasting "frequently" offers "the only alternatives to network channels for hundreds of thousands of rural Americans."

If Congress insisted on appropriating \$15 million for the program, that would not be the only additional cost involved. Bernard J. Wunder Jr., assistant secretary of Commerce for Communications and Information, who heads NTIA, said that the agency would need another \$550,000 to administer the program. The adminis-

tration is requesting only \$250,000 to phase it out.

The facilities program was the only aspect of NTIA's operations that caused Goldwater any concern. The authorization bill he and Pressler have introduced would provide the \$12.4 million the administration has requested—a cut of some \$4 million from the budget on which NTIA is now operating.

Goldwater and Wunder agreed the lower figure would be adequate. The bill, Goldwater said, "trims NTIA back . . . from the state of uncontrolled growth it saw during the years of the Carter administration. Some of the activities NTIA undertook and for which there was great need simply no longer exist."

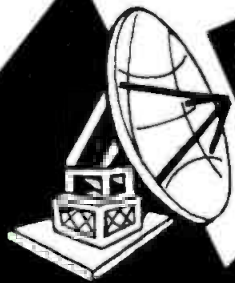
A large part of the cut is in the policy area. Wunder said NTIA does not believe its participation in FCC proceedings involving broadcasting, cable television and other services "will have to be as extensive as in the past." He said the commission has already acted "on most of our major policy recommendations." And in the common carrier area, he said the proposed settlement of the Justice Department's antitrust suit against AT&T "has . . . resolved many of the structural problems that previously were the focus of both regulatory and congressional proceedings." Wunder also said that NTIA was "a principal player" in the commission's second computer inquiry, direct broadcast satellite and low-power television rulemakings, between 1979 and 1981, and added, "The fundamental policies have already been established" in those areas.

Nor are those the only activities in which cuts will be made. Wunder said NTIA will eliminate its public service satellite program; he said the program has accomplished its purpose of demonstrating how public service use of satellites can be aggregated. And he said that the progress made on a state level as well as on a volunteer basis by the private sector permits a reduction in NTIA's activities in the development of privacy protection and information policy.

But if NTIA is cutting back on work in the domestic area, it will pay more attention to international activities. Wunder said NTIA now offers technical support for U.S. participation in those conferences, but that he would become more active personally "on the international side." He said he would attend the next International Telecommunication Union-sponsored meeting, in Nairobi, Kenya, in September. It will be a plenipotentiary conference, to review and possibly restructure the ITU organization.

Goldwater has long been concerned about what he considers the U.S.'s inadequate preparation for international telecommunications conferences, a view he restated last week. "We don't come out with the spectrum we should," he said. "The spectrum goes to the Third World countries, who don't need it." Goldwater, too, plans to play a more direct role in ITU meetings. Attendance at the Nairobi conference is on his schedule too. □

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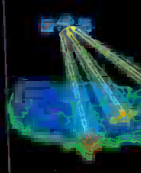
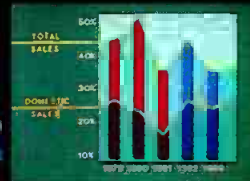
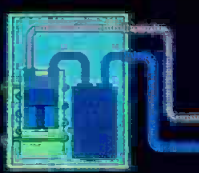


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Medical advertising upheld by high court

FTC ruling allowing dentists and physicians to advertise clears review by divided Supreme Court

The Federal Trade Commission ruling opening the door to advertising by physicians and dentists was upheld by the Supreme Court last week—but in a way that sets no precedent and in an order that is limited to the case at issue. The court split on the question, 4-4.

The case originated in 1975, with an FTC complaint charging the American Medical Association and two affiliated groups with suppressing competition by their members by barring advertising. In 1979, the FTC adopted an order declaring the ban illegal, while asserting that professional associations may police false and deceptive advertising (BROADCASTING, Oct. 29, 1979). In the meantime, the American Dental Association, facing a similar complaint, had said it would abide by the results of the AMA litigation.

The AMA pursued the matter through the courts even though, in July 1980, it voted to adopt a new code of ethics that

lifted the ban on advertising. It said it wanted to establish that, as a nonprofit organization, it was not subject to FTC jurisdiction and that the FTC order constituted the kind of prior restraint that is barred by the First Amendment.

However, its appeal to the U.S. Court of Appeals in New York was rejected. The court, by a 2-1 vote, affirmed the FTC order (BROADCASTING, Oct. 13, 1980).

The Supreme Court disposed of the case with a two-line, unsigned order noting that the court had divided 4-4 on the question, with the result that the appeals court's decision was affirmed. The tie resulted from the decision of Justice Harry A. Blackmun to disqualify himself, presumably because of an association he had had with the Mayo Clinic.

Thus, the question the AMA wanted the litigation to settle—whether the FTC has jurisdiction over nonprofit associations—remains unanswered. The answer could come from Congress, where a bill removing FTC jurisdiction over all professions is pending in the Senate.

The FTC decision, now affirmed by the Supreme Court, adds doctors and lawyers to the list of professional groups whose access to advertising has been cleared by the high court in a series of rulings over the past decade.

Washington Watch

Check again. National Association of Broadcasters and ABC have joined CBS and NBC in requesting that FCC reconsider its decision to authorize Field Operations Bureau to shut down ENG news cameras and other equipment if they cause interference that threatens "safety of life or protection of property" (BROADCASTING, Jan. 11). CBS and NBC had argued that rule posed danger to broadcasters' First Amendment rights and was overly broad and unnecessary (BROADCASTING, Feb. 22).

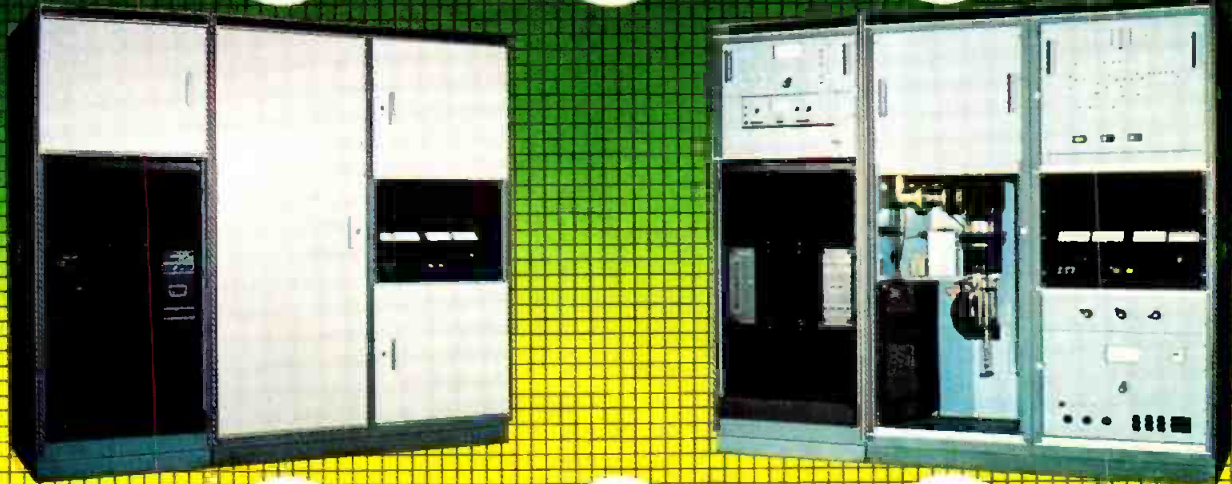
Rebuttals. "Do not watch TV." That's solution to current economic recession, if public is to believe statements by President Ronald Reagan that TV news reporting is to blame for plight of U.S. economy, according to Representative Dennis E. Eckart (D-Ohio). One of several members of Congress to attack President Reagan's comments (BROADCASTING, March 22), Eckart called it "capital irony" that "former movie and TV actor" is "blasting the very same media that propelled him to fame." Representative Charles Schumer (D-N.Y.), noted that "this is the same President who, every night before there was a major vote last year, went on TV, used that medium to the hilt to convince people, rather unfairly in my opinion, of what his bills were all about."

LPTV grant. FCC has authorized pair of low-power TV services for 1982 world's fair in Knoxville, Tenn. FCC granted existing translator K43AD special temporary authority to originate programming on channel 43. Titilola Payne, translator licensee, proposes to cover fair events not covered by major networks and to donate 50 Ceefax decoders for fair officials to broadcast fair information via teletext. FCC also granted Expo International Broadcasters Inc. experimental television authorization for low-power broadcast over channel 7 to broadcast fair-related information 24 hours per day in English, French, Spanish and German.

Balanced ads. Contraceptive advertising should be permitted on TV, said Senator S.I. Hayakawa (R-Calif.) in speech on Senate floor. Contraceptive advertising would provide "message about responsibility about sex," he said, to balance constant presentation of "sexual episodes and sexual stimulation in TV advertising."

Case closed. Federal Elections Commission has found no evidence that California Governor Edmund G. Brown Jr. violated federal ban on accepting corporate contributions by appearing as radio talk show host. Brown, now announced candidate for U.S. Senate, had been given 23 hours of free air time during past several months. Republican candidate for seat, Ted Bruinama, had argued time amounted to \$250,000 corporate gift. FEC ruled that no illegal use of airwaves took place since Brown did not ask for funds or suggest listener opposition to his opponents.

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Whittaker

Breaking down the barriers: cable advertising on broadcast TV

More and more program services are turning to conventional TV; there's still some resistance, but spots are increasing, even showing up in prime time

HBO, with its size and the revenues that size generates, has garnered most of the headlines when it comes to discussions of cable television programmers using their broadcast counterparts as an advertising medium. But while HBO's broadcast advertising goes back to 1979, and its 1981 broadcast television expenditures, which this year include the first pay TV commercials in broadcast network prime time (on CBS and NBC), may top \$10 million, indications are that other cable programmers, both pay and basic, will become an increased presence on "free TV" via their own promotional spots in the network, and more quickly, the spot and local marketplaces.

Indeed, Ron Castell, senior vice president and director of marketing for Group W Satellite, says: "I've always said the best way to sell TV is TV." The use of broadcast advertising is currently under discussion to promote Group W's ventures in Satellite News Channels and The Disney Channel but plans are not firmed yet, according to Castell.

Underneath this contemplated activity, of course, lies the resistance that cable programmers say they encounter in varying degrees from broadcasters, some of whom are not anxious to advance the cause of a medium they see as competition.

For example, Group W's nemesis, Ted Turner, tried to take his new \$4-million campaign for CNN (BROADCASTING, March 8) to the commercial networks, according to Turner Broadcasting System's Paul Bissonette, but was turned down by all three, leading to the current ad campaign in the national newsweeklies. ABC

still refuses to take HBO's ads for its pay service—while CBS only began to accept them with the start of HBO's recent campaign in January.

TBS's Bissonette says initial calls to local stations indicate that some would refuse the CNN ads he's investigating placing in local markets. Still, one local market gets a lot of CNN advertising—Atlanta—thanks to spots Turner's own WTBS(TV) runs for CNN. Fully half the 60 seconds per hour, 24 hours a day, that are budgeted for promotion in the WTBS schedule go to CNN.

But Howard Burkat, vice president, advertising and promotion, of The Entertainment Channel, who says he "fully intends" to have local television buys in the campaign that he's currently developing for that service, describes his experience in talking to stations as showing "no pattern to the pattern"—"some people say 'great,' some say we're the competition."

And Brian Gail, senior vice president, management representative on HBO at Bates New York, who's handling the HBO account, says that "more and more stations are accepting us... a lot of local stations realize that pay television is going to be a significant advertiser."

While none of HBO's competitors came close to matching the 425 points of network buys and the 240 points of local television Gail says the service bought in 35 markets in the first quarter, their advertising strategies call for substantial broadcast television use as well. Showtime, lacking the dollars to go head to head with HBO on national advertising, can still "match or beat them in key markets" says Showtime's vice president of advertising, Scott Wecker. Showtime is now in about 34 markets, with a new campaign from Benton & Bowles designed to heighten consumer awareness of its offerings. By the

end of the year, Wecker says, Showtime should be running television ads in about 50 markets. Network buys, however, aren't in the cards at present.

Richard Guillmenot, vice president of marketing for Warner Amex Satellite Entertainment, rides herd on the advertising for that firm's three services—pay service The Movie Channel, advertiser-supported Music Television, and the basic cable children's service, Nickelodeon. Major market television is part of the media mix Guillmenot has used for Movie Channel marketing, and a new campaign that's to be introduced in April will probably run in about 25 to 30 markets.

Music Television spots have already been seen in eight to nine local broadcast markets, to support service launch situations and over the next six weeks, says Guillmenot, that number will be expanded to 25 or more. Though the campaign isn't budgeted as heavily as that for the Movie Channel, WASEC can spread it a little broader because its shorter flights, concentrated within fewer weeks, are designed to "create immediate awareness" for the music service. Nickelodeon marketing plans so far haven't included television, and a revamped marketing approach is only just being formulated.

To date, broadcast television hasn't been widely used by more specialized cable services. Hearst/ABC Video Services' two targeted offerings—cultural ARTS and women's Daytime, won't be using television in their plans, USA Network hasn't scheduled television flights, and even Entertainment and Sports Programming Network, the third most widely distributed cable service, reaching some 14 million cable subscribers, has only used local television in a few isolated situations. The reasoning is perhaps best expressed by ESPN's vice president, marketing ser-



Pilots in production: a sneak preview

NBC is first to make program commitments for fall; ABC has no formal announcement but is giving trial run to several shows; CBS testing three pilots

St. Elsewhere, *Gavilan*, *Mama's Family*, *Cheers*, *The Devlin Connection* and *The Powers of Matthew Star*.

Those new NBC programs are the first to be committed—at least publicly—for the 1982-83 prime-time season. While the three networks have about another month before they begin unveiling their fall line-ups, NBC is offering an early word.

These six shows, however, represent only a small part of the program scheduling options open to the networks now considering their pilots and development projects. The list the networks will be choosing from follows:

MTM Enterprises is producing *St. Elsewhere*, an hour set in a Boston teaching hospital. *Gavilan*, an hour drama with Robert Urich as a former CIA operative, comes from MGM, with Len Goldberg as executive producer.

Mama's Family, from Joe Hamilton, is a half-hour comedy based on the "Eunice" segment of the *Carol Burnett Show*; it stars Vicki Lawrence and Ken Berry with guest appearances by Burnett, Harvey Korman and Betty White.

Another half-hour comedy, *Cheers*, has Charles Bros./Burrows/Paramount production credits and is about an ex-baseball player who buys a bar and hires an unlikely waitress.

The other two hours committed had been delayed from the 1981-82 season. Given Rock Hudson's heart surgery, *The Devlin Connection* detective story (John Wilder/Viacom) now has a fall 1982 launch date. *The Powers of Matthew Star*, (Harve Bennett/Paramount), about a teen-ager with super powers, had to wait until star Peter Barton recovered from burn injuries.

Beyond the early NBC commitments, the three networks will be selecting their new entries for 1982-83 from these pilots and projects:

- Beginning in April, NBC has scheduled three series for limited test runs: *Teachers Only*, from Carson Productions/NBC, with Lynn Redgrave and Norman Fell; *Shape of Things*, from George Schlatter, "focusing on society ... from the women's point of view," and *The Joke Book*, a Hanna Barbera animation.

- Other possible comedy series include *Penthouse A*, from Embassy, about the son of a wealthy but irresponsible father; *The Academy*, from Embassy, about a boys' military school; *Little Darlings*, Miller Milkis Boyett/Paramount, based on

the theatrical film; *3 to 6*, Redwood/Universal, with Bob Denver as a struggling writer who runs an after-school center; *Fit for a King*, Metromedia, about a royal family in a small principality; *Kangaroos in the Kitchen*, David Gerber, about an animal talent service.

The Rainbow Girl, InterMedia/MGM, Ann Jillian in a mix of singing, dancing and comedy; *Family Ties* (considered the "class" of its comedy pilots by NBC), EBU/Paramount, a radical couple during the 60's now raising conservative teenagers; *The James Boys*, American Flyer/Warner Bros., a young father raising his son alone; *Dad*, Warner Bros., four generations of men living together; *The Love Birds*, Warner Bros., a marital comedy, and *The High Five*, Orental/Columbia, about the first all-black low-power television station.

The dramas are *Towheads*, Rod Amateau/NBC, two competing tow truck companies in the South; *Red White and Blue*, InterMedia/Marvel, three people who want to "clean up" crime in New York; *Knight Rider*, Glen Larson, a modern-day Lone Ranger with a super car; *Remington Steele*, MTM, a female detective; *The Doctors Brennan*, Paramount, father and daughter doctors with Andy Griffith; *The Second Family Tree*, Saracen Productions/Comworld, remarriage; *The Firm*, Titus Productions, father and daughter lawyers; *The Voyagers*, Universal, a swashbuckling, time-traveling cop, and *The Circle Family*, Cy Cermak/MGM, based on the film "Every Which Way But Loose."

- ABC trial runs airing or soon to be given test slots, are the comedies *9 to 5*, IPS Films/20th Century-Fox, based on the film; *Police Squad*, Zucker, Abrahams, Zucker/Paramount, a cop show spoof; *No Soap, Radio*, Mort Lachman/Alan Land-sburg, an "off-the-wall comedy/variety,"

and *Joanie Loves Chachi*, Garry Marshall/Paramount, a spin-off of *Happy Days*. ABC is also testing the dramas *T.J. Hooker*, Spelling-Goldberg, a police show, and *The Phoenix*, Mark Carliner Production, about a being from another time. In addition there are two nonfiction shows; *Inside America*, Dick Clark Productions, a magazine with Clark as host, and *Counterattack: Crime in America*, QM Productions, with George Kennedy.

ABC also has another 10 comedy pilots in house: *Callahan*, Carsey/Werner Productions, with a "Raiders of the Lost Ark"-type hero; *Scared Silly*, Aaron Spelling, about bumbling private investigators on supernatural cases; *At Ease*, Aaron Spelling, an Army sitcom; *For Better or Worse*, Witt-Thomas-Harris, about a doctor and his lawyer wife; *Heavens*, Spelling/Weintraub, set in a department store; *The Odd Couple*, Paramount, a remake with a black cast; *The Quest*, Stephen J. Cannell Productions, "four people tied by their heritage to a mythical place"; *Star of the Family*, Paramount, about a fireman whose daughter wants to be a rock star; *Stepping*, 20th Century-Fox, second marriages; and *Condo*, Witt-Thomas, two families in a condominium.

On the drama side, ABC has *The Outlaws*, Universal, about unjustly convicted men on the lam; *Modesty Blaise*, Paramount, a spy adventure with a female James Bond type; *The Renegades*, Paramount, about street kids working with the police; *Tales of the Brass Monkey*, Universal, set on a Pacific island in the 1930's, and *Rooster*, Glen Larson/20th Century-Fox, about a police psychologist and an ex-cop. Others involving private investigators or detective stories are: *The Big Easy*, Paramount; *Massarati and the Brain*, Aaron Spelling; *Matt Houston*, Aaron Spelling, and *Travis McGee*, Warner Bros.

ABC also is developing projects for Farrah Fawcett and Lindsay Wagner.

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scheduled so far this season is for *Herbie, The Love Bug*. One-shot pilots, such as *Small & Frye*, will come out of CBS's regularly scheduled *Walt Disney Presents* anthology, and possibly elsewhere.

Other pilots include *Suzie II*, Hamel-Somers/Embassy, with Suzanne Somers as a soap-opera star and parent; *Gloria*, Carroll O'Connor/Embassy, with Sally Struthers; *Square Pegs*, Embassy, about high school girls; *The Astronauts*, Elmer Productions, set in a space lab; *After George*, Huble/MGM, a man programs his personality into a computer before he dies; *Greystone's Odyssey*, Warner Bros., set in the middle ages; *Bob Newhart Show*, MTM, with Newhart as a writer; *Steel Island*, MTM, set on an oil rig.

Also *Mama Malone*, Belle/Columbia Pictures Television, about an Italian mother with a cooking show; *Johnny Garage*, Grosso-Jacobson/Columbia, about mechanics; *Filthy Rich*, White-Bloodstone/Columbia, about rich and poor relatives living together; *Here to Stay*, Universal, second marriage; *Now We're Cooking*, Universal, ex-cons in business together; *Tom, Dick & Harriet*, D.L. Taffner, based on a British show about father, son and daughter-in-law; *In Security*, Lorimar, about a divorced woman; *Cass Murphy*, Lorimar, a female sheriff, and *She's with Me*, about two black women.

CBS's drama pilots include *Bring 'Em Back Alive*, Schenck-Cards/Columbia, set in the 1930's; *Moonlight*, Universal, a spy story; *Good Witch of Laurel Canyon*, Hill-Mandelker, about detectives and with an ESP slant; *Family in Blue*, Brinkley/Glicksman, a police show with Efreem Zimbalist Jr.; *The Mississippi*, Dorso-Waite/Warner Bros., with Ralph Waite as a riverboat captain, and *Gibb*, Warner Bros., with Gil Gerard.

Other pilots are *Seven Brides for Seven Brothers*, David Gerber, a weekly musical; *Century Hill*, Embassy, a variety/musical show, and *Kudzu*, Tomorrow Entertainment, based on the comic strip. □

Tough pricing seen as fallout from NFL deal

Five-year, \$2-billion package excludes cable and calls for extra minute to help recoup money; still to come is commercial pricing, expected to be a problem

National Football League owners last week wholeheartedly approved a new five-year contract with the three television networks calling for payments of about \$2 billion for broadcast rights over the period.

The \$2-billion package, regarded as the most expensive by far in television sports history, is an over 200% increase over the previous four-year NFL contract that specified payments of \$640 million. One owner attending the annual meeting in

Phoenix last week where the contract was ratified was quoted as calling the agreement "mind-boggling."

The contract places a roadblock to the telecasts of NFL games on cable for the next five years. Some advertising agency officials said there was no doubt in their minds that the pact is so costly because it guarantees the networks there will be no cable TV contracts with the NFL for live coverage for the next five years. They voiced the view that the sale by networks to advertisers "is going to be a tough one," citing the rate increases that will be required to recoup their large investments.

"I think the price they paid for rights is simply outrageous," exclaimed Jack Otter, senior vice president and director of programming, SSC&B Inc., New York. "I can't see the value to the viewer since the games aren't going to be better and, in fact, there is going to be additional clutter—an extra commercial minute in each game. I don't think advertisers can come up with the prices the networks feel they will have to charge."

Otter said he has no clear position as yet on prices but they should be forthcoming soon. He doubts if the networks will succeed in getting what they want since he expects many advertisers to "play a waiting game."

Otter added a sobering note: He mentioned that the football players, locked into a dispute with club owners over their demands for a percentage of NFL gross revenues, may well intensify their efforts for more money in view of the lucrative contract with the networks.

"It may well be there won't be a regular start of the football season," he said. "These players read that each team is going to average \$14 million a year from television instead of \$5 million, in 1981. How do you think they're going to react? And one more thing: I wouldn't be surprised if this were the last only-network deal; cable will be in the act in some way five years from now."

Peter Rozelle, president of the NFL, was asked at a news conference in Phoenix if the contract had provisions that pertained to a strike of professional football players. Rozelle replied that league pacts always have had a provision that would protect networks in the event one or more games were not played. He did not elaborate on the point. Another NFL spokesman said the provisions were "too complicated" to explain.

One agency executive who asked not to be identified said only ABC had approached him before the football contract was signed and opened discussions with a price tag of \$300,000 per minute in *Monday Night Football*, up from about \$250,000 last year. He said increases also are built in for the 1983 and 1984 seasons.

Eugene Petrillo, executive vice president and corporate broadcast director of D'Arcy-MacManus & Masius, New York, said he had had a general discussion with one network several weeks ago and the price tag mentioned called for "healthy increases." He voiced the view the networks have "a tough sale on their hands," and

added:

"Let's face it, I don't think ratings are going to go up, particularly in the auto industry."

Petrillo's agency represents Anheuser-Busch, a leading sports program advertiser, and he indicated that the networks are headed for some rugged negotiating before the pricing is settled.

Another agency executive said he had an appointment to discuss the football package with one network on Friday (March 26) and was anticipating "an interesting session."

Network sales officials were reluctant to discuss their pricing structure. They said prices of necessity, have to be boosted by a substantial margin but declined to put a percentage on the increase. They pointed out that ratings for professional football have climbed in general and an increase above inflation would have been mandated

anyway. They added that the extra minute for each game will enable the networks to moderate their increases to some extent. Executives said they expect to get down to serious negotiating with the agencies, starting this week.

To help the networks recoup some of their increased costs, the NFL is permitting them to add an additional one minute of commercial time for each game, bringing the total to 24. CBS and NBC also were granted rights to another pre-season game, bringing the total to three each. ABC is given an additional prime-time game, bringing its total to 21, and for the first time will telecast the Super Bowl in January 1985.

Though networks and the NFL would not disclose the rights costs, CBS is reported to be paying between \$700 million to \$750 million and ABC and NBC, \$600 million to \$650 million. □

'Middletown': Critics review ordinary people

Six-part documentary filmed in Muncie, Ind., chronicles life in small town, U.S.A.; series based on sociological study

Although *Middletown*, the Public Broadcasting Service's six-part documentary series on life in Muncie, Ind., only debuted last Wednesday (March 24), it is already generating much publicity. Reviews of the series, which examines the lives of several Muncie residents, have been mixed. *The Washington Post* showered the program with compliments: "Welcome to *Middletown*. It really is the real thing, and probably a landmark in the life of American television as well." *The Christian Science Monitor* was not as enthusiastic. "But valid as some of it seems to be, one is left with the lingering feeling that *Middletown* is basically exploitive entertainment masquerading as a sociological document."

The series will be broadcast Wednesdays at 9 p.m. NYT through April 28. The episodes separately look at politics, leisure, religion, work, marriage and education. *Middletown* was produced by independent filmmaker Peter Davis, who lists among his credits the Oscar-winning "Hearts and Minds" and the Emmy-winning *The Selling of the Pentagon*. *Middle-*

town is based on studies conducted in the 1920's in Muncie by sociologists Robert and Helen Lynd. It took six years to complete.

Before the first episode premiered, controversy developed surrounding the final episode, "Seventeen," which contains what some labeled offensive language and films a male student bragging explicitly about his sexual exploits. Xerox, one of the underwriters (National Endowment for the Humanities, the Ford Foundation and the Indiana Committee for the Humanities are the others), saw that segment and decided not to promote the series as it originally planned. PBS also complained about the language saying that it did not meet its journalistic standards and excised four and a half minutes. A group of Muncie citizens, concerned about that episode, went to PBS headquarters in Washington to discuss the matter (BROADCASTING, March 22).

"*Middletown* as documentary entertainment will probably continue to shock and dismay millions of Americans, some of whom may watch it partially because of its X-rated publicity," *The Christian Science Monitor* said. PBS plans to follow the series with a discussion program May 3.

Time magazine was also critical of the final episode, which it said "raises ques-



Playing in Middletown. At left are Muncie, Ind., mayoral candidates—Republican Alan Wilson (l) and Democrat Jim Carey (r). At right is show's producer, Peter Davis.



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tions about Davis's [the producer] basic judgment." *Time* complained that it "almost appears that in some perverse gesture of reverse sentimentality, Davis searched not for the best or even typical students, but for the most crudely narrow and foul-mouthed ones he could find."

Other criticism leveled against the production concerned the absence of narration. *Time* was dissatisfied and said: "Effective as this device often is, it nonetheless deprives viewers of a perspective, a knowledge of who these people are and where they fit in. . . . Viewers may get a clear image of individual families, but their vision of Muncie is bound to be confused and distorted."

The Washington Post, however, praised the technique saying, "they tell the story so well that it seems to be telling itself, and so filmically that no linear representation of it can do it justice. There is no narration [the standard for all six programs in the series] and there is no overt prodding." The newspaper also again lauded the series: "What an accomplishment *Middletown* is, and how emphatically it denies that the documentary is a dying form."

Other newspaper and magazine critics across the nation applauded the series. *Newsweek* called it, "a TV show of uncommon emotional power," and said it provides "the most explosive depiction of adolescent rebellion ever to ignite the home screen." And the *New York Times* described *Middletown* as "brimming with

shrewd insights and unsettling observations."

AFTRA earnings rise 16% in 1981

Members of the American Federation of Television and Radio Artists earned a total of \$395,638,845 for the 12-month period ended Nov. 30, 1981, amounting to an increase of 16% (\$54,221,499) over the previous fiscal year.

AFTRA said television programing was by far the single largest source of earnings, totaling \$224,430,777, as against \$204,371,538 in the 1979-80 fiscal period. Figures for other categories, all showing increases in 1980-81, were radio programs, \$70,568,865, up from \$63,957,181; radio recorded commercials, \$36,623,896, up from \$31,102,298; TV recorded commercials, \$16,006,694, up from \$14,410,612; phonograph recordings, \$25,389,846, up from \$23,580,742 and nonbroadcast material (slide films, audio recording, tapes), \$4,618,845, up from \$3,993,971.

The union said that earnings reported include all work performed in each area of AFTRA's jurisdiction on which pension and welfare contributions were made. Not included is much of the radio and TV activity in some parts of the country, particularly at smaller stations where staffs have company plans covering insurance and profit sharing.

Ratings Roundup

Outside of a tie, CBS-TV and ABC-TV couldn't have been closer. For the week ended March 21, only one-tenth of a rating point separated the two networks in prime time. CBS was the victor with an 18.0 rating to ABC's 17.9; both pulled a 29 share. While those two fought it out, NBC-TV trailed with a 14.6/24.

On Sunday, ABC's *I Love Liberty*, a two-hour special produced by Norman Lear's People for the American Way which was attacked by the Moral Majority, scored only a 15.8/25. That lost big to CBS's typically strong lineup of *Alice* (25.0/38), *Jeffersons* (24.4/38) and *Trapper John M.D.* (21.6/36) and it averaged slightly below NBC's "Towering Inferno" part I (16.0/25).

CBS had both the highest and lowest scoring specials. Its *Eunice* special, spawned by the old *Carol Burnett Show*, earned an eighth-place 24.3/27 on Monday. A CBS News report, *Central America in Revolt* on Saturday, was the week's lowest-scoring program, managing only a 7.7/14 in 68th place.

Elsewhere, ABC continued to come on strong on Saturday with its new *T.J. Hooker*, which pulled a 17.1/30 in its second week. But its 90-minute *Phoenix*, also given a test run, suffered a 12.7/21; its competition included the week's highest rated show: CBS's *Dallas* (26.9/44).

Aside from *Dallas*, three other programs pulled a 40 share or above: CBS's *60 Minutes* (26.2/41); ABC's *Hart to Hart* (23.2/40), and ABC's *Dynasty* (23.0/41), its highest rating ever.

During the week, CBS won Monday, Thursday, Friday and Sunday; ABC took the remaining nights.

NBC, while second on five nights, had no winning prime-time lineup to bring up its score.

The First 20

1.	<i>Dallas</i>	CBS	26.9/44
2.	<i>60 Minutes</i>	CBS	26.2/41
3.	<i>Three's Company</i>	ABC	25.6/39
4.	<i>Alice</i>	CBS	25.0/38
5.	<i>M*A*S*H</i>	CBS	24.6/36
6.	<i>Too Close For Comfort</i>	ABC	24.5/38
7.	<i>Jeffersons</i>	CBS	24.4/38
8.	<i>Eunice</i> (special)	CBS	24.3/37
9.	"The Enforcer" (movie)	ABC	23.8/36
10.	<i>Hart to Hart</i>	ABC	23.2/40
11.	<i>Dynasty</i>	ABC	23.0/41
12.	<i>Dukes of Hazzard</i>	CBS	22.7/37
13.	<i>Love Boat</i>	ABC	21.9/38
14.	<i>One Day At A Time</i>	CBS	21.9/33
	<i>Archie Bunker's Place</i>	CBS	21.9/33
16.	<i>Trapper John, M.D.</i>	CBS	21.6/36
17.	<i>Diff'rent Strokes</i>	NBC	21.0/33
18.	<i>Real People</i>	NBC	20.5/33
19.	<i>Facts of Life</i>	NBC	20.2/32
20.	<i>That's Incredible</i>	ABC	20.2/30

The Final Five

64.	<i>Father Murphy</i>	NBC	10.9/17
65.	<i>NBC Friday movie</i> "The Car"	NBC	10.2/17
66.	<i>NBC Magazine</i>	NBC	9.6/16
67.	<i>Shannon</i>	CBS	8.8/16
68.	<i>CBS News Special Report</i> "Central America In Revolt" (special)	CBS	7.7/14

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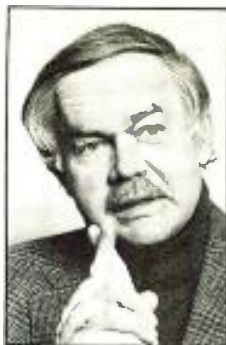
NPR launches new arts show

Patterned on the scale of its successful 'All Things Considered' and 'Morning Edition,' Sunday program will examine art in America

National Public Radio is enlarging its commitment to the arts and humanities. Next Sunday (April 5) the public radio network will air *The Sunday Show*, its new weekly five-hour series devoted to the arts. The *Sunday Show*, according to NPR, is a production on the same scale as other public radio mainstays, *All Things Considered* and *Morning Edition*.

The \$1.2-million production is being billed as "five uninterrupted hours of great performances and fascinating portraits of the arts in every form, from Bach to Bauhaus, from new wave to new plays." Through the series, NPR plans to create its own blend of arts and humanities programming and hopes to capture a broader audience. The director of arts and performance programming for NPR, John Bos, explained that the series does not focus entirely on the fine arts. Rather, he said, *The Sunday Show* will act as a "major national forum for all the arts."

Each show will examine creative



Bos



Ossman

thought and performance, he said. *The Sunday Show*, Bos added, presents a panorama of live musical performances, art news, interviews, documentaries, coverage of cultural events around the world and radio theater. Regular features on the series include: "Faces," conversations with poets, artists, actors and musicians; "Crazy Quilt," a random sampling of sound and music over the years, and "Audio Art Gallery," an audio montage. Theme programs also will be used, Bos said, examining issues like "why so few American conductors are in charge of American symphonies."

The Sunday Show executive producer and host, David Ossman, said it will provide "a major broadcast presence for American artists and performers—both

newcomers and those with established reputations. It covers the events, the news (both cultural and political), the performances, the people and the ideas that daily shape our culture." Ossman is head of a 12-member production staff. New to NPR, he was one of the founding members of the Firesign Theater, a comedy group, and has been involved in broadcasting for more than 20 years.

In addition to a thematic approach, *The Sunday Show* celebrates holidays, anniversaries and landmark cultural events, Bos said. For example, he noted, the Easter Sunday program will feature a concert of the church bells at the National Cathedral in Washington.

The series is being promoted by a number of local and national arts foundations and guilds. In addition, Bos said the show is being endorsed by artists and public figures including Ansel Adams, Beverly Sills, Benny Goodman, John Irving and Liza Minnelli, some of whom may be featured in the series.

The Sunday Show, he said, will be produced in two complete segments—one for two hours and another for three hours—allowing the stations more flexibility in fitting the program into Sunday schedules.

Of the 164 NPR station members, 130 have agreed to air the series with 90 broadcasting the entire five hours, Bos said. Currently the program has two underwriters, the Mellon Foundation and the National Endowment for the Arts. □



Reagan re-enactment. Ronald Reagan briefly turns actor again in a re-enactment of the day of the assassination attempt on his life. It happens in one segment of a docu-drama, *The Saving of a President*, to be telecast in prime time by WJLA-TV Washington on March 30, the anniversary of the day when Reagan was felled by a bullet outside the Washington Hilton hotel. The docu-drama is being co-produced by WJLA-TV and George Washington University hospital. It includes a cast of the same doctors and nurses who were instrumental in saving the life of the President and three others wounded in the shooting. Filming is in the actual emergency rooms and sites at the hospital. Narration is by members of the hospital staff and others connected with the day's events. A limited number of area actors portray the Secret Service personnel and the President in most of the film. But Reagan pre-empted actor Donald Williams for the re-enactment of the "house call" at the White House after the President's 12-day hospital stay. At that filming, Reagan himself expresses his thanks for the life-saving effort to (l to r) Drs. Paul Columbani, David Gens and Ben Aaron. The half-hour film will be followed by a 30-minute discussion hosted by WJLA-TV's David Schoumacher and including George Reedy, former presidential assistant to Lyndon Johnson and ABC White House correspondent Sam Donaldson. Taped March 22, the discussion will focus on the question: How accessible should the President be in light of incidents such as this?

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GalaVision gets U.S. films dubbed in Spanish

Pact with Wescom, Warner Bros. basis of pay-cable movie service for Hispanics in America

GalaVision, Spanish International Network's pay cable service, last week announced "the single most dramatic change in our programming format" — the cablecast of Spanish-dubbed American films.

Part and parcel of that change were two new movie pacts GalaVision has struck: one with Warner Bros. Television and the other with Wescom Productions. Indeed, a Wescom film, "The Howling," will kick off the format change on April 23; GalaVision has also acquired the martial arts feature "An Eye for an Eye" from that producer. The agreement with Warner Bros. calls for 10 initial films, including "Any Which Way You Can," "Outland," "Prince of the City" and "Arthur."

These films are to be released to GalaVision "day and date" with release to English language pay services in this country, with one caveat—that dubbed versions be available at that time.

As explained by Warner, the dubs will come from Spain. That itself is likely to provoke some discussion among GalaVision's Hispanic audience—as was evident

at the New York press conference during which GalaVision announced the format changes. There's some sentiment in parts of the U.S. Hispanic community that a Mexican-Spanish accent would be preferable to the Castilian-Spanish accent that films dubbed in Spain will have. However, GalaVision's director of programming, Sylvia Lyon, countered that SIN's research shows a fair and growing degree of acceptance for Castilian-accented dubbing in the U.S. Hispanic market.

License fees being charged GalaVision are said to be comparable, on a per-subscriber basis, to those charged other pay movie networks.

GalaVision also announced that with the April 26 switch of its service to Westar IV, transponder 12X from Satcom III, GalaVision will expand to 12 hours on weekdays, with a 1:00 p.m. ET sign-on. Back in January, GalaVision instituted 24-hour weekends, and plans call for full 24-hour daily service by 1983.

New additions to the GalaVision schedule that premiere in March are a biweekly sports series, *Mundo Deportivo De Gala*, and a monthly "sneak preview" series highlighting upcoming programs. □

USA Network makes programming changes

Cable programmer takes NATPE opportunity to detail changes in 'Alive and Well' and the signing of 'Coronation Street'

The USA Cable Network, the advertiser-supported cable program service available to more than 10 million subscribers, announced an assortment of scheduling and programming changes at NATPE International that network representatives said are designed to enhance the service's appeal as an alternative to other video choices.

Kay Koplovitz, president and chief executive officer of USA, announced at a NATPE news conference that the network has acquired *Coronation Street*, said to be "the world's longest running television drama," from the series' British producer, Granada Television. The program, top-rated in Great Britain since its introduction in 1960, completes USA's planned launch of USA Daytime, a 10-hour weekday program block. The initial

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Olympic countdown. CBS-owned KNXT(TV) Los Angeles will broadcast *The Road to Los Angeles 1984*, series of 30 hour-long specials leading up to 1984 Olympic Games in that city. Programs, to begin airing next January, will document personal stories of U.S. athletes training for 1984 competition. Series is being produced by Transworld International in association with MCA-TV. □

Debut. Katz Sports Productions, New York, embarks on its first production with telecast of all-star basketball game between Atlantic Coast Conference and Big 10 Conference seniors on Wednesday (March 31) to stations covering about 50% of country. Game will originate from Cedar Rapids, Iowa, and will be produced by Katz in association with KGAN-TV Cedar Rapids. Dick Enberg and Bobby Knight will handle play-by-play and commentary. □

Shutter-bug series. Warner Amex Cable Communications has joined with Ziff-Davis Publishing and Quarto Communications in venture for pay-per-view, home video and international television. First package planned is six-part series on 35 mm cameras, to draw on Ziff's *Popular Photography* magazine and Quarto's *35 mm Handbook*. Warner plans to run it as pay-per-view offering in Qube's cable systems later this year. □

Pirates beware! That's word from Warner Home Video as civil suits were filed on behalf of Warner and nine other producers against four alleged video pirates in Illinois and California. Suits followed six-month undercover investigation by Motion Picture Association of America, and led to seizures by U.S. marshals of tapes of "Superman," "Superman II" and other films that Warner claims were pirated by four video retailers named defendants. Warner vows further suits in coming weeks, says it may take antipiracy campaign abroad, as well. □

Murder for April. Group W Cable Productions has sold to Showtime its fifth program — comedy melodrama, *Murder Among Friends*, starring Sally Kellerman and Leslie Nielsen. Premiere cablecast is set for April. □

Gamesmanship. ABC, through ABC merchandising unit, has licensed board game manufacturer Cardinal Industries to market line of products based on network's *General Hospital* daytime drama. Among initial projects — "The Game of General Hospital" board game that incorporates "free-form role playing" with participants assuming personalities of program's characters. □

NBC-TV epic. *Marco Polo*, 10-hour program, to be presented on four consecutive nights on NBC-TV, is set for May 16, according to Brandon Tartikoff, president, NBC Entertainment. Program was co-produced by Procter & Gamble and Italy's RAI-TV in association with Chinese Cinematographic Co. In attempt to provide accuracy, actual locations include People's Republic of China, Italy and North Africa. □

one-hour episode of *Coronation Street* will be aired April 5, the first day of distribution for USA Daytime. The Granada/USA agreement encompasses all shows produced since 1974.

Koplovitz also announced a revamping of the network's *Alive and Well*, daily two-hour, health-oriented series, sponsored by Bristol-Myers and produced by Hollywood-based DBA Television Inc.

The program will be telecast in a new time slot, 8-10 a.m. and 4-6 p.m. NYT, and incorporate new co-hosts and features. *Alive and Well* will still be taped entirely on location, with most origination from a new home base at the LaCanada Flintridge Country Club in suburban Los Angeles.

A third announcement concerned USA's introduction on April 15 of "programming that can be utilized in place of sports events that are affected by blackout regulations." This "blackout network" will consist of pre-produced and original programming, much of it sports-related, fed by leasing satellite time from Home Box Office on transponder 22 of Satcom III-R. USA's primary service via transponder 9 of that satellite would not be interrupted.

Moving those movies

Whether of the theatrical or made-for-TV variety, films are a valuable programming tool; good promotion is a must

If any consensus emerged from the NATPE panel session on movie packaging and scheduling, it was that films—either theatrical or made for television—will continue to play a vital role in the program schedules of local television stations.

The panel's moderator was Sandra Pastoor of WTTG(TV) Washington. The panel included two representatives of the program-supplier side—Telepictures' Dick Robertson and MGM/UA's Joe Tirinato—and two from the station-operation side—Tim McDonald of Tele-Corp. Stations, based in Virginia Beach, Va., and Bill Cox of WFAA-TV Dallas.

Based on research that he said Telepictures has been conducting over the past two years, Robertson pitched made-for-TV movies on first-run syndication as the film product that in coming years will deliver the highest audiences for local stations. Factors contributing to the strength of that product, said Robertson, are the increasing exposure of syndicated theatrical films on pay TV and the tendency of today's first-run theatrical productions to be targeted to (or at least to be attracting) largely younger audiences.

Since the 1975-76 program season, said Robertson, pay television penetration "has increased from 1% to 15%" of television households. In the same period, the average prime-time share of theatrical films shown on over-the-air television has decreased "from a 31 to a 25."

Statistics provided by the Motion Picture Association of America reveal that 76% of today's first-run theatrical film viewers are between the ages of 12 and 24.



Talk feed. ABC Radio Enterprises announced last week that ABC-owned WABC(AM) New York has joined its ABC Talkradio service, set for May debut, as first affiliate. Lineup of hosts on Talkradio will include Owen Spann, Dr. Toni Grant, Dr. Irene Kassorla, Ira Fistell, Ray Brien and Michael Jackson. Talkradio "blends together the best in talk hosts with radio's new satellite technology to enable radio stations—particularly AM stations—a cost effective and successful programming alternative," according to Rick Sklar, vice president of programming, ABC Radio Enterprises. Wabc, which revealed plans last month to adopt an all talk format, intends to use ABC's live talk programming in overnights as well as other dayparts yet to be decided. On hand for announcement were (l-r): Bob Chaisson, managing director of ABC Talkradio; Edward F. McLaughlin, president ABC Radio Network; Alfred Racco, vice president and general manager, WABC; Jay Clark, operations manager, WABC, and Bob Chambers, vice president, market development, ABC Radio Networks.

"[Theatrical] films coming down the road [to syndication] in five or six years just won't be suitable for the television viewer," asserted Robertson, especially in the primary 25-to-54 demographic.

In the 1980-81 season, asserted Robertson, in 12 head-to-head match-ups on prime-time network television, made-for-TV movies beat out their theatrical competition eight times.

MGM/UA's Tirinato disagreed with Robertson's assertion that made-for-TV movies would become the dominant syndicated film product of the future. "Theatrical films are the backbone of stations' revenues. . . . If they are promoted, scheduled and sold properly," he said, they will continue to serve broadcasters well.

Tele-Corp's McDonald schedules some 800 movies for his UHF station group in each quarter. He uses movies to maintain a foothold in markets that are dominated by superior VHF facilities. "We have to be armed with more knowledge and skill just to survive," he said. And one thing he has learned is that "there is no one answer to"

any of the numerous program strategy problems that he is constantly confronted with. "I'm totally certain that neither made-for-TV movies nor theatrical films are the answer," he said.

In programming various dayparts, he said he'll go for the demographic that the affiliates give "short shift to." For example, while the affiliates go head-to-head to capture the dominant 18-49 female demographic in prime time, McDonald said he will program the comparable male demographic.

WFAA-TV's Cox noted that the Dallas market has been invaded by four STV stations as well as some cable penetration. He said the effect has been, if not "like being hit by a truck, then at least like being hit by a Volvo." In the November Nielsens, said Cox, WFAA-TV "lost 15 total share points to two STV stations." The station has a 2,000-film library which it uses to program movies daily in the afternoon and evening. To fend off the competition, said Cox, the station is devoting an inordinate amount of its resources to packaging and promotion of its films.

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Viacom in review: Analysts gather for close look

Company, now involved in program production, syndication, cable and broadcasting, gathers its top management for meeting with New York entertainment analysts

Viacom International brought all guns to bear on New York's entertainment analysts last week as virtually the entire top management of the company gathered to discuss the fortunes of the various businesses in which Viacom is involved: program production, syndication, cable system ownership, broadcasting and cable networking interests in Showtime and Cable Health Network.

Chairman Ralph Baruch kicked off the session by reviewing Viacom's past strategy of using cash generated by syndication fund expansion in cable and the company's other endeavors. Over the last five years, Baruch noted, Viacom has logged compound revenue growth of 30% with earnings growth topping that figure.

President Terrence Elkes then focused on "the strategy for the 80's"—saying Viacom intends to expand heavily in each leg of its "triad"—programming, marketing and media. While one element of Viacom's strategy remains "to develop programming, both entertainment and informational, that we perceive the American public wants and desires over the next five years," Elkes also stressed that Viacom plans to "see if the disciplines we've enjoyed very successfully in America can be exploited internationally as well."

In production, Elkes contrasted 1972, when the infant Viacom produced no original programming, to 1980, when he said the company produced 150 hours, \$60 million worth, for television and pay television. Those figures "could easily double" in 1982, he maintained.

Elkes pointed to Viacom's production of the series, *Bizarre*, for pay television (Showtime), calling it "an inherent business decision to move into original programming for pay television," and reviewed Viacom's productions for broadcasting, including network commitments where he said they had a "phenomenal 1981" and first-run syndication. Pointing to Cable Health Network, Elkes said that of the first 20 series now under review, 16 are original productions.

Baruch later said the company is "optimistic and excited" about that new cable programming effort, suggesting that when it launches in summer it's likely to have a

subscriber base of 4 million, which would make it "the largest advertiser-supported network at launch."

The company's cable system strategy was described at the meeting as "rebuild like crazy"—upgrading systems to 34 to 50 channels with addressable capability.

Baruch reviewed the varied marketing efforts of the company, touching not only on Viacom Enterprises distribution activities, which he said logged record revenues and profits in 1981 (\$45.9 million and \$18.8 million, respectively), but Showtime and the plans for CHN as well.

After reviewing Viacom's broadcast involvements—its soon-to-be-eight radio stations and two television properties—Baruch ended his presentation by reviewing some of the "firsts" he saw as indicative of the company's place among the "leaders in technology": conducting pay-per-view experiments in 1973, testing fiber optics in cable systems, being "one of the first with addressability" and "three weeks ago, being the first to turn on a 400 mhz, 108-channel system."

Among the questions analysts had for Baruch and company were whether Viacom could or would regain 100% control of Showtime (Teleprompter bought 50% back in 1979). The answer, from Elkes, was that "we are unable to own 100% of Showtime, and so is our partner." How long it would take to install addressable converters in Viacom systems was answered by Viacom Cable President John Goddard—three to five years, given the continuing shortage in boxes coming from suppliers. And one analyst who wondered what Viacom planned to do with its two Galaxy transponders, given the seeming oversupply of cable services, learned from Baruch only that "there's room for the kind of services we're thinking about." But Elkes went on to hint "don't discount various networks on pay-per-view [bases]." □

TVB initiates inquiry into gathering of financial figures

It will query members on releasing data that would be kept confidential by auditing house in arriving at industry financial figures; trade association meeting is scheduled

The Television Bureau of Advertising launched a survey of all its station members last week to determine their willing-

ness to supply annual figures on station time sales and expenses to an independent auditing firm on a confidential basis.

The figures would be used by the independent firm to compile industry total and market-by-market figures that will no longer be gathered by the FCC (BROADCASTING, March 15).

This data, TVB said, has been used by many stations "to make serious management decisions." To protect confidentiality, results for markets with fewer than three stations would not be published—as was also true of the FCC reports. And the independent firm chosen to make the compilation would destroy individual station figures as soon as they had been compiled into market or industry totals.

To provide market-by-market reports, TVB noted, "full cooperation of the industry would be essential, because no market figures could be released unless all stations in the market gave their figures."

TVB said it would release results of its survey April 6, during the National Association of Broadcasters convention. More than 500 stations are TVB members. The last FCC report, for 1980, had reports from 650 stations.

The question TVB put to its members was: "If a simple form were created that enabled you to submit annually time sales by local, spot, network comp and expenses to a nationally known CPA firm [i.e., Touche Ross, Arthur Young, Price Waterhouse, etc.] who would insure confidentiality and who would destroy the individual station data immediately after it's tabulated, would you participate?"

TVB said it "feels that the majority of station management needs market-by-market information and will want to cooperate," but that "if the survey shows this cooperation lacking, these figures will no longer be available."

TVB has been collecting quarterly time sales data from stations for the past 21 years. Over the past decade, TVB says, these surveys have come within a percentage point of the results produced later by the FCC. The TVB surveys have not, however, included either dollar figures or market-by-market breakdowns. The one for last year's fourth quarter had reports from 292 member stations.

While TVB was initiating its survey, preparations were being made for a meeting of leaders of all directly involved trade associations to consider the over-all question of replacing the FCC figures. Arranged by the Broadcast Financial Management Association, the meeting was to be held last Friday and include representatives of NAB, TVB, National Radio Broadcasters Association, Radio Advertising Bureau, Station Representatives Association and Association of Independent Television Stations, in addition to BFM. □

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FCC corrects '80 radio figures

Commission reports changes in five markets, industry totals

The FCC has revised the 1980 AM-FM financial data that it released last month (BROADCASTING, Feb. 8). The new figures do little to enhance the drab picture presented then, but do alter the reports for five markets: Chicago; Detroit; San Francisco; Greensboro-Winston Salem-High Point, N.C., and Peoria, Ill. (See chart below).

The commission now says that radio's 1980 pretax profit was \$159.1 million, down 31.2%, on revenues of \$3,206 million, up 11.6% from 1979. Expenses increased 15.3% in 1980 over the preceding year.

(Earlier the FCC reported 1980 profit of \$153.7 million, down 33.6% on revenues of \$3,173.4 million, up 10.4%, and with expenses that had increased 14.3%).

In the new figures, advertisers spent \$3,547 million on radio in 1980, up 11.8%. Of that, \$157.9 million was for network advertising, up 14%; \$746.2 million was for national and regional spot, up 17.1%, and \$2,642.9 million was for local advertising, up 10.3%.

(Earlier, the FCC reported advertiser expenditures of \$3,508.2 million on radio in 1980, up 10.6%. Of that amount, \$157.3

million was for network advertising, up 13.6%; \$734.8 million was for national and regional spot, up 15.3%, and \$2,616.1 million was for local advertising, up 9.2%).

Data for the eight national radio networks and the network-owned stations was not changed, but figures for other stations were:

Revenues for 7,316 other AM, AM/FM and FM stations were \$2,913.3 million, up 11.1%, with pretax profits of \$131.6 million, down 32.3% from 1979.

(Earlier, the FCC reported revenues for 7,312 such stations were \$2,880.6 million, down 9.8%, with pretax profits of \$126.2 million, down 35.1%). □

The radio and television broadcast services' 1980 totals of revenues, expenses and income, for networks and stations

Broadcast revenues	1980	1979	% Change 1979-1980
Radio	\$3,206,000,000	\$2,873,600,000	11.6
Television	8,807,700,000	7,875,100,000	11.8
INDUSTRY TOTAL	12,013,700,000	10,748,800,000	11.8
Broadcast expense			
Radio	\$3,046,900,000	\$2,642,200,000	15.3
Television	7,154,200,000	6,184,900,000	15.7
INDUSTRY TOTAL	10,201,100	8,827,100,000	15.6
Broadcast income (before federal income tax)			
Radio	\$ 159,100,000	\$ 231,400,000	-31.2
Television	1,653,500,000	1,690,200,000	-2.2
INDUSTRY TOTAL	1,812,600,000	1,921,600,000	-5.7

Notes: 1980 radio data covers the operations of the nationwide networks (CBS, MBS, NBC, Sheridan Broadcasting Network, and ABC's three AM networks and one FM network), 4,259 AM and AM-FM stations (1,473 FM stations filing a combined report with the AM, 715 FM stations associated with AM stations but reporting separately in 1980 and 904 independent FM stations). This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations but does not include the revenues retained by these other networks nor their expenses. Radio data for 1979 covers the operations of the nationwide networks, 4,253 AM and AM-FM stations, 1,438 FM stations filing a combined report with the AM, 681 associated FM's that reported separately in 1979 and 835 independent FM stations. TV data for 1980 covers the operations of three networks and 715 stations. TV data for 1979 covers the operation of three networks and 725 stations. Totals may not add to totals because of rounding.

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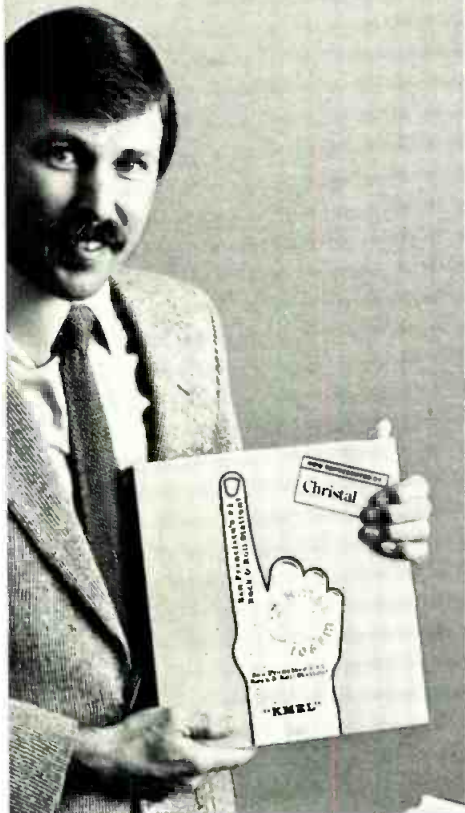
Metropolitan areas (number of stations ¹ reporting in parentheses)	Time sales ²					
	Network		National and regional advertisers ³		Local advertisers ³	
	1980	1979	1980	1979	1980	1979
Chicago (66)	1,385,625	1,115,379	33,060,209	28,796,199	85,689,655	79,517,944
Detroit (39)	1,006,889	888,671	16,190,041	14,268,836	41,812,821	38,231,366
Greensbro-Wnstn Slm-High Point, N.C. (29)	72,373	65,204	2,031,152	1,854,614	10,988,353	9,892,748
Peoria (12)	26,948	17,437	1,512,638	1,190,404	4,279,921	3,987,783
San Francisco-Oakland (39)	645,040	564,854	27,932,461	25,306,802	55,128,831	51,795,957

	Commission		Value of trade-outs and barter transactions		Net broadcast revenues ⁴		%	Total broadcast expenses	Total broadcast income
	1980	1979	1980	1979	1980	1979			
Chicago (66)	17,130,650	15,459,117	8,719,007	6,226,056	104,375,740	95,291,850	9.5	101,827,891	2,547,849
Detroit (39)	8,249,225	7,360,419	2,652,138	2,019,850	51,047,084	46,365,087	10.0	52,707,128	-1,660,044
Greensbro (29)	1,002,714	912,118	322,032	238,765	12,187,966	10,939,531	11.4	12,872,643	-684,677
Peoria (12)	595,512	490,188	188,994	209,773	5,254,412	4,789,148	9.7	5,167,563	86,849
San Francisco (39)	13,474,232	12,506,300	4,042,566	3,362,598	70,534,247	65,471,822	7.7	70,318,914	215,333

Chart continues on page 138.

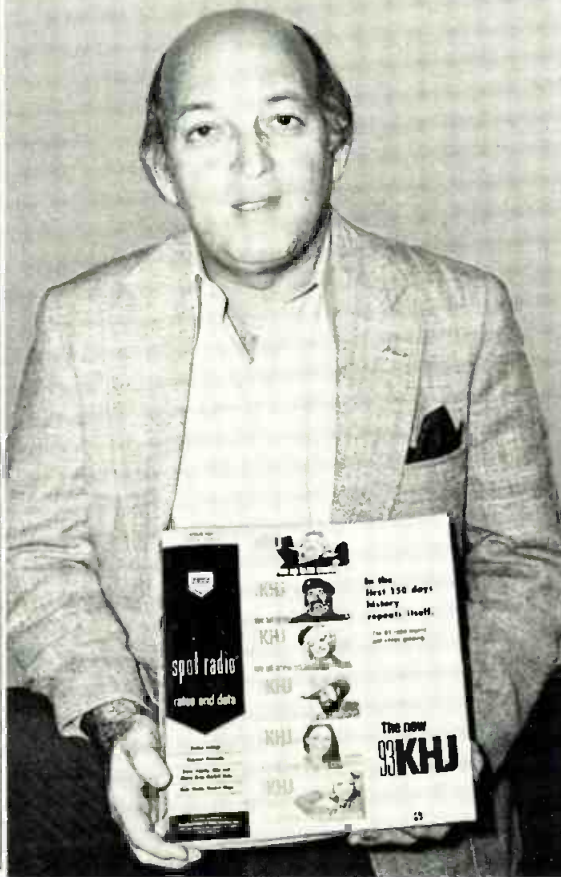
Rick Lee,
Vice President/
General Manager,
106 FM KMEL, San Francisco.

"We at KMEL 'The Camel' in San Francisco and my counterparts at the other Century Broadcasting Stations consistently advertise in SRDS because it works. Our goal via SRDS is to maintain high visibility, positive image and point of purchase awareness of our product. SRDS keeps our stations in full view of the people who buy radio."



Neil Rockoff,
Vice President and
General Manager,
93 KHJ, Los Angeles.

"The question was...how do we translate what we're doing locally to national buyers, account people and media directors? The answer was direct and singular...use SRDS. Use it boldly, with color, and splash our message. From what we hear nationally, it's working incredibly well."



David W. Sallsbury,
Executive Vice President,
WROK/WZOK, Rockford, IL.

"Although WROK/WZOK are the top rated stations in our market and our reps, McGavren Guild, do an outstanding job, we feel that advertising in SRDS is a must to get our message to the various agencies. SRDS is the only publication that most time buyers use."



Your station's ads get better reception in SRDS.

These radio station executives know SRDS Spot Radio Rates and Data is used to recommend particular radio stations for spot radio advertising.

They capitalize on this opportunity with Service-Ads that influence media planners/buyers the very moment their markets are being considered.

They know their Service-Ads provide pertinent facts about their stations and markets (format and

programming, ratings, coverage, demographics) at a time when this is just what planners/buyers are *looking for*. That's why your station's ads get better reception in SRDS.

No other reference or trade publication provides the opportunity to communicate your sales story at so critical a time. Take advantage of it.

Service-Ads in SRDS Spot Radio Rates and Data. It's the logical decision. Media decision-makers will thank you for it.

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(312) 470-3100

The Media's Medium
srds

Breakdown of revenues and expenses for radio stations

Broadcast revenues

	AM and AM/FM stations ¹		FM stations ²	
	Individual Items	Totals	Individual Items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$21,161,000		\$4,232,000	
Sale of station time to other networks (before line or service charges)	5,115,000		757,000	
Total		\$26,276,000		\$4,989,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors	527,100,000		215,798,000	
Sale of station to local advertisers or sponsors	1,885,858,000		743,132,000	
Total		2,412,959,000		958,930,000
Total sale of station time		2,459,235,000		963,919,000
B. Broadcast revenues other than from sale of station time (after deductions for trade discounts but before cash discounts and before commission):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	2,868,000		437,000	
(b) to local advertisers or sponsors	10,539,000		1,670,000	
(2) Other broadcast revenues	19,219,000		6,628,000	
Total broadcast revenues, other than from time sales		32,726,000		8,935,000
C. Total broadcast revenues		2,471,961,000		972,354,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employes and less cash discounts)	237,896,000		110,332,000	
D. Net broadcast revenues		2,234,065,000		862,522,000
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commission, etc.)	252,196,000			
FM revenues from providing functional music or other special services	4,791,000			
Other FM revenues	1,397,000			
Total	258,384,000 ⁴			

Broadcast expenses

Technical expenses:				
Technical payroll*	74,554,000		21,741,000	
All other technical expenses	70,905,000		26,792,000	
Total technical expenses		145,459,000		48,533,000
Program expenses:				
Payroll* for "talent" and all other program employes	384,244,000		119,558,000	
Rental and amortization of film and tape	2,633,000		1,631,000	
Records and transcriptions	8,515,000		4,387,000	
Cost of outside news service	32,759,000		7,969,000	
Payments to talent other than reported above	13,987,000		2,894,000	
Music license fees	51,952,000		20,981,000	
Other performance and program rights	30,189,000		4,948,000	
All other program expenses	96,892,000		35,995,000	
Total program expenses		621,172,000		198,363,000

	AM and AM/FM stations ¹		FM stations ²	
	Individual Items	Totals	Individual Items	Totals
Selling expenses:				
Selling payroll*	275,973,000		114,974,000	
All other selling expenses	189,647,000		104,275,000	
Total selling expenses		465,619,000		219,249,000
General and administrative expenses:				
General and administrative payroll*	223,495,000		74,505,000	
Depreciation and amortization	126,612,000		49,086,000	
Interest	88,015,000		33,051,000	
Allocated costs of management from home office or affiliate(s)	60,886,000		30,706,000	
Other general and administrative expenses	403,202,000		150,537,000	
Total general and administrative expenses		902,211,000		337,884,000
Total broadcast expenses		2,134,461,000		804,029,000

Broadcast income

Broadcast revenues	2,234,731,000 ⁵	863,333,000 ⁵
Broadcast expenses	2,136,912,000 ⁵	806,580,000 ⁵
Broadcast operating income or (loss)	97,819,000	56,753,000

¹Includes 5,733 AM and AM/FM combination stations. Does not include 715 FM stations that are associated with AM's but reported separately.

²Includes 715 FM stations that are associated with AM stations but which reported separately, and 904 independent FM stations.

³Excludes 1,085 AM/FM stations that reported FM revenues of \$258,383,604.

⁴Of the 1,473 FM stations that filed a combined report with AM's, 1085 FM's reported revenues.

⁵Stations reporting less than \$25,000 in total revenues are not required to report revenues and expenses but are required to report income.

Therefore, totals in revenues and expenses are somewhat larger than income totals.

*Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: \$958,266,000; for FM's: \$330,778,000.

Note: Totals may not add due to rounding.

If You Are a Weekend Athlete and Out of Shape...

Sports Can Make a Monkey Out of You

Society has gone "bananas" over physical fitness, and that's good. But what's bad is the irresponsibility, negligence and total ignorance of the rules of safety and health. How many people do you know that have allowed themselves to get "soft," and then feel compelled to participate in physical activities with a surge, be it on weekends or during special sports-related seasons?

The intent is good, but the method is dangerous. The result is often injury, pain, even disablement.

This public service radio and television campaign deals with the problem in an amusing, but constructive way.

FREE

Public Service TV and Radio Spots

Available in 60-Second and 30-Second

TO: American Chiropractic Association
1916 Wilson Blvd./Arlington, Virginia 22201

82-1

Please send me copies of "Sports Can Make A Monkey Out Of You," for:

- Television (One 60-sec. & one 30-sec. Filmed Spots)
 Radio (Six 60-sec. & six 30-sec. Taped Spots)

I understand the spots will be sent without cost or obligation.
Public Service Director

Station

Street Address

City

State

Zip

Stock Index

Exchange and Company	Closing Wed. Mar 24	Closing Wed. Mar 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	32 1/2	29 1/4	+3 1/4	+11.11	7	917
N Capital Cities	70 3/4	64 7/8	+5 7/8	+ 9.05	12	921
N CBS	40 1/4	36 3/4	+3 1/2	+ 9.52	6	1,124
N Cox	31 7/8	27 7/8	+4	+14.34	16	934
A Gross Telecasting	24 1/4	24 1/2	- 1/4	- 1.02	6	19
O LIN	21	19 1/4	+1 3/4	+ 9.09	7	214
N Metromedia	173 1/2	164	+9 1/2	+ 5.79	13	589
O Mooney	4	4			7	2
O Scripps-Howard	17	17 1/4	- 1/4	- 1.44	10	175
N Storer	27 1/2	24 3/4	+2 3/4	+11.11	16	437
N Taft	29	28 3/4	+ 1/4	+ .86	9	277
O United Television	7 3/4	7 1/4	+ 1/2	+ 6.89	13	93
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21 5/8	19 1/4	+2 3/8	+12.33	17	84
O Affiliated Pubs.	25 3/8	25 1/4	+ 1/8	+ .49	9	131
A A.H. Belo	18 7/8	18 7/8			7	173
N American Family	7 7/8	7 1/2	+ 3/8	+ 5.00	6	106
N John Blair	25 1/4	24	+1 1/4	+ 5.20	8	94
N Charter Co.	6 7/8	6 5/8	+ 1/4	+ 3.77	10	148
N Chris-Craft	34 7/8	32	+2 7/8	+ 8.98	10	87
N Cowles	30 3/8	29 3/4	+ 5/8	+ 2.10	19	120
N Dun & Bradstreet	61 1/8	60	+1 1/8	+ 1.87	15	1,714
N Fairchild Ind.	12 5/8	12	+ 5/8	+ 5.20	4	163
N Gannett Co.	31 3/4	30 7/8	+ 7/8	+ 2.83	10	1,684
N General Tire	19 1/4	18 3/4	+ 1/2	+ 2.66	5	444
O Gray Commun.	34	34			7	16
N Gulf United	17 3/8	16 7/8	+ 1/2	+ 2.96	6	465
N Harte-Hanks	27 3/4	23 1/2	+4 1/4	+18.08	11	269
O Heritage Commun.	8 1/2	8 3/8	+ 1/8	+ 1.49	28	61
N Insilco Corp.	15 1/4	14 3/4	+ 1/2	+ 3.38	7	217
N Jefferson-Pilot	26 3/8	25 5/8	+ 3/4	+ 2.92	6	576
O Josephson Intl.	7	6 7/8	+ 1/8	+ 1.81	7	28
N Knight-Ridder	28	27 1/4	+ 3/4	+ 2.75	9	898
N Lee Enterprises	24 3/4	24	+ 3/4	+ 3.12	9	172
N Liberty	13 5/8	14	- 3/8	- 2.67	6	173
N McGraw-Hill	49 1/2	48 3/8	+1 1/8	+ 2.32	13	1,229
A Media General	35 7/8	35 7/8			9	253
N Meridith	56 1/4	53	+3 1/4	+ 6.13	7	179
O Multimedia	31 1/4	30 3/4	+ 1/2	+ 1.62	13	317
A New York Times Co.	34 3/8	33 1/2	+ 7/8	+ 2.61	9	425
N Outlet Co.	36 1/4	32 1/8	+4 1/8	+12.84	107	95
A Post Corp.	25 1/4	24 7/8	+ 3/8	+ 1.50	15	46
N Rollins	13 1/2	14	- 1/2	- 3.57	8	370
N San Juan Racing	22 1/8	22 1/8				95
N Schering-Plough	28 1/8	26 5/8	+1 1/2	+ 5.63	8	1,495
N Signal Cos.	20 3/4	21 3/8	- 5/8	- 2.92	7	1,498
O Stauffer Commun.	44	44			11	44
A Tech Operations	16 3/8	14 1/4	+2 1/8	+14.91	8	17
N Times Mirror Co.	42 1/2	37 3/4	+4 3/4	+12.58	10	1,450
O Turner Bcstg.	8 1/2	9	- 1/2	- 5.55	10	173
A Washington Post	29 1/4	28 1/2	+ 3/4	+ 2.63	14	411
N Wometco	24 1/4	21 3/4	+2 1/2	+11.49	14	326
CABLE						
A Acton Corp.	7 3/8	7 3/8			10	34
N American Express	48 1/2	43 3/8	+5 1/8	+11.81	9	4,443
O Burnup & Sims	9 7/8	9 1/4	+ 5/8	+ 6.75	9	84
O Comcast	19 1/4	15 3/4	+3 1/2	+22.22	19	85
N General Instrument	34 3/8	32	+2 3/8	+ 7.42	12	1,055
O Rogers Cablesystems	6 7/8	6 5/8	+ 1/4	+ 3.77	57	132
O Tele-Communications	18	17 5/8	+ 3/8	+ 2.12	44	503
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	35 7/8	34 5/8	+1 1/4	+ 3.61	13	1,734
O Tocom	9	7 1/2	+1 1/2	+20.00	14	44
N United Cable TV	22 3/8	20	+2 3/8	+11.87	21	244
N Viacom	25 1/4	23 3/4	+1 1/2	+ 6.31	16	285
PROGRAMING						
O Barris Intl.	1 5/8	1 1/2	+ 1/8	+ 8.33	13	8
N Columbia Pictures	67 7/8	65	+2 7/8	+ 4.42	16	565
N Disney	51 7/8	50	+1 7/8	+ 3.75	14	1,682
N Dow Jones & Co.	46 1/2	45 3/8	+1 1/8	+ 2.47	19	1,460
N Filmways	4 3/4	4 3/4			1	27
O Four Star	2 1/8	2	+ 1/8	+ 6.25	12	1
N Getty Oil Corp.	45 3/4	46	- 1/4	- .54	4	3,758
N Gulf + Western	15	15 1/8	- 1/8	- .82	4	1,136
N MCA	48 3/8	47 1/2	+ 7/8	+ 1.84	11	1,152
N MGM Film	6 1/8	5 1/4	+ 7/8	+16.66	6	304
P Reeves Commun.	29 3/4	27 3/4	+2	+ 7.20	15	220
O Telepictures	6 1/8	5 3/4	+ 3/8	+ 6.52	12	28
O Video Corp. of Amer.	5 1/8	4 3/4	+ 3/8	+ 7.89	13	8
N Warner	56 1/2	54 1/4	+2 1/4	+ 4.14	18	3,464
A Wrather	22 1/2	20 3/8	+2 1/8	+10.42	18	52
SERVICE						
O BBDO Inc.	40 3/4	40	+ 3/4	+ 1.87	8	108
O Compact Video	6 1/2	5	+1 1/2	+30.00	10	20
N Comsat	56 1/4	53 3/4	+2 1/2	+ 4.65	15	450
O Doyle Dane Bernbach	15 1/4	15	+ 1/4	+ 1.66	9	84
N Foote Cone & Belding	30 1/2	27 1/2	+3	+10.90	8	82
O Grey Advertising	65	65			6	37
N Interpublic Group	27 5/8	26	+1 5/8	+ 6.25	8	127
N JWT Group	19 1/2	19 1/8	+ 3/8	+ 1.96	14	102
O MCI Communications	31 7/8	30 1/2	+1 3/8	+ 4.50	51	1,513
A Movielab	2 1/2	2 1/2			25	4
O A.C. Nielsen	44 1/8	41 3/8	+2 3/4	+ 6.64	14	495
O Ogilvy & Mather	29	29			9	123
O Telemation	2 5/8	2 1/2	+ 1/8	+ 5.00	15	2
O TPC Communications	1 3/4	1 5/8	+ 1/8	+ 7.69	2	1
O Unitel Video	7 1/2	7 1/2			3	
N Western Union	30 5/8	29 7/8	+ 3/4	+ 2.51	14	486
ELECTRONICS/MANUFACTURING						
O AEL	10 1/4	9 3/4	+ 1/2	+ 5.12	4	20
N Arvin Industries	13 3/8	12 5/8	+ 3/4	+ 5.94	6	91
O C-Cor Electronics	18 1/4	19 1/2	-1 1/4	- 6.41	15	54
O Cable TV Industries	7 3/4	7 1/2	+ 1/4	+ 3.33	9	23
A Cetec	4	4			8	8
O Chyron	16 1/4	15	+1 1/4	+ 8.33	15	43
A Cohu	4 3/4	4 1/4	+ 1/2	+11.76	7	8
N Conrac	23	22 1/4	+ 3/4	+ 3.37	14	49
N Eastman Kodak	71 5/8	68	+3 5/8	+ 5.33	9	11,559
O Elec Missile & Comm.	18	17	+1	+ 5.88	72	49
N General Electric	61 3/8	59 3/4	+1 5/8	+ 2.71	9	13,984
N Harris Corp.	30 1/8	29 1/4	+ 7/8	+ 2.99	10	941
O Microdyne	11 1/2	10 3/4	+ 3/4	+ 6.97	13	52
N M/A Com. Inc.	20 3/8	18 7/8	+1 1/2	+ 7.94	19	777
N 3M	54	49 7/8	+4 1/8	+ 8.27	11	6,329
N Motorola	56 5/8	54 1/4	+2 3/8	+ 4.37	10	1,787
O Nippon Electric	75 3/8	73 1/2	+1 7/8	+ 2.55	28	2,912
N N. American Philips	34 1/2	30 7/8	+3 5/8	+11.74	6	470
N Oak Industries	26 3/4	25 1/8	+1 5/8	+ 6.46	12	379
A Orrox Corp.	7 5/8	7 1/2	+ 1/8	+ 1.66	27	14
N RCA	20 1/2	20 3/8	+ 1/8	+ .61	12	1,545
N Rockwell Intl.	27 1/2	27 1/8	+ 3/8	+ 1.38	7	2,087
A RSC Industries	4 1/2	4 5/8	- 1/8	- 2.70	64	10
N Scientific-Atlanta	18 7/8	20	-1 1/8	- 5.62	20	402
N Sony Corp.	13 3/4	12 1/4	+1 1/2	+12.24	11	2,964
N Tektronix	48 5/8	44 1/2	+4 1/8	+ 9.26	11	905
O Telemet (Geotel Inc.)	1 3/8	1 1/2	- 1/8	- 8.33		4
A Texscan	14 7/8	12 7/8	+2	+15.53	20	68
N Varian Associates	31	29	+2	+ 6.89	23	246
N Westinghouse	23 3/4	23 1/4	+ 1/2	+ 2.15	5	2,022
N Zenith	12	12			11	81
Standard & Poor's 400 Industrial Average						
	125.40	121.01	+ 4.39			

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Short-lived reign for VOA's Conkling

Head of agency since May '81 resigns, citing frustrations of working for government; former editor of 'Christian Science Monitor,' John Hughes, to succeed

The Voice of America, which has been buffeted from the right and left over its broadcast news policy, is undergoing a change in leadership. James Conkling, who has headed the agency since last May, has resigned and is to be succeeded by John Hughes, a Pulitzer prize-winning reporter whose background includes broadcast as well as print journalism.

Conkling, who is 67 and who has had an extensive career in records and broadcasting, says it was not the criticism that drove him out, but the frustration of working for the government. "I have come from many years in the private sector and I am unable to adapt my style to the techniques of government enterprise," he said.

He complained about the difficulty in firing anyone for doing a bad job and, "even worse," the difficulty in offering "incentives to those who do a good one," and added, "I am used to being accountable to a board of directors, not to having my actions debated and evaluated in the media."

There has been a good deal of that evaluation. First, he and Charles Z. Wick, director of the parent International Communication Agency, were accused of attempting to politicize the Voice and turn it into a propaganda agency. In recent weeks, Conkling has been accused of not being sufficiently anti-Communist. Representative John LeBoutillier (R-N.Y.), who is regarded as an extreme conservative, has called for Conkling's resignation.

Conkling, in an interview, conceded that the criticism made his job more difficult, in the concerns it stirred on Capitol Hill and in countries where the VOA maintains facilities. Much of the criticism was generated from within. VOA officials noted that, like directors before him, Conkling was plagued by efforts of members of the Voice's 39 foreign language services to influence policy, efforts that led to unfriendly leaks to the press. But press criticism was "not a factor" in his resignation, he said. "Basically, I can't do what I want done."

Conkling said he began thinking of resigning during the Christmas holidays when he was at home, in Sherman Oaks, Calif. Four weeks ago, he broached the subject of his resignation to Wick, an old friend who had selected him for the VOA post. Then, he said, after thinking the matter over for a week, at Wick's urging,

he set May 15 as the date of his resignation. The date was moved up because of House and Senate Appropriations Committee hearings on the ICA budget last week.

The 51-year-old Hughes, whom President Reagan named on Tuesday to succeed Conkling, has been with ICA since July as associate director of programing. Most of his career in journalism had been with the *Christian Science Monitor*, where he spent 24 years both as a correspondent and, for nine years, as managing editor. He also headed his own newspaper company—Hughes Newspapers Inc., which publishes community newspapers in Massachusetts—from 1979 until he joined ICA.

Hughes won the Pulitzer Prize for international reporting in 1967 for his coverage of the attempted Communist coup and the downfall of Indonesian President Sukarno. He is a former Neiman Fellow at Harvard and was president of the American Society of Newspaper Editors from 1978 to 1979.

Hughes's broadcast experience was principally in the service of Westinghouse Broadcasting Co. He was a radio correspondent for the Far East for the group broadcaster from 1964 to 1970, and served as a weekly commentator for Westinghouse's WBZ-TV Boston from 1962 to 1964. He has also appeared on network broadcasts as a commentator.

Wick last week was generous in his praise of Conkling, calling him an "honorable and talented man who has wanted to resign for some time." Wick said he is "grateful for the insightful recommendations [Conkling] has made during his service." He also said Conkling "spearheaded plans" for "expansion and upgrading for the Voice of America in fiscal year 1983." Conkling will stay on as a consultant for at least a month to aid in implementing those plans as well as to complete a task he had begun of filling several vacant top engineering jobs.



Conkling

Conkling, a native of New Jersey who was an honors graduate from Dartmouth College, has had a varied career. From 1965 until he joined the Voice, he was a director of Bonneville International Corp., which owns four AM, seven FM and two television stations, as well as a transponder on Westar I.

But he was known principally for his career in the record business. He has been a vice president of Capitol Records, president of Columbia Records, and president of Warner Brothers Records. He has also served as a vice president and director of CBS.

Conkling's departure followed by 10 days the resignation of an ICA and VOA employe whose fortunes were in a way linked to his—Philip Nicolaidis. A memorandum that Nicolaidis, then on ICA's public relations staff, wrote to urge a "propaganda" function for the VOA was leaked to the *Washington Post* in November, as Conkling was about to name him to the post of deputy director for commentary and analysis. Conkling and Wick stood by Nicolaidis during the ensuing controversy. But several weeks later, he

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was quietly shifted to a post on the ICA staff to prepare analyses on Soviet disinformation schemes (BROADCASTING, Jan. 25). A spokesperson said he had been "unhappy" in his VOA post. Nicolaides had complained about not having been given a sufficiently large office and had objected when the material he submitted was heavily edited, if not rejected. In his new ICA job, he would describe himself as being in "internal exile." Then, on March 12, he resigned from the agency. He said Wick, through an aide, had requested the resignation because, Nicolaides said, "I didn't go away like a puff of smoke" and was regarded as a "gadfly." An ICA spokesman said he had nothing to offer on the reason for the resignation. As for future employment, Nicolaides said, "I am considering my options."

If the departure of Nicolaides disturbed those who favor a tough, anticommunist line for the Voice, the resignation in December of Bernard H. Kamenske, a 28-year veteran of the Voice, as director of the news division had shaken those who were concerned about maintaining high standards of journalistic ethics at the Voice for Kamenske, who left to join Cable News Network, was known for his devotion to the objectivity and independence of the Voice's operation. But he said he was not pressured to resign and that there had been no abandonment of standards he had long insisted on at the Voice (BROADCASTING, Jan. 4).

United-Tribune leads near Detroit

Consultant for consortium of suburban Detroit cities releases rankings with U-T venture in lead

A consortium of 11 communities in Oakland county, Mich., has moved one step closer to awarding a cable franchise to one of four bidders. And the joint venture between the Tribune Co. and the United Cable is seen as the odds-on favorite to win the award. The final evaluation of the proposals, submitted on March 19 by the consortium's cable consultant, Los Angeles-based Telecommunications Management Corp., shows United-Tribune to have a solid six-point lead over its competitors, Greater Media Corp., Continental and Westinghouse.

United-Tribune received what amounted to a perfect score (100%), followed by Greater Media with 93.3%; Continental, a close third with 92.8%, and Westinghouse a distant fourth with 79.9%. The scores varied only slightly from the consultant's preliminary evaluations, which were submitted to the consortium in mid-February.

As indicated in the request for proposal, the factor weighing most in each applicant's evaluation was its system design (30%), followed by program services

(25%), response to local needs (20%), and initial rates and charges (10%).

The communities in the consortium, all located in the area north of Detroit, include Ferndale, Pleasant Ridge, Huntington Woods, Berkeley, Royal Oak, Troy, Rochester, Avon township, Pontiac township, Oakland township and Clawson. To oversee the franchising process, the group formed, last August, what is known as the Intergovernmental Cable Communications Authority, which has been chartered by the state. That body's timetable calls for the final selection of a company to be targeted for negotiations and the formation of a committee to draw up a proposed contract by the end of April. At that time, each community must ratify the consortium's selection or file a dissenting report outlining its problems with the targeted company. Those communities dissenting from the consortium's choice then could withdraw from the group. However, Mark Wollenweber, city manager of Huntington Woods, said that given the cooperation evident thus far, it is unlikely dissenters will materialize.

Once the final franchise agreement is ratified, the chosen cable company would have six months to obtain the necessary pole attachment agreements and 18 months from that time to construct the system.

The 11 communities within the consortium have a total population of 278,000 with approximately 105,000 homes.

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Cable penetration rises to 29%

Nielsen figures for February put households at 23.7 million

Cable television penetration in the U.S. rose to 29% in February 1982, amounting to about 23,726,000 TV households, according to the A.C. Nielsen Co.

Nielsen said this total compares with the February 1981 estimate of 19,727,290 households and represents an increase of 20% in households subscribing to a cable service during the past year.

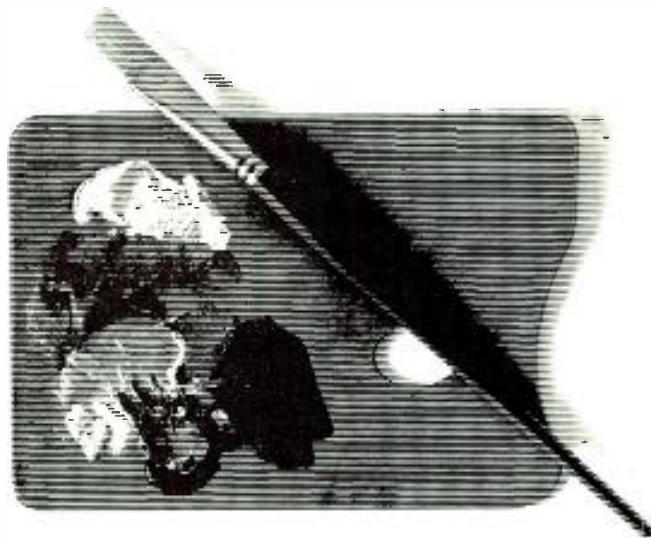
New York had the greatest number of cable households, 1,565,000 while Santa Barbara-Santa Maria-San Luis Obispo, Calif., had the highest penetration rate—79.2%.

The accompanying tables show the February 1982 cable penetration estimates for all NSI designated market areas; the top 50 DMA's ranked on the basis of percentage cable penetration and estimated cable TV households.

Market	% penetration
Abilene-Sweetwater, Tex.	62.4
Ada-Ardmore, Okla.	47.7
Albany, Ga.	42.6
Albany-Schenectady-Troy, N.Y.	47.5
Albuquerque, Farmington, N.M.	28.1
Alexandria, La.	48.4
Alexandria, Minn.	31.8
Alpena, Mich.	50.3

Market	% penetration	Market	% penetration	Market	% penetration
Amarillo, Tex.	58.8	Greenwood, Miss.	60.7	Joplin-Pittsburg, Kan.	37.6
Anchorage	14.0	Harlingen-Weslaco-Brownsvl, Tex.	28.9	Kansas City, Mo.	30.4
Atlanta	23.1	Harrisburg-Lncstr-Leb-York, Pa.	49.5	Knoxville, Tenn.	32.2
Augusta, Ga.	33.6	Harrisonburg, Va.	40.6	La Crosse-Eau Claire, Wis.	42.4
Austin, Tex.	43.7	Hartford-New Haven, Conn.	46.6	Lafayette, Ind.	61.2
Bakersfield, Calif.	65.2	Hattiesburg-Laurel, Miss.	33.7	Lafayette, La.	41.9
Baltimore	8.0	Honolulu	48.0	Lake Charles, La.	46.8
Bangor, Me.	25.4	Houston	18.8	Lansing, Mich.	41.1
Baton Rouge, La.	37.1	Huntsville-Decatur-Florence, Ala.	41.9	Laredo, Tex.	75.8
Beaumont-Port Arthur, Tex.	28.2	Idaho Falls-Pocatello	39.4	Las Vegas	3.9
Beckley-Bluefield-Oak Hill, W. Va.	67.7	Indianapolis	24.0	Lexington, Ky.	35.6
Bend, Ore.	56.7	Jackson, Miss.	35.2	Lima, Ohio	67.1
Billings, Mont.	43.6	Jackson, Tenn.	44.7	Lincoln-Hastings-Kearney, Neb.	37.4
Biloxi-Gulfport, Miss.	59.8	Jacksonville, Fla.	30.7	Little Rock-Pine Bluff, Ark.	23.3
Binghamton, N.Y.	63.0	Johnstown-Altoona, Pa.	68.8	Los Angeles, Palm Springs	19.8
Birmingham-Anniston, Ala.	33.4	Jonesboro, Ark.	49.6	Louisville, Ky.	21.0
Boise, Idaho	26.5				
Boston-Manchester, N.H.-Worcester, Mass.	18.1				
Bristol, Va.-Kingsport-Johnson City, Tenn.	41.1				
Buffalo, N.Y.	46.0				
Burlington, Vt.-Plattsburgh, N.Y.	43.2				
Butte, Mont.	56.3				
Casper-Riverton, Wyo.	69.9				
Cedar Rapids-Waterloo-Dubuque, Iowa	24.1				
Champaign-Springfield-Decatur, Ill.	54.8				
Charleston-Huntington, W. Va.	54.3				
Charleston, S.C.	33.2				
Charlotte, N.C.	18.4				
Chattanooga	26.7				
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	63.7				
Chicago	5.9				
Chico-Redding, Calif.	53.2				
Cincinnati	15.4				
Clarksburg-Weston, W. Va.	68.8				
Cleveland-Akron	22.2				
Colorado Springs-Pueblo	33.1				
Columbia-Jefferson City, Mo.	32.9				
Columbia, S.C.	32.1				
Columbus-Tupelo, Miss.	40.7				
Columbus, Ga.	40.9				
Columbus, Ohio	39.4				
Corpus Christi, Tex.	41.5				
Dallas-Fort Worth	14.9				
Davenport, Iowa-Rock Island-Moline, Ill.	37.1				
Dayton, Ohio	36.9				
Denver	12.3				
Des Moines-Ames, Iowa	29.6				
Detroit	8.2				
Dothan, Ala.	35.0				
Duluth, Minn.-Superior, Wis.	37.1				
El Paso	42.5				
Erie, Pa.	32.9				
Eugene, Ore.	56.4				
Eureka, Calif.	62.6				
Evansville, Ind.	43.2				
Fairbanks, Alaska	30.8				
Fargo-Valley City, N.D.	39.0				
Flint-Saginaw-Bay City, Mich.	31.6				
Florence, S.C.	42.4				
Fresno (Visalia), Calif.	20.2				
Fort Myers-Naples, Fla.	58.5				
Fort Smith, Ark.	56.3				
Fort Wayne, Ind.	29.9				
Gainesville, Fla.	58.4				
Glendive, Mont.	57.2				
Grand Junction-Montrose, Colo.	52.9				
Grand Rapids-Kalamzoo-B. Creek, Mich.	36.6				
Great Falls, Mont.	47.8				
Green Bay, Wis.	19.1				
Greensboro-H. Point-W. Salem, N.C.	24.1				
Greenville-N. Bern-Washngtn, N.C.	35.3				
Greenville-Spart.S.C.-Asheville, N.C.	24.2				

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Market	% penetration	Market	% penetration	Market	% penetration
Lubbock, Tex.	43.6	Portland-Poland Springs, Me.	38.1	Tampa-St. Petersburg, Sarasota, Fla.	22.1
Macon, Ga.	51.5	Portland, Ore.	19.8	Terre Haute, Ind.	32.6
Madison, Wis.	34.8	Presque Isle, Me.	53.4	Toledo, Ohio	35.9
Mankato, Minn.	50.3	Providence, R.I.-New Bedford, Mass.	14.4	Topeka, Kan.	53.7
Marquette, Mich.	75.4	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	37.2	Traverse City-Cadillac, Mich.	30.4
Mason City, Iowa-Austin-Rochester, Minn.	31.9	Raleigh-Durham, N.C.	31.4	Tucson-Nogales	16.2
Medford-Klamath Falls, Ore.	51.9	Rapid City, S.D.	47.9	Tulsa, Okla.	41.7
Memphis	22.7	Reno	53.1	Twin Falls, Idaho	51.4
Meridian, Miss.	35.7	Richmond-Petersburg, Charlottesville, Va.	20.1	Tyler, Tex.	52.9
Miami-Fort Lauderdale	18.1	Roanoke-Lynchburg, Va.	39.6	Utica, N.Y.	61.9
Milwaukee	10.7	Rochester, N.Y.	25.9	Waco-Temple, Tex.	54.1
Minneapolis-St. Paul	7.0	Rockford, Ill.	45.9	Washington, D.C.-Hagerstown, Md.	12.3
Minot-Bismarck-Dickinson, N.D.	41.7	Roswell, N.M.	65.8	Watertown, N.Y.	48.3
Missoula, Mont.	47.1	Sacramento-Stockton, Calif.	24.4	Wausau-Rhineland, Wis.	22.5
Mobile, Ala.-Pensacola, Fla.	37.1	Salisbury, Md.	58.3	West Palm Beach-Fort Pierce, Fla.	51.8
Monroe, La.-El Dorado, Ark.	34.0	Salt Lake City	15.7	Wheeling, W. Va.-Steubenville, Ohio	62.9
Monterey-Salinas, Calif.	67.8	San Angelo, Tex.	76.5	Wichita Falls, Tex.-Lawton, Okla.	50.9
Montgomery, Ala.	39.7	San Antonio-Victoria, Tex.	27.2	Wichita-Hutchinson, Kan.	45.1
Nashville, Tenn.-Bowling Green, Ky.	20.3	San Diego	55.8	Wilkes Barre-Scranton, Pa.	63.0
New Orleans	21.8	San Francisco-Oakland	40.4	Wilmington, N.C.	38.7
New York	24.4	Santa Barbara-San Mar-San Luis Obispo, Calif.	79.2	Yakima, Wash.	48.0
Norfolk-Portsmouth-Newport News, Va.	27.0	Savannah, Ga.	37.2	Youngstown, Ohio	39.4
North Platte, Neb.	36.3	Seattle-Tacoma	35.7	Yuma, Ariz.-El Centro, Calif.	65.8
Odessa-Midland, Tex.	67.3	Shreveport, La.	36.7	Zanesville, Ohio	63.1
Oklahoma City	33.6	Sioux City, Iowa	22.9		
Omaha	21.0	Sioux Falls-Mitchell, S.D.	32.5		
Orlando-Daytona Beach, Fla.	40.3	South Bend-Elkhart, Ind.	22.1		
Ottumwa-Kirkville, Iowa	46.9	Spokane	39.8		
Paducah, Ky.-C. Girardeau, Mo.-Harrisburg, Ill.	36.0	Springfield-Holyoke, Mass.	45.4		
Panama City, Fla.	38.9	Springfield, Mo.	18.2		
Parkersburg, W. Va.	73.8	St. Joseph, Mo.	47.4		
Peoria, Ill.	46.0	St. Louis	8.3		
Philadelphia	29.4	Syracuse-Elmira, N.Y.	54.7		
Phoenix-Flagstaff	14.2	Tallahassee, Fla.-Thomasville, Ga.	39.1		
Pittsburgh	45.4				

Orth-O-Vision files N.Y. lawsuit

Company excluded from franchising because of financial questions goes after city consultant, Arnold and Porter, in \$200-million suit

The first of several threatened lawsuits has been filed by a New York cable franchise applicant not targeted for negotiations with the city. Orth-O-Vision, a partial borough applicant for Queens, which, according to its president, Al Simon, has had the full financial backing of Denver-based multiple service operator Tele-Communications Inc., has filed suit against the city's cable consultant, the Washington-based law firm of Arnold & Porter, for \$201.4 million. The suit was filed in the New York State Supreme Court.

The rejected franchise applicant has asked the court to award it actual damages of \$350,000 and projected damages of \$50 million on each of four counts: breach of contract, in that A&P did not properly and fairly evaluate all aspects of all of the franchise applications; negligence, and one count each for advising the city to negotiate with a proposed contract that is in violation of both state and federal cable regulations on franchise fees (BROADCASTING, March 8).

As to why the company is suing the consultants and not the city directly, Orth-O-Vision's Simon said, "because they are the ones who advised that we should be excluded from the process—and unfairly so." Arnold & Porter rated the company in the financial category as a "higher" risk and recommended that no company in that category be targeted for negotiations.

"No one has ever questioned TCI's" ability to finance a cable operation, said Simon, noting that the company is one of

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the top three MSO's in the country. Since "everything else was fine" with Orth-O-Vision's application, Simon feels the franchise applicant has been unjustly excluded from talks with the city.

Meanwhile, those targeted for the negotiations have indicated that the city has become more realistic in negotiating the franchising agreements than was first revealed in the initial draft. "They've been willing to compromise on a number of points," said one source involved in the talks.

And while the process of wiring the outer boroughs would be accomplished more readily without the departure of Cablevision, which has threatened to withdraw if the city does not make signifi-

cant, but as yet unpublicized, concessions, city negotiators are preparing for such an eventuality. Sources report that during talks with applicants, the city has proposed that all franchises share the burden of wiring areas that remain unfranchised, perhaps in the form of one or more joint ventures, where each partner would be responsible for handling the wiring of an area in proportion to its initial franchise award.

However, as a source associated with one of the cable companies now at the bargaining table pointed out, it is not known if the city could legally enforce any provision requiring a franchisee to wire an area for which it did not originally submit a bid. □

stockholders headed by Van P. Smith, president and 36% owner. They have no other broadcast interests. **Buyer** is principally owned by Charles Sawyer family, Dayton, Ohio-based group owner of five AM's and four FM's which last year bought WHAG-TV Hagerstown, Md., for \$1.6 million (BROADCASTING, Sept. 7, 1981). Alexander J. Williams is president. WFFT-TV is independent on ch. 55 with 599.41 kw visual, 59.4 kw visual and antenna 783 feet above average terrain. *Broker: The Ted Hepburn Co.*

WCKG(AM)-WFFM(FM) Braddock, Pa. □ Sold by Matta Broadcasting Co. to Robert A. Bennis for \$3 million. **Seller** is owned by William J. Matta, who has no other broadcast interests. **Buyer** is president and 50% owner of WMYK(FM) Elizabeth City, N.C. WCKG is 1 kw daytimer on 1550 khz. WFFM is on 96.9 mhz with 60 kw and antenna 520 feet above average terrain.

Changing Hands

PROPOSED

WLW(AM) Cincinnati, WSKS(FM) Hamilton, Ohio, and KBEQ(FM) Kansas City, Mo. □ Sold by Mariner Communications Inc. to Ten Eighty Corp. for \$21.5 million plus other considerations still in negotiation ("In Brief," March 22). **Seller** is Cincinnati-based group owner of two AM's and two FM's owned by Elmer L. Ward Jr., Joe Scallon and 10 others. Barry Dickstein is president. They will keep WITS(AM) Boston. Mariner bought WLW and WSKS three years ago for \$17 million (BROADCASTING, Nov. 5, 1979), and KBEQ five years ago for \$5.1 million (BROADCASTING, Oct. 17, 1977). **Buyer** is principally owned by David T. Chase and family, who are also principal owners of WTIC-AM-FM Hartford, Conn. WLW is on 700 khz with 50 kw full time. WSKS is on 96.5 mhz with 50 kw and antenna 810 feet above average terrain. KBEQ is on 104.3 mhz with 50 kw and antenna 1,150 feet above average terrain.

KBZT(FM) San Diego □ Sold by Force Communications Corp. to Alta Broadcasting Co. for \$6.3 million. **Seller** is owned by Harold W. Gore and Norman Feuer who bought KBZT four years ago for \$965,000 plus \$500,000 noncompete agreement (BROADCASTING, June 26, 1978). Gore also owns WINQ(AM) Tampa, Fla. **Buyer** is owned by James E. and John F. Levitt, brothers, who also own KEZR(FM) San Jose, Calif. KBZT is on 94.9 mhz with 1.9 kw and antenna 1,850 feet above average terrain. *Broker: Chapman Associates.*

WAEB(AM)-WXXW(FM) Allentown, Pa. □ Sold by Rust Communications to CRB Broadcasting Corp. for \$5.5 million. **Seller** is Leesburg, Va.-based group owner of five AM's and five FM's owned by William F. Rust Jr. and family, who last year sold WRNL(AM)-WRXL(FM) Richmond, Va., for \$4 million (BROADCASTING, Dec. 21, 1981). **Buyer** is principally owned by Carter Burden, chairman, Edward G. Rogoff, president, and Robert P. Connor, treasurer. They own WTCR(AM) Kenova

and WHEZ(FM) Huntington, both West Virginia, which they bought last year for \$2.5 million (BROADCASTING, Nov. 2, 1981). WAEB is on 790 khz with 1 kw full time. WXXW is on 104.1 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Blackburn & Co.*

WFFT-TV Fort Wayne, Ind. □ Sold by Ontario Corp. to Great Trails Broadcasting for \$3.3 million plus assumption of about \$500,000 in liabilities. **Seller** is group of 46

WFMR(FM) Milwaukee □ Sixty percent sold by G. Douglas Coffin to Thomas Communications Corp. (which owns other 40%) for \$2 million. **Seller** also owns 15% of WAUN(FM) Kewaunee, Wis. **Buyer** is owned by Thomas J. Embrescia (51%) and Fostoria Corp. (49%). Fostoria Corp. is Fostoria, Ohio, investment company headed by Robert F. Bell, president. It has no other broadcast interests. WFMR is on 96.5 mhz with 50 kw and antenna 320 feet

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WGTU(TV) Traverse City, Mich., and satellite, WGTQ(TV) Sault St. Marie, Mich.

□ Sold by Michigan Television Network Inc. to Michigan Center Broadcasting Inc. for \$1.8 million. **Seller** is closely held company with no other broadcast interests. Harry Calcutt is president and 12% owner. Earlier deal to sell stations for \$923,000 to Panax Corp. fell through (BROADCASTING, July 16, 1979). **Buyer** is subsidiary of Center Group Broadcasting Inc., which is owned by A.T. Burke Ltd. (90%) and Dale E. Palmer (10%). A.T. Burke Ltd. is owned by Alfred T. Burke and Stephen Adams (50% each). Center Group owns KIVA-TV Farmington, N.M.; KTYL-AM-FM Tyler, Tex., and, through subsidiary, KKCS-AM-FM Colorado Springs. Palmer also owns one-third of KMND(AM) Midland, Tex. WGTU is ABC affiliate on ch. 29 with 1,000 kw visual, 200 kw aural, and antenna 1,300 feet above average terrain. WGTQ is on ch. 8 with 316 kw visual, 163.6 kw aural, and antenna 778 feet above average terrain. *Broker: R.C. Crisler Co.*

KMXX(FM) Austin, Tex. □ Sold by Dynamic Communications of Austin Inc. to Clear Channel Communications Inc. for \$1.6 million. **Seller** is principally owned by Jose J. Garcia, Ramiro Diaz and wife, Mary G. Diaz, who have no other broadcast interests. **Buyer** is owned by L. Lowry Mays (48%), B.J. McCombs (47%)

and John W. Barger (5%), who are San Antonio, Tex.-based group owners of four AM's and three FM's. KMXX is on 102.3 mhz with 741 w and antenna 550 feet above average terrain.

WTIP(AM)-WTIO(FM) Charleston, W.Va. □

Sold by Chemical City Broadcasting Inc. to Beasley Broadcast Group for \$1,425,000. **Seller** is principally owned by Gus Zaharis, president and general manager, who has no other broadcast interests. **Buyer** is Goldsboro, N.C.-based group owner of six AM's and five FM's principally owned by George Beasley who last year sold WJNC(AM)-WRCM(FM) Jacksonville, N.C., for \$1,150,000 (BROADCASTING, Nov. 30, 1981). Beasley also bought, subject to FCC approval, WTSB(AM)-WGSS(FM) Lumberton, N.C., for \$980,000 (see below). WTIP is on 1420 khz with 1 kw day, 250 w night. WTIO is on 102.7 mhz with 50 kw and antenna 470 feet above average terrain. *Broker: Media Acquisitions Inc.*

WTSB(AM)-WGSS(FM) Lumberton, N.C. □

Sold by Robeson Broadcasting Corp. to Beasley Broadcast Group for \$980,000. **Seller** is owned by Jack Pait (76.18%), J.A. Sharpe Jr. (15.02%), Dickson McLean Jr. (3.22%) and Sharpe's brother, Al Sharpe (2.15%). Sharpes are principal owners of daily *Lumberton* (N.C.) *Robesonian*. None of sellers have other broadcast interests. **Buyer** is owned by George Beasley,

who is also buying WTIP(AM)-WTIO(FM) Charleston, W. Va., for \$1,450,000 (see above). He will spin off WTSB to comply with multiple ownership rules. WTSB is on 1340 khz with 1 kw day and 250 w night. WGSS is on 95.7 mhz with 6.5 kw and antenna 190 feet above average terrain.

KDOL-AM-FM Mojave, Calif. □ Seventy-five percent sold by Lois Bagley and estate of Joe F. Means to Alton Kennedy and wife, Monica Kennedy, for \$470,000. **Sellers** have no other broadcast interests. Alton Kennedy is general manager and 25% owner of KDOL-AM-FM. KDOL is on 1340 khz with 1 kw day and 250 w night. KDOL-FM is on 97.7 mhz with 3 kw and antenna 149 feet above average terrain. *Broker: Hogan-Feldman Inc. and Blackburn & Co.*

WLIT(AM) Steubenville, Ohio □ Sold by Contemporary Communications Inc. to Frederick J. Staffilino for \$375,000. **Seller** is owned by Raymond F. Reich and Calvin E. Daily (50% each), who bought WLIT five years ago for \$187,500 (BROADCASTING, Aug. 1, 1977). They also own WDXY(AM) Sumter, S.C., and Daily owns WCEF(FM) Ripley, W. Va. **Buyer** is Steubenville advertising executive who has no other broadcast interests. WLIT is 1 kw daytimer on 950 khz.

□ Other proposed station sales include: KVIX(AM) Phoenix (BROADCASTING, Feb. 22); KNTB(AM) Bakersfield, Calif. (BROADCASTING, Feb. 8); WRDW(AM) Augusta, Ga.; WQXR(FM) [CP] Benton, Ill.; KGU(AM) Honolulu (BROADCASTING, March 1); WFUL-FM Fulton, Ky. (BROADCASTING, Feb. 16); WIRV(AM) Irvine, Ky.; WTIQ(AM) Manistiquic, Mich.; WKKI(FM) Celina, Ohio (see "For the Record," page 51).

APPROVED

KLDY(AM)-KSAS(FM) Liberty Mo. □ Sold by Southwest Radio Enterprises Inc. to Golden East of Missouri Inc. for \$2,350,000. **Seller** is subsidiary of Southwest Florida Enterprises Inc., which is owned by Leonard H. Strauss (76%) and wife, Marilyn (24%), who have no other broadcast interests. **Buyer** is subsidiary of Golden East Broadcasting Corp., which is owned by Larry M. Saunders and Norman B. Beasley (50% each). They own WWDE(AM)-WPEX(FM) Hampton, Va. KLDY is 500 w daytimer on 1140 khz. KSAS is on 106.5 mhz with 100 kw and antenna 670 feet above average terrain.

WBOW(AM)-WBOQ(FM) Terre Haute, Ind.

□ Sold by WBOW-WBOQ Inc. to Contemporary Media Inc. for \$750,000. **Seller** is subsidiary of Quincy Newspapers Inc., Quincy, Ill.-based publisher of *Quincy Herald-Whig* and Newton, N.J., *New Jersey Herald*. Thomas A. Oakley is president. Its broadcast interests include WGEM-AM-FM-TV Quincy; WSJV(TV) Elkhart-South Bend, Ind.; KTTC-TV Rochester, Minn., and WVVA(TV) Bluefield, W. Va.

Jimmy Swaggart Evangelistic Association

has sold

KWKI-FM Kansas City, Missouri

to

Great Plains Radio, Inc.

(a subsidiary of Sandusky Newspapers, Inc.)

for

\$3,100,000

Chapman Associates initiated this transaction and assisted in the negotiations



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Buyer is owned by Michael S. Rice, who owns KFMZ(FM) Columbia, Mo. WBOw is on 1230 khz on 1 kw day and 250 w night. WBOQ is on 107.5 mhz with 46 kw and antenna 185 feet above average terrain.

WBHW(TV) Springfield, Ill. Sold by Windmill Broadcasting Co. to Jackson Telecasters for \$734,000. **Seller** is group of 23 stockholders who have no other broadcast interests. William F. Winegerter is president. **Buyer** is Cy N. Bahakel, who owns six AM's, four FM's and six TV's. **WBHW** is independent on ch. 55, with 12.1 kw visual, 1.2 kw aural, and antenna 460 feet above average terrain.

KCCN(AM) Honolulu Sold by Theodore Shanbaum and Ellis Carp to Oscar C. Lindemann, trustee, for \$633,333.33. **Sellers** own three-quarters of stock and are selling it to remaining stockholder. **Buyer** is trustee for Lee Optical and Associated Companies Pension Plan Trust and has no other broadcast interests. **KCCN** is on 1420 khz with 5 kw full time.

Other approved stations include: **WBMA(AM)** Beaufort, N.C.; **WKBL-AM-FM** Covington, Tenn., and **WCHU(AM)-WKXC(FM)** Soddy Daisy, Tenn. (See "For the Record," page 52).

Second franchising try for Jersey City

Cablevision submits another unusual bid in new proceeding; first award was thrown out by state cable television agency

The cable franchising process for Jersey City, N.J., gained impetus last week with the submission of a bid by Chuck Dolan's Cablevision to wire that community. Franchising has been on hold since October when the state's Office of Cable Television (a division of the Public Utilities Commission) voided the city's initial franchise award to Controlled Cable Corp., on the grounds that the city had violated certain state-mandated procedures.

OCT rules that the city awarded the franchise before Controlled had formulated financial arrangements crucial to the successful completion of the system. OCT ruled it was only after the award that Controlled negotiated a deal with Maclean-Hunter-backed Suburban Cablevision to build and operate the Jersey City system in exchange for an 80% equity interest. The office also decided that the city allowed several companies in the initial process to file amendments after a deadline had passed. With the process so tainted, OCT ordered the city to go back to square one.

Controlled has appealed the OCT decision, asking the appellate division of the superior court in Trenton, N.J., for a stay and a reversal of that decision. A ruling of Controlled's motions is still at least two

months away, said an attorney for the company.

Dolan has come up with yet another unusual franchise proposal. For the one time installation fee of \$25, Cablevision would provide any television household within the franchise area access to one of the proposed system's community channels "which will carry all local programming [to the viewer] free of monthly charge," said James A. Nofalt, vice president of Cablevision. This would be achieved by stringing a wire from the system to the viewer's television set, where instead of a converter box, a simple switch would be installed which the viewer would manipulate to receive the local-origination channel. The channel has been dubbed "Community Channel 12," the VHF channel on which it will be delivered to the viewer's television set.

Cablevision's basic package would cost \$4.50 per month and would consist of 36 channels. There are five tiers beyond the basic package including up to 52 channels and costing as much as \$49.75 per month.

Cablevision was one of seven applicants (including Controlled) that filed in the initial franchise battle now being contested in court. The submission of its second proposal sparks a new round of activity where, under state law, the city is required to hold hearings (with 30 days notice) within 90 days of the filing of the bid (March 23). The deadline for competing franchise applications is 15 days before the commencement of the hearings.

In its application, Cablevision also stated its awareness of the city's contemplation of municipal ownership. In effect, it said that even if the city elects to go that route, it must award an additional franchise because under New Jersey cable law all awarded franchises are defined as nonexclusive.

Cablevision said that if given the go-ahead, initial service would begin 12 weeks after the start of construction, as the Jersey City system would be able to utilize the headend (tower, earth stations and central control equipment) of the company's existing Hudson county cable system in the neighboring city of Bayonne.

The Jersey city franchise includes some 88,000 homes.

NRBA urges members to put off purchase of AM stereo equipment

Association predicts it may only take a few weeks for receiver manufacturers to indicate which standard they will choose

The National Radio Broadcasters Association is advising its members not to rush into purchasing AM stereo equipment, but to wait, at least until receiver manufacturers give some indication of which standard they'll choose. The NRBA's advice, sent to members in its weekly *Monday Morning Memo*, comes in the wake of a decision by the FCC three weeks ago to let the marketplace determine which of five proposed systems will emerge as standard (BROADCASTING, March 8, 15).

A decision from receiver manufacturers, who will ultimately decide which system will prevail, "might take no more than a few weeks," according to Abe Voron, NRBA executive vice president, government relations. Most radio receiver manufacturers operating in the U.S. are Japanese companies not restricted by U.S. antitrust laws that would prevent U.S. manufacturers from deciding among themselves which system to choose, said Voron. Those companies are likely to decide on a standard soon, he said, and to inform Delco Electronics, a General Motors division that is the largest manufacturer of radios for automobiles in the country.

Until receiver manufacturers have made their decision, broadcasters with limited budgets "can't make an intelligent decision" about which transmitting equipment to buy, said Voron, and if a station buys what ends up to be the wrong equipment, it could mean a loss of more than \$5,000.

Many small- and medium-market broadcasters have called NRBA asking for advice since the FCC's decision, said Voron. "They're anxious to be able to promote the fact that they're broadcasting in stereo."

For larger, more affluent broadcasters, "the psychological advantage" of stereo

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broadcasting may be worth a possible loss, said Voron, but for most who are calling to inquire, the best course is to wait "till we can shorten the odds" on which system will finally be the one.

The National Association of Broadcasters has avoided counseling its members about purchasing AM stereo equipment, for fear of violating antitrust laws, according to NAB President Vincent Wasilewski. It hopes to provide a broad forum for discussion among broadcasters, receiver manufacturers and transmission equipment manufacturers at its upcoming annual convention, April 4-7 in Dallas.

Chris Payne, assistant to the vice president for science and technology at NAB believes a consensus on an AM stereo standard will take "at least six months." The Japanese companies are waiting to see if a consensus develops in the U.S., he said, "but they'll only wait so long." If no consensus emerges soon, according to Payne, Japanese manufacturers could end up choosing the standard that will carry.

Payne predicts the NAB convention will give broadcasters their first indication of where the market is going in AM stereo. "The broadcasters will tend to buy the first system that's available but the receiver manufacturers will favor the system in which they've done the most research," he said, noting that most research has been done on the Magnavox system because it had been chosen a year ago by the FCC as the industry standard.

Payne said he "won't be surprised if there are price wars." □

Judge cable on its own merits

That's the message ESPN's Simmons gives Washington Cable Club in arguing against broadcast-type ratings

Chester R. Simmons, head of the Entertainment and Sports Programming Network, trumpeted the achievements of cable television before the Washington Cable Club last Tuesday and said cable should not be measured by the same standards as broadcast television.

And it was in his defense of ESPN's reluctance to be metered by Nielsen that ESPN's president and chief executive officer emphasized how narrowcasting should not be judged. "Cable TV should not be shepherded by media planners and buyers into becoming a clone of broadcast TV. It has advantages to the advertiser over broadcast TV. But to some, it is still a strange, new medium. Used to the familiar comfort of hard Nielsen data, the very idea of anything else is anathema to many in the advertising community." Simmons said cable must be evaluated on both its reach and whom it is reaching. "We will not participate in a C-P-M war."

Simmons, who said ESPN has grown from 1.4 million homes at its inception two-and-a-half years ago, to 15 million homes today, said further growth is being hampered by two factors. "One is the

failure of some cable operators to recognize the advantages of carrying those services indigenous to cable TV—networks like ESPN—and to stop their duplication of broadcast network programming."

The other, said Simmons, was the continued retention of the must-carry rules, which aid the broadcast networks at the expense of the consumer and the cable programmer.

Simmons also touched on the reaction by cable affiliates to ESPN's decision to take back a number of prime-time avails, a situation that has prompted the organization of a cable affiliates association (BROADCASTING, March 8). Simmons said the plan was met "with some resistance from certain cable systems, albeit a minority of them." A recent compromise of 36 additional 30-second spots per week "has been well-received," Simmons said. Simmons put the overall reaction into this perspective: "The initial uproar revealed to us just how popular we are and how valuable ESPN advertising time is to many of the 3,500 systems who carry our programming." Simmons said ESPN is working with Cabletelevision Advertising Bureau to develop a network affiliate informational service that would inform affiliates on "program changes, commercial formats and availabilities, and advance programming."

Simmons also made a point to discuss the recent flap between the Television Bureau of Advertising and the CAB, stemming from a TVB letter to advertisers that effectively said, Simmons said, "Don't spend your money on cable because no one is watching. The response... was swift." Simmons said, citing several advertisers who reacted negatively, including one that called the action "reprehensible." Simmons said the technique TVB used to get its data "was flawed" and repeated CAB President Bob Alter's response to the incident: "Advertisers investing in cable today are not naive."

"ESPN was the right idea at the right time," he said, going through a list of the network's subscriber, advertising and programming development. ESPN has reached nearly 20% of the U.S. TV homes and adds 500,000 homes each month.

Simmons also listed the major advertisers that have backed ESPN in its rise to becoming "a veteran" in the cable industry. He referred to Anheuser-Busch—"the largest per-year advertising investment in the industry" and Timex's \$20-million commitment over the next decade. In all, Simmons said, ESPN's roster includes over 200 major advertisers.

And Simmons had some words of warning for those climbing the same mountain ESPN did in its infancy.

Though ESPN's "battle to reach the relatively secure position we now hold has not been an easy one, the path for the cable newcomers will be decidedly more difficult." Among the obstacles that have become more formidable for new entries: "capital investment, channel capacity, viewer acceptance..." and the ability to generate significant revenues from advertising sales, Simmons said. □

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Selling cable news to network affiliates

**AT NATPE programming conference
Turner details arrangements for
CNN and CNN2 use by broadcasters**

It was billed at the NATPE International convention as "the Complete News Network," a competitive news service being offered by cable entrepreneur Ted Turner to individual stations on the major commercial networks' own turf.

The Complete News Network, composed of the recently launched CNN2 24-hour news network and services from Turner Program Services, is being considered by at least a few major market stations as an alternative to the after-midnight news services being offered by ABC and CBS and the evening newscasts offered by all three networks. CNN has said that WBNS-TV Columbus, Ohio, a CBS affiliate, has signed up. There were also reports that affiliates in San Francisco and Boston were seriously considering the service. It currently is distributed by satellite to approximately 800,000 cable homes. The service will be available to broadcasters beginning May 31.

Conditions of CNN2 affiliation require stations to pay a weekly "distribution/service/excerpt/exclusivity fee," clear at least two CNN2 half-hour newscasts Monday through Sunday (one newscast must be programed between 6 p.m. and 11:30 p.m. and the other between 7 a.m. and 1 a.m.), and give up two minutes in each half-hour evening newscast for CNN network sale. Three commercial minutes in each half-hour newscast between 11:30 p.m. and 6 a.m. will be given to CNN for network sales. The weekly fee, paid monthly, is subject to market-by-market negotiation, but is not affected by the amount of CNN2 programming the station intends to air.

The service is on a market exclusive basis for broadcast stations only. A Turner spokesman acknowledged that situations may occur where cable operators in a market may be competing with the over-the-air outlet for audience, but said "no problem is anticipated."

Turner also is requiring that affiliates sign a 15-month contract and agree to become a reciprocal station for the Turner Broadcasting System in its market.

The CNN2 format for broadcast television follows a half-hour rotation that provides affiliates with four-and-one-half minutes of commercial time for local sale during newscasts scheduled between 6 p.m. and 11:20 p.m., and three-and-one-half minutes for newscasts during the remainder of the day. Stations utilizing CNN2 will be allowed to schedule an

unlimited amount of the network's programming between 1 a.m. and 7 a.m., and a maximum of 2 hours of programming between 7 a.m. and 1 a.m. Each half-hour is structured in such a way that the final six-minute segment can be used as a local station cutaway without interrupting the news flow (entertainment, health and weather news is included in that segment).

A more limited utilization package is

being made available for usage of CNN1. Stations are allowed to use some of the cable-oriented service's programming on a tape-delayed basis, and breaking news reports "live" until their conclusion.

Turner will advise affiliates in installation of their own receiving dishes for CNN or making arrangements with local cable systems for relay of the signal from Satcom III-R. □

NewsBeat

New court rules? Committee of Judicial Conference of U.S., which writes rules of procedure for federal courts, is considering one that would permit judges in criminal trials to exclude public, including representatives of media, from various proceedings if they feel it is necessary to protect defendant's right to fair trial. Rule also would empower judges to condition reporters' attendance at proceedings on their agreement to honor judges' decision as to when matters observed might be reported. Rule would apply to any portion of trial that takes place outside presence of jury, if jury has not been sequestered, to examinations of prospective jurors and to pretrial hearings. News organizations attacked proposal during hearing before Committee on Rules of Practice and Procedure in Washington. □

SIN apology. In response to numerous complaints from viewers of Spanish International Network's nightly newscast, *Noticiero Nacional SIN*, that coverage of events in El Salvador was slanted in favor of leftist guerrillas, SIN president, Rene Anselmo, appeared on newscast to apologize for biased reporting. "I can only say regretfully that I am in complete agreement with these complaints," he said. "The SIN news staff has been editorializing the news. The coverage of El Salvador has been biased." Noting that he personally favored current U.S. policy in Central America, Anselmo assured viewers that "in the future the news reporting at SIN will be professional and unbiased... I apologize deeply for what has taken place in our news bureau." □

\$40 million suit. ABC, reporter Geraldo Rivera and producer Charles Thompson are being sued by Sandra Boddie of Akron, Ohio, for \$40 million, alleging libel, character assassination and invasion of privacy. At opening of trial last week in U.S. District Court in Cleveland, excerpts of *20/20* program in which Boddie appeared were shown with words, "hidden camera," flashing on screen. She was interviewed by Rivera and Thompson because *20/20* was preparing report on public corruption in Ohio, which subsequently was telecast on ABC-TV in April 1980. Focus of program was on former Summit county Judge James Barbuto, before which Boddie had once appeared on shoplifting charge. Barbuto later was convicted of gross sexual imposition and intimidating sheriff's deputies conducting investigation. Boddie has insisted she never knew her conversation with Rivera and Thompson was being filmed and felt it would be kept confidential. Her lawyer said at opening of trial last week that ABC edited 45-minute interview with her client, leaving out section in which Boddie said she never made contact with Barbuto. □

Drama in Alabama. WBRC-TV Birmingham, Ala., and its newscaster, Lee Naves, played key roles in apprehension of two suspects in case said to involve extortion and threat to poison food in Alabama supermarket chain. According to WBRC-TV, Naves received anonymous phone call from man who said he would lace arsenic into foods at Bruno's Food World stores if grocery chain refused to pay him \$300,000. Naves said he was asked to be go-between and when he and WBRC-TV News Director John Hayes contacted Bruno's officials and FBI, latter requested broadcasters' cooperation. There followed series of phone calls by suspects to Bruno's and Naves, and delivery of taped instructions to newscaster that were said to include use of key words and letters on WBRC-TV newscasts to convey assent to demands. Climax came when Naves, clad in bulletproof vest, drove to phone booth along highway as first step in dropping off money. Naves said he then received call at booth from one suspect who said deal was off temporarily because he had spotted police cars following newscaster. However, FBI agents and police, who had been checking through voice prints of phone calls and tapes as well as investigation of possible suspects in area, moved in to make arrests. This led to placing of charges against Robert Ray Talley, 40, former Jasper, Ala., police officer, and Burnett Brown, 32.

NPR, 'Lou Grant' take Missouri awards

National Public Radio and CBS-TV's *Lou Grant* were among recipients of the 1982 Missouri Medals for Distinguished Service in Journalism awarded by the University of Missouri in Columbia.

The awards cited NPR for "its pioneering efforts, in the age of television, in reminding us of the invaluable role that only radio can play," and for "its innovative approach to news reporting." The citations also commended *Lou Grant* for its "realistic portrayal of journalists as dedicated professionals who strive to achieve the highest goals of their craft" and "its willingness to examine responsibly the ethical issues confronting today's journalists, and its staunch refusal to suggest an easy solution to complex problems." □

RTNDA survey reports average news salaries

The average yearly salary for TV news directors in 1981 was \$29,432, as compared to an average salary of \$15,496 for radio news directors.

This is one finding in a study prepared for Radio-Television News Directors Association. The study was conducted by Vernon A. Stone of the School of Journal-

ism, Southern Illinois University, Carbondale. The findings include the average highest and lowest salaries for an entire news staff, average yearly salaries for top reporters and anchors, along with salary breakdowns according to market size and region.

In the television category, the highest average salary reported was \$34,008, as compared to \$16,224 in radio. Top anchors at TV stations, on an average, earned a yearly salary of \$32,396, whereas television news directors on an average received \$29,432. The discrepancies between salaries for top anchor and news directors at radio stations were not as blatant, with both receiving similar earnings: top anchor, \$15,756 and news director, \$15,496.

Both radio and television reported similar figures for average low-end salaries: \$11,596 for TV and \$11,128 for radio.

The findings were based on questionnaires mailed to 690 commercial TV stations and 803 commercial radio stations. About 65% of the television and 44% of the radio stations responded.

Top reporters at TV stations received a yearly average salary of \$19,812, as compared to their radio counterparts at \$13,936.

Salaries in the West and Midwest were on a whole higher than other regions of the country. Higher salaries for news directors were recorded in the West at \$30,108 a year while the East registered at the bottom, with \$27,560.

In radio, news directors in the West received high salaries of \$16,536, whereas lowest earnings were reported in the South at \$14,092. On an average, top anchors in the Midwest received a yearly salary of \$35,100, the highest reported, while the South trailed with \$29,276. In radio the highest average salaries were reported in the West at \$18,148. The lowest salaries were in the South at \$14,612.

The highest TV anchor salary reported in a top-10 market was a quarter of a million dollars while the lowest salary for a top anchor in the ADI 151-214 market category was \$9,360. □

ABC News, NPR win Polk awards

Ted Koppel and Pierre Salinger of ABC News and John Merrow of National Public Radio were broadcast winners of George Polk awards announced in New York.

Koppel won the television reporting category for *Nightline*; Salinger won for a TV documentary, *America Held Hostage: The Secret Negotiations*, and Merrow won the radio reporting award for *Juvenile Crime and Juvenile Justice*.

The Polk awards, presented by Long Island University, were initiated 34 years ago in honor of CBS newsman George Polk, killed while covering the Greek civil war. There was no photography award given this year. □

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For the Record

As compiled by BROADCASTING, March 15 through March 19, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. A.I.J.—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 of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—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

AM applications

- Commerce City, Colo.—Pro Broadcasters of Colorado seeks 670 khz, 15 kw-D, 1 kw-N. Address: P.O. Box 9956. Estimated construction costs: \$583,300; first-quarter operating cost: \$100,000; first-year revenue: \$600,000. Principals: Willie D. Davis (35%), Cliff Gill (30%), Earnel Durden (25%) and James Blakely (10%). Davis is principal owner of KACE(FM) Inglewood, Calif., WAWA(AM) West Allis and WLUM-TV Milwaukee, both Wisconsin, and KQIN(AM) Burien, Wash., last which was bought last year for \$750,000 (BROADCASTING, March 9, 1981). Durden is coach with San Diego Chargers, Gill is San Clemente, Calif., media broker and part owner of KWVE(FM) San Clemente. They also are applicant for new AM at La Mesa, Calif. (BROADCASTING, April 6, 1981). Blakely is sales manager at KACE. Filed March 5.
- Salem, Mo.—Twenty-One Sound Communications Inc. seeks 1440 khz, 500 kw-D. Address: 150 South Highway 67, Florissant, Mo. 63031. Principal: Randal L. Wuchter (100%), who is Florissant, Mo., engineering salesman and consultant and has no other broadcast interests.

FM applications

- Lake Havasu City, Ariz.—David Michael Navarette seeks 105.1 mhz, 100 kw, HAAT: 1,153 ft. Address: 878 Santa Cruz Street, San Pedro, Calif. 90731. Estimated construction costs: \$127,000; first-quarter operating cost: \$16,000. Principal: Applicant is field mechanic with San Pedro, Calif., natural gas company and has no other broadcast interests. Filed March 9.
- *Bay City, Mich.—Central Michigan University seeks 90.1 mhz, 100 kw, HAAT: 236 ft. Address: Anspach Hall, Mt. Pleasant, Mich. 48859. Estimated construction costs: \$130,000; first-year operating cost: \$15,000. Principal: Central Michigan University is licensee of three FM's and two TV's. Terrence J. Carey is president. Filed March 9.
- Birch Tree, Mo.—Jack G. Hunt seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 204 Washington Street, Doniphan, Mo. 63935. Principal: Hunt owns KDFN(AM)-KOEK(FM) Doniphan, Mo., and also holds CP for new AM at Birch Tree, Mo. (BROADCASTING, May 18, 1981).
- Poplar Bluff, Mo.—Spring Valley Broadcasting Ltd. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Suite 418, Uptain Building, Chattanooga, Tenn. 37411-4065. Principal: James E. Price (95%) and brother, Billy M. Price (5%). James Price is Chattanooga, Tenn., broadcast consultant and 50% owner of applicant for new TV at Rochester, Minn. (BROADCASTING, Oct. 26, 1981). Filed March 9.
- Baker, Mont.—Empire Broadcasting Corp. seeks

100.9 mhz, 3 kw, HAAT: 161 ft. Address: 327 North Main Street, Baker 59313. Principal: Applicant is principally owned by Russell Newell, who is also principal owner of KFLN(AM) Baker, Mont. Filed March 9.

- Gardnerville-Minden, Nev.—Lloyd W. Higuera seeks 99.3 mhz, 3 kw, HAAT: minus 726 ft. Address: 645 School Street, Lone Pine, Calif. 93545. Estimated construction costs: \$71,300; first-year operating cost: \$23,000. Principal: Applicant is president and 50% owner of KNYO(AM) Independence, Calif. Filed March 8.

- Newark, N.J.—Joseph Bahr seeks 105.9 mhz, 50 kw. Address: 7-A Estate Whim, Frederiksted, St. Croix, V.I. 00840. Principal: Applicant seeks deleted facilities of WHBI(FM) Newark, N.J. Bahr owns WVIS(FM) Frederiksted, V.I. Filed March 11.

- Eunice, N.M.—Bill Langdon and Henry DeVilliers seek 100.9 mhz, 3 kw, HAAT: 265 ft. Address: 1007 Main Street, Eunice 88231. Estimated construction costs: \$86,500; first-quarter operating cost: \$40,000; first-quarter revenue: \$40,000. Principals: Langdon and DeVilliers (50% each). Langdon owns Eunice, N.M. drugstore. DeVilliers is college instructor. Neither have other broadcast interests. Filed March 9.

- Woodward, Okla.—Omni Communications Inc. seeks 101.1 mhz, 100 kw, HAAT: 1,005 ft. Address: 1418 Main Street, P.O. Box 1360, Woodward 73801. Estimated construction costs: \$471,000; first-year operating cost: \$66,500; first-year revenue: \$96,000. Principals: J. Douglas Williams and Karen Laubhan (50% each). Williams is Woodward attorney. Laubhan is receptionist. Williams is also associated with Williams Oil Co., which last year was principal owner in purchase of KJAK(FM) Slaton, Okla., for \$575,000 (BROADCASTING, July 13, 1981). Filed March 9.

- *Hemingway, S.C.—Louis G. Gregory Baha'i Institute seeks 90.9 mhz, 50 kw, HAAT: 502 ft. Address: Route 2, Hemingway 29554. Estimated construction costs: \$200,000; first-quarter operating cost: \$18,000. Principal: Noncommercial corporation: Alberta Deas, chairman. Applicant has no other broadcast interests. Filed March 11.

- Killeen, Tex.—ASK Communications seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 2505 Lakeview Drive, Suite 205, Amarillo, Tex. 79105. Principals: Janie Kirkland, James D. Shelton (33.3%) and Keith Adams (33.4%). Shelton and Adams are partners in KKYN(AM) Plainview; KYXX(AM) Odessa; KWKC(AM)-KORQ(FM) Abilene, all Texas, and are also applicants for new FM at Burkburnett, Tex. Kirkland is general manager at KKYN. Filed March 9.

- *Tyler, Tex.—Educational Radio Foundation of East Texas Inc. seeks 89.5 mhz, 50 kw, HAAT: 360 ft. Address: 834 South Tipton Street, Tyler 75701. Estimated construction costs: \$124,000; first-quarter operating cost: \$13,000. Principal: Noncommercial corporation;

Sans Hawkins, president. He is engineer at KLTW(TV) Tyler, Tex., and has no other broadcast interests. Filed March 8.

- Marshfield, Wis.—Brown Broadcasting Group seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 326 Gerland Road, Rice Lake, Wis. 54868. Principals: Russell J. Brown (90%) and Richard M. Wold (10%). Brown is former president and general manager of WTMC-AM-FM Rice Lake, Wis. Wold is public affairs director at WJJK(AM)-WBIZ(FM) Eau Claire, Wis. Filed March 11.

TV applications

- Clovis, Calif.—TV 43 Inc. seeks ch. 43; ERP: 293 kw vis, 29.3 kw aur., HAAT: 2194 ft.; ant. height above ground: 129 ft. Address: 5255 East Allovial, Clovis 93613. Legal counsel: Cohn & Marks, Washington. Consulting engineer: Harold Kassens, Washington. Principal: Stephen J. Mewhort (100%), who is Clovis, Calif., real estate owner and has no other broadcast interests. Filed March 11.

- Defiance, Ohio—Craig Broadcasting Co. seeks ch. 65; ERP: 82.6 kw vis, 8.26 kw aur., HAAT: 470 ft.; ant. height above ground: 522 ft. Address: 26699 Eckel Road, Perrysburg, Ohio 43551. Estimated construction cost: \$2,500 (remodeling); first-quarter operating cost \$62,300. Principals: Dale K. Craig (60%) and Gail Corp. (40%). Craig owns Perrysburg, Ohio, transportation and equipment leasing companies and has no other broadcast interests. He is also the sole owner of Gail Corp., equipment leasing company. Filed March 4.

- Ithaca, N.Y.—Paradise Broadcasting and Communication Systems Inc. seek ch. 52; ERP: 14.1 kw vis, 1.41 kw aur., HAAT: -279 ft.; ant. height above ground: 100 ft. Address: Paradise Road, Central Square, N.Y. 13036. Legal counsel: Mullin, Rhyne, Emmons & Topel, Washington. Consulting engineer: Smith & Powstienko, Washington. Principal: Bernard Boozier (100%), who is Oswego, N.Y. college professor and is also applicant for new FM at Ilion, N.Y. (BROADCASTING, April 6, 1981). Filed Feb. 27.

- Carolina, P.R.—Carlos Ortiz seeks ch. 52; ERP: 5.4 kw vis., 986 w aur., HAAT: 541 ft.; ant. height above ground: 30 ft. Address: 1386 North Reagan Street, San Benito, Tex. 78586. Estimated construction cost: \$67,000; first-quarter operating cost: \$7,000; first-quarter revenue: \$17,000. Principal: Applicant is San Benito, Tex., teacher and applicant for new TV at McAllen, Tex. (BROADCASTING, Jan. 18). Filed March 12.

- Tullahoma, Tenn.—Quin-Abi Broadcasting Inc. seeks ch. 64; ERP: 557.2 kw vis., 11.4 kw aur., HAAT: 694 ft.; ant. height above ground: 1,102 ft. Address: Westside Drive, Tullahoma, Tenn. 37388. Principals:

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**EDWIN TORNBERG
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Hospitality Suite
**THE MANSION
ON TURTLE CREEK**

Jerry P. Newton (82.5%), wife, Brenda J. Newton (7.5%), their children, Jerry and Cameron (5% each) and Jack L. Dickey (7.5%), who also owns WIRB(AM)-WLHQ(FM) Enterprise, Ala. Filed March 9.

■ **Houston, Tex.**—Educational Television of Houston Inc. seeks ch. 14: ERP: 4,500 kw vis., 450 kw aur., HAAT: 1,448 ft.; ant. height above ground: 1,470 ft. Address: 7502 Fondren Drive. Houston 77074. Estimated construction cost: \$3.6 million; first-quarter operating cost: \$392,000. Legal counsel: Gammon & Grange, Washington. Consulting engineer: John F.X. Browne & Associates, Bloomfield Hills, Mich. Principal: Noncommercial corporation; Gilbert Turner, president. He is president of Houston bore and drilling company and has no other broadcast interests. Filed March 5.

■ **McAllen, Tex.**—Hidalgo Communications Corp. seeks ch. 48: ERP: 256 kw vis., 38 kw aur., HAAT: 308 ft.; ant. height above ground: 321 ft. Address: 721 West Sprague, Edinburg, Tex. 78539. Legal counsel: Harry Martin, Washington. Consulting engineer: Ralph E. Evans Associates, Thiensville, Wis. Principals: Alfonso R. Ramirez (52%), Delia R. Gleber and Elvia R. Davila (24% each), who have no other broadcast interests. Filed March 15.

■ **McAllen, Tex.**—Valley Broadcasting Inc. seeks ch. 48: ERP: 4,071 kw vis., 407.1 kw aur., HAAT: 1,346 ft.; ant. height above ground: 1,489 ft. Address: 19 Antilles, Nassau Bay, Tex. 77058. Legal counsel: Kenkel & Barnard, Washington. Consulting engineer: Lawrence Behr, Greenville, N.C. Principals: Jerry Morris (41.67%), Ruben Montemayor (20.83%), L.C. Diaz Carlo, Fidencio Guerra Jr. (10.42% each), Evavisto Garcia (8.33%), Alberto Anzaldúa and Zina Montemayor (4.17% each). R. Montemayor is San Antonio Tex., attorney. Others are businessmen. None have other broadcast interests. Filed March 15.

■ **McAllen, Tex.**—Rio Grande Family Television Ltd. seeks ch. 48: ERP: 618 kw vis., 61.8 kw aur., HAAT: 267 ft.; ant. height above ground: 296 ft. Address: 235 Lecompte Place, San Antonio, Tex. 78214. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: Adib Eden Jr. (90%) and Rodolfo

R. Guerra (10%). Eden is Miami, Fla., production director and is 80% owner of applicant for new TV at Baymont, P.R. (BROADCASTING, Jan. 25), and also vice president/director of applicant for new TV at Hollywood, Fla.

■ **Madison, Wis.**—Channel 47 Inc. seeks ch. 47: ERP: 3,483 kw vis., 320.6 kw aur., HAAT: 754 ft.; ant. height above ground: 471 ft. Address: 1630 Greenwood Road, Glenview, Ill. 60023. Estimated construction cost: \$3,747,000; first-quarter operating cost: \$235,835. Legal counsel: Midlen, Reddy, Beglay & Martin, Washington. Consulting engineer: Wayne Smith, Chicago. Principals: Shirley Ashby (51%) and Paul Baird (49%). Baird is account executive at WMAQ-TV Chicago. Ashby is supervisor at Chicago post office. Neither have other broadcast interests. Filed March 15.

■ **Madison, Wis.**—tvUSA/Madison Ltd. seeks ch. 47: ERP: 2,239 kw vis., 223.9 kw aur., HAAT: 1,225 ft.; ant. height above ground: 1,068 ft. Address: 135 East 71st Street, New York, N.Y. 10021. Principals: George Gimpel and Alan Greenblatt (42.5% each) and Madison Broadcasting Corp. (15%). Madison Broadcasting Corp. is owned by Lee Hanna. Hanna is president of New York television management and consulting firm and from 1972-79 was vice president at NBC. Gimpel and Greenblatt have no other broadcast interests. Filed March 15.

■ **Madison, Wis.**—Center City Broadcasting Inc. seeks ch. 4: ERP: 1,709 kw vis.; 256 kw aur., HAAT: 200 ft.; ant. height above ground: 246 ft. Address: 1043 Rutledge Street, Madison 53703. Legal counsel: Farmer, Wells, McGuinn, Flood & Bechtel, Washington. Consulting engineer: Ralph E. Evans Associates. Principals: Phyllis A. Lovrien (51%) and Kenneth R. Kimport (49%) Lovrien is Madison, Wis., businesswoman. Kimport owns Madison automobile franchise and investment company. They are also LPTV applicant for tk. Filed March 12.

AM action

■ **White Bluff, Tenn.**—Albright Broadcasting Co. granted 1030 khz, 1 kw-D, 250 w-N. Address: 406 Luther Road, Dickson, Tenn. 37055. Estimated construction cost: \$104,500; first-quarter operating cost: \$13,000; first-year revenue: \$150,000. Principals: Richard Albright (100%), who is former president and 25% owner of WKDJ(FM) Winchester, Ky., and currently one-third owner of WSLV(AM) Ardmore, Tenn. (BP-810410AA). Action March 3.

TV action

■ **Madisonville, Ky.**—Life Anew Ministries Inc. granted ch. 19: ERP: 1,143 kw vis., 114.3 kw aur., HAAT: 1194 ft.; ant. height above ground: 1053 ft. Address: P.O. Box 163, Grapevine Road, Madisonville, Ky. 42431. Estimated construction cost: \$370,500; first-quarter operating cost: \$62,000; first-quarter revenue: \$150,000. Legal counsel: Baraff, Koerner & Olender, Washington. Consulting engineer: Edward Lorentz & Associates, Washington. Principals: John W. Stalls, president; John R. Price, vice president; and Stall's wife, Linda M., secretary-treasurer. They are Madisonville residents and have no other broadcast interests. (BPCT-810923KE). Action March 5.

Ownership changes

Applications

■ **KXIV Phoenix, Ariz.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KXIV Inc. to Lorell Broadcasting Co. for \$1.2 million (BROADCASTING, Feb. 22) Seller: Cave Creek Enterprises (80%), Ira Lavin and James Spero (10% each). Cave Creek Enterprises is owned by Richard W. Van Dyke (72.6%) and Byron Paul (27.4%). Van Dyke, Lavin and Paul own 5% each of cable system serving Phoenix. Buyer: Michael D. Levin and wife, Lori E. Levin (100% jointly). Michael Levin is Los Angeles and Phoenix, Ariz., real estate investor. Lori Levin has various family real estate investments. Neither have other broadcast interests. Filed March 10.

■ **KNTB(AM) Bakersfield, Calif.** (1350 khz, kw-D)—Seeks assignment of license from Eagle Broadcasting Inc. to ASK Broadcasting Corp. for \$650,000. Seller: Subsidiary of American General Media Corp. which is principally owned by Anthony S. Brandon and family. AGMC owns WWWG(AM) Rochester, N.Y.; 93.33% of KERN(AM) Bakersfield, Calif.; 80% of

KKQV(FM) Wichita Falls, Tex., and , through subsidiary, 80% of KKAL(AM)-KZOZ(FM) San Louis Obispo, Calif. They bought KNTB(AM)-KLYD(FM) Bakersfield for \$1.375 million (BROADCASTING, Feb. 8) and are spinning off KNTB to separate buyer. Buyer: Alexander S. Klein and wife Barbara (100% jointly), who also own KMGN(FM) Shafter, Calif., which they bought last year for \$400,000 (BROADCASTING, Feb. 1). Filed March 12.

■ **WRDW(AM) Augusta, Ga.** (1480 khz, 5 kw-U)—Seeks assignment of license from James D. Walker Jr. to Val-Tel Inc. for \$485,000. Seller has no other broadcast interests. Buyer: Closely held group of 10 stockholders. Leon Booker is chairman and president. He is North Augusta, S.C., businessman and has no other broadcast interests. Filed March 12.

■ **WQXR(FM)[CP] Benton, Ill.** (106.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of permit from Rend Lake Broadcasting Co. to Bert and John Beatty. Seller: Gerald D. Owens is president. Seller is under court order to assign permit. Assignee will assume leases and liabilities. Buyer: Bert Beatty owns Benton, Ill., musical equipment store. John Beatty is Edwardsville, Ill., dentist. Neither have other broadcast interests. Filed March 2.

■ **KGU(AM) Honolulu, (760 khz, 10 kw-U)**—Seeks assignment of license from Lawrence R. Wilson, John F. Bayliss and Michael L. Gallagher to Marketing Systems International Inc. for \$1.3 million (BROADCASTING, March 1). Seller: Lawrence R. Wilson (71%) John F. Bayliss (21%) and Michael Gallagher (8%). Bayliss also owns KJMA(AM)-KSNI(FM) Santa Maria, Calif. Buyer: Roger D. Larson and A. Hollis Norton (50% each), who are Reno Television producers and syndicators and own 49% of KCKO(AM) Spokane, Wash. Filed March 12.

■ **WFUL-FM Fulton, Ky.** (99.3 mhz, 680 kw, ant. 150 ft.)—Seeks assignment of license from Ken-Tenn. Broadcasting Corp. to WENK-FM of Union City Inc. for \$473,131.40 (BROADCASTING, Feb. 16) Seller: Kenneth Z. Turner and family who are also selling co-located WFUL(AM) to separate buyer for \$202,770 (BROADCASTING, Feb. 22). Buyer: Closely held group of eight stockholders. W.P. Burnett Jr. is president and 15% owner. They also own WENK(AM) Union City, Tenn. Filed March 12.

■ **WIRV(AM) Irvine, Ky.** (1550 khz, 1 kw-D)—Seeks transfer of control of Kentucky River Broadcasting Inc. from stockholders (100% before; none after) to Marshall E. Sidebottom (none before; 100% after). Consideration: \$200,000. Principles: Sellers are A. Dale Bryant and James M. Hay (50% each). Bryant also owns WSVK(FM) Stanton, Ky. Buyer is former manager of WVKY(AM) Louisa, Ky., and has no other broadcast interests. Filed March 10.

■ **WFXY(AM) Middlesboro, Ky.** (1560 khz, 1 kw-D)—Seeks transfer of control of Country Wide Broadcasters Inc. from W.R. Carrigan and Gerald Owen to Hubert Ford and others. Consideration: \$30,000. Sellers are transferring 36% of stock in licensee. Buyers are Hubert Ford (30%), wife Mary Ford (25%), Bill Waddell (25%) and Sherry Kennedy (5%). Hubert Ford is instructor at La Follette, Tenn., vocational school. Waddell is general manager at WLAJ(AM) La Follette. Filed March 4.

■ **WTIQ(AM) Manistique, Mich.** (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WTIQ Inc. debtor in possession to American Peakes Ltd. for \$100,000. Seller: Subsidiary of Community Broadcasters Inc., which is owned by Douglas J. Tjapkes (51%) and Betty Mokma (49%), who also own WGHN(AM)-WFMG(FM) Grand Haven, Mich. Buyer: Frances Jo Curtis (100%), who is Birmingham, Mich., real estate broker and has no other broadcast interests. Filed March 9.

■ **WK1(FM) Celina, Ohio.** (94.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from MidAmerican Radio to Cage Media Inc. for \$320,000. Seller: Jack E. Kauffman (51%), John W. Carlisle Jr. (29%) and Robert L. Haslow (20%) Kauffman and Haslow are a part owners of WDBC(AM)-WFNN(FM) Escanoba, Mi., of which Haslow also holds 29% interest. Buyer: Christian R. Caggiano (50%), KOGAF Enterprises Inc. (40%) and Tahlaman Krumm (10%). Caggiano is former general manager of WBNS(FM) Columbus, Ohio. Krumm is Columbus public relations consultant. KOGAF Enterprises is subsidiary of Kokomo Gas and Fuel Co. James E. Hardy is president. None have other broadcast interests. Filed March 12.

■ **WCKG(AM)-WFFM(FM) Braddock, Pa.** (AM):

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1550 khz, 1 kw-D; FM: 96.9 mhz, 60 kw, ant. 520 ft.)—Seeks assignment of license from Matta Broadcasting Co. to Robert A. Bennis for \$3 million. Seller: William J. Matta (100%) who has no other broadcast interests. Buyer is president and 50% owner of WMYK(FM) Elizabeth City, N.C. Filed March 12.

■ **KMXX(FM)** Austin, Tex. (102.3 mhz, 741 w, ant. 550 ft.)—Seeks assignment of license from Dynamic Communications of Austin Inc. to Clear Channel Communications Inc. for \$1.6 million. Seller: Principally owned by Jose J. Garcia Jr., Ramiro Diaz and wife, Mary G. Diaz, who have no other broadcast interests. Buyer: L. Lowry Mays (48.022%), B.J. McCombs (47.016%) and John W. Barger (4.962%). They own WOAI(AM)-KAJA(FM) San Antonio, KTXC(AM)-KHYS(FM) Port Arthur, and KELP(AM) El Paso, all Texas, and KMOD AM-FM Tulsa, Okla. Filed March 14.

Actions

■ **WBOW(AM)-WBOQ(FM)** Terre Haute, Ind. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 107.5 mhz, 46 kw, ant. 185 ft.)—Granted assignment of license from WBOW-WBOQ Inc. to Contemporary Media Inc. for \$750,000. Seller: Subsidiary of Quincy Newspapers Inc., closely held, Quincy, Ill.-based newspaper publisher and group of two AM's two FM's and four TV's owned by 38 stockholders. FM: Lindsay Jr. is chairman. Buyer: Michael S. Rice (100%), who owns KFMZ(FM) Columbia, Mo., and is applicant for new AM at Hallsville, Mo. (BAL-820121ED). Action March 16.

■ **WBHW(TV)** Springfield, Ill. (ch. 55, 12.1 kw horiz. max, ant. 460 ft.)—Granted assignment of license from Windmill Broadcasting Co. to Jackson Telecasters for \$734,000. Seller: closely held group of twenty-three stockholders. William F. Wingerter is president. They have no other broadcast interests. Buyer: Cy N. Bahakel (100%), who owns six AM's, four FM's, and six TV's. (BALCT-810615LD). Action March 15.

■ **KCCN(AM)** Honolulu (1420 khz, 5 kw-U)—Granted assignment of license from Theodore Shanbaum and Ellis Carp to Oscar C. Lindemann, trustee, for \$633,333.33 Seller own 75% of station's stock and are selling their interest to remaining stockholder. None have other broadcast interests. Buyer is sole trustee for Lee Optical and Associated Companies Pension Plan Trust. He is Dallas bank director and has no other broadcast interests. (BAL-820128GG). Action March 15.

■ **KLDY(AM)-KSAS(FM)** Liberty Mo. (AM: 1140 khz, 500 kw-D; FM: 106.5 mhz, 100 kw, ant. 670 ft.)—Granted assignment of license from Southwest Radio Enterprises, Inc. to Golden East of Missouri Inc. for \$2 million cash plus \$350,000 note for noncomplete covenant. Seller: Subsidiary of Southwest Florida Enterprises Inc. which is owned by Leonard H. Strauss (76%) and wife, Marilyn Strauss (24%), who have no other broadcast interests. Buyer: Subsidiary of Golden East Broadcasting Corp., which is owned by Larry M. Saunders and Norman B. Beasley (50% each). They own WWDE(AM)-WPEX(FM) Hampton, Va. (BAL-811231FA). Action March 15.

■ **WBMA(AM)** Beaufort, N.C. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Rada Broadcasting Inc. to Crystal Coast Communications Inc. for \$209,000. Seller: Richard R. Cummins (60%) and wife, Hilda O. Cummins (40%), who have no other broadcast interests. Buyer: Principally owned by Frederick K. McCune and family. He is Virginia Beach, Va., physician and owns 4.9% of new FM for Newport, N.C. (BAL-820125EZ). Action March 8.

■ **WBPZ-AM-FM** Lock Haven, Pa. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, ant. 255 ft.)—Granted transfer of control of Lock Haven Broadcasting Corp. from Theodore V. Weld to G. Henry McCormick. Consideration: \$24,538.22. Principals: Seller holds voting rights to 300 shares of stock. Buyer is currently minority shareholder in station and will assume more than 50% interest after transfer. Action March 8.

■ **WKBL-AM-FM** Covington, Tenn. (AM: 1250 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, ant. 165 ft.)—Granted assignment of license from Tipton County Broadcasters to Royce D. Wilson for \$380,000. Seller: Robert C. Whitely Jr. and Katharine C. Whitely (50% each) who have no other broadcast interests. Buyer is sales manager and general manager of WKBL-AM-FM and has no other broadcast interests. (BAL-820201HF, BALH-820201HG). Action March 15.

■ **WCHU(AM)** Soddy Daisy, Tenn. (1550 khz, 1 kw-D)—Granted transfer of control of ARC Broadcasting Corp. from Charles E. Dunn (100% before and none after) to Choo-Choo Broadcasting Inc. (none before,

100% after). Principals: Transferor is sole stockholder for licensee and seeks transfer in exchange for 49% interest in transferee. Transferee is owned by William Bonner (51%) and Dunn (49%). Bonner is Chattanooga real estate broker. Bonner and Dunn also bought WKXC(FM) Soddy Daisy (see below). (BTC-820115HC). Action March 15.

■ **WKXC(FM)** Soddy Daisy, Tenn. (102.3 mhz, 2 kw, ant. 700 ft.)—Granted transfer of control of James Gang Broadcasting Inc. from Gordon L. James Jr. (100% before; none after) to Choo-Choo Broadcasting Inc. (none before; 100% after). Consideration: \$900,000. Principals: Buyer also bought WCHU(AM) Soddy Daisy (see above). (BTC-820115HD). Action March 15.

■ **WQRK(FM)** Virginia Beach, Va. (104.5 mhz, 50 kw, ant. 490 ft.)—Dismissed application for assignment of license from Bay Cities Communications Corp. to WIRK Corp. for \$2,250,000. (BALH-811125EY). Action March 9.

■ **WLRE(TV)[CP]** Green Bay, Wis. (ch. 26, 250 kw vis., 50 kw aurr., ant. 660 ft.)—Granted transfer of control of TV-26 Inc. from Gerald J. Lorenz et al to Lyle R. Evans et al. Principals: Seller is major stockholder and is transferring interest to other stockholders. Action March 9.

Facilities Changes

AM applications

Tendered

■ **KBYR(AM)** Anchorage, Alaska—Seeks CP to increase powers to 50 kw; change TL and respecify RC. Ann. March 15.

■ **KDAC(AM)** Fort Bragg, Calif.—Seeks CP to change from 1230 to 1210 khz; increase N power to 500 w and D to 2.5 kw. Ann. March 15.

■ **WEAT(AM)** West Palm Beach, Fla.—Seeks CP to increase D power from 1 kw, DA-1 to 50 kw, DA-2, and change ant. sys. Ann. March 15.

■ **WIRK(AM)** West Palm Beach, Fla.—Seeks CP to increase N power from 1 kw to 5 kw (change ant. sys.). Ann. March 15.

■ **KBUF(AM)** Garden City, Kan.—Seeks CP to change SL from Garden City to Holcomb, Kan.; change frequency from 1050 to 1030 khz; change HOP to U by adding 1 kw-N, and make changes in ant. sys. Ann. March 16.

■ **WMLI(AM)** Brewer, Me.—Seeks modification of CP (BP-810731AH) to change frequency from 1250 to 1200 khz; increase powers to 10 kw, DA-1. Ann. March 15.

■ **KGWV(AM)** Belgrade, Mont.—Seeks CP to change frequency from 630 to 640 khz; change HOP to U by adding 1 kw-N; increase D power to 10 kw and make changes in ant. sys. Ann. March 15.

■ **KOKK(AM)** Huron, S.D.—Seeks CP to change frequency from 1190 to 1201 khz; change powers to 10 kw, 1 kw, install DA-2 and change ant. sys. Ann. March 16.

■ **KVOZ(AM)** Laredo, Tex.—Seeks CP to change frequency from 1490 to 890 khz; change powers from 1 kw-D, 250 w-N to 10 kw-D, 1 kw-N, and change TL. Ann. March 16.

Accepted

■ **KROI(AM)** Sparks, Nev.—Seeks MP of CP (BP-791221AE) to modify N standard pattern. Ann. March 19.

■ **KITY(AM)** San Antonio, Tex.—Seeks CP to make changes in ant. sys.; change TL; increase HAAT to 1,377 ft., and change TPO. Ann. March 16.

FM applications

Tendered

■ **WCXL(FM)** Kettering, Ohio—Seeks modification of CP (BPED-80028AQ as mod.) to change frequency to 89.3 mhz.; change TL; specify SL; increase ERP to 199.9 kw. Ann. March 16.

Accepted

■ **KFMB-FM** San Diego, Calif.—Seeks CP to install

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auxiliary ant. at main TL; change ERP to 38.4 kw (H); change HAAT to 536 ft. and change TPO. Ann. March 16.

■ *WGRN(FM) Greenville, Ill.—Seeks modification of CP (BPED-791228AL, as mod.) to change TL; relocate SL and RC; change type trans.; change type ant.; increase ERP to 300 w; increase HAAT to 206.7 ft., and change TPO. Ann. March 16.

■ WLJE(FM) Valparaiso, Ind.—Seeks CP to change TL; change type ant.; change ERP to 860 w; increase HAAT to 513 ft., and change TPO. Ann. March 19.

■ KVOX-FM Moorhead, Minn.—Seeks CP to correct geographical coordinates to read: 46 49' 09" 96 45' 56". Ann. March 16.

■ *WVXU-FM Cincinnati—Seeks CP to make changes in ant. sys.; change type trans.; change type

ant.; increase ERP to 10.2 kw; increase HAAT to 683 ft. and change TPO. Ann. March 19.

■ *WDPS(FM) Dayton, Ohio—Seeks modification of CP (BPED-800527AF) to change hours of operation from U to sharetime with WCXL(FM) Kettering, Ohio. Ann. March 19.

Amended

■ KFQM(FM) Boyce, La.—Seeks amendment to change HAAT to 289 ft. Ann. March 16.

TV applications

Accepted

■ WWSB-TV West Point, Miss.—Seeks modification of CP (BPCT-800507KE) to change ERP to 2,336 kw vis., 233.6 kw aur.; change HAAT to 2,080 ft., and

change TL. Ann. March 19.

■ WSET-TV Lynchburg, Va.—Seeks CP to install auxiliary ant. Ann. March 16.

AM actions

■ WFOM(AM) Marietta, Ga.—Granted CP to change TL. Action March 11.

■ WBGN(AM) Bowling Green, Ky.—Granted CP to change ant. sys. Action March 10.

■ WESY(AM) Leland, Miss.—Granted CP to change hours of operation to U by adding 1 kw-N, DA-N and make changes in ant. sys. Action March 8.

■ KLMS(AM) Lincoln, Neb.—Dismissed application for CP to make changes in ant. sys. (nighttime). Action March 1.

■ WRCN(FM) Riverhead, N.Y.—Granted CP to change TL. Action March 9.

■ WBJA(AM) Guyama, P.R.—Granted CP to increase power to 1 kw. Action March 10.

■ WKJB(AM) Mayaguez, P.R.—Granted CP to increase D power to 10 kw. Action March 10.

FM actions

■ KYK(FM) Palestine, Tex.—Granted CP to change TL and SL, and change TPO. Action March 10.

TV actions

■ WSB-TV Atlanta, Ga.—Granted CP to make changes to auxiliary ant. sys. Action March 9.

Summary of Broadcasting

FCC tabulations as of Feb. 28, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,641	0	0	4,641	127	4,768
Commercial FM	3,352	1	1	3,354	211	3,565
Educational FM	1,121	0	1	1,122	76	1,198
Total Radio	9,114	1	2	9,116	414	9,530
Commercial TV						
VHF	523	1	0	524	8	532
UHF	260	0	0	260	116	376
Educational TV						
VHF	103	1	3	107	9	116
UHF	160	2	4	166	17	183
Total TV	1,046	4	7	1,057	150	1,207
FM Translators	453	0	0	453	208	661
TV Translators						
UHF	2,708	0	0	2,708	164	2,872
VHF	1,574	0	0	1,574	406	1,980

*Special temporary authorization

**Includes off-air licenses

Translators

VHF actions

■ Redstone, Colo.—Roaring Fork TV Association Inc. granted CP for new VHF translator on ch. 7 to rebroadcast KRMA-TV Denver, Colo., 10 w, 35 ft., (BPTTV-7904161L). Action Feb. 22.

■ Leadore, Idaho—The Post Co. granted CP for new VHF translator on ch. 13 to rebroadcast KIFI-TV Idaho Falls (BPTTV-811005TX). Action Feb. 25.

■ Birney, Mont.—Birney TV Club granted CP for new VHF translator on ch. 13 to rebroadcast KULR(TV) Billings, Mont. (BPTTV-810814IO). Action Feb. 25.

■ Harlem, Mont.—Harlem TV Club granted CP for new VHF translator on ch. 10 to rebroadcast CBRT(TV) Lethbridge, Alberta, Canada, 1 w, 50 ft. (BPTTV-810918QD). Action Feb. 25.

■ Sercrawford and Fort Robinson State Park, Neb.—Nebraska Educational TV Commission granted CP for new VHF translator on ch. 6 to rebroadcast KTNE(TV) Alliance, Neb., 40 ft., 10 w (BPTTV-810825IB). Action Feb. 11.

■ Bergton-Criders, Va.—City of Rockingham, Va., granted CP for new VHF translator on ch. 7 to rebroadcast WHSV(TV) Harrisonburg, Va. (BPTTV-810917QI). Action Feb. 26.

■ Bergton-Criders, both Virginia—Rockingham county granted CP's for new VHF translators: ch. 13 to rebroadcast WVPT(TV) Staunton, Va., 100 ft., 10 w (BPTTV-810917QF); ch. 11 to rebroadcast WDVN(TV) Washington (BPTTV-810917QG); ch. 9 to rebroadcast WRC-TV Washington (BPTTV-810917QH). Action, all Feb. 11.

■ Pennington Gap, Va.—Holston Valley Broadcasting Corp. granted CP for new VHF translator on ch. 4 to rebroadcast WKPT-TV Kingsport, Tenn. (BPTTV-800711IF). Action Feb. 26.

UHF actions

■ Duncan, Ariz.—Southern Greenlee County TV Association Inc. granted CP's for new UHF translators on following channels: 57 to rebroadcast KPHO(TV) Phoenix, Ariz. (BPTT-811102TX); 67 to rebroadcast KTVK(TV) Phoenix, Ariz. (BPTT-811102TY); 69 to rebroadcast KOLD(TV) Phoenix, Ariz. (BPTT-811102TZ). Action, all Feb. 25.

■ Boonville and Philo, both California—Anderson Valley Television Inc. granted CP's for new UHF translators on channels: 63 (BPTT-811103TV); 61 (BPTT-811103TW); 59 (BPTT-811103TX); 57 (BPTT-811103TY). Action, all Feb. 25.

■ Ukiah, Calif.—Television Improvement Association granted CP's for new UHF translators on following channels: 43 (BPTT-811015TT); 69 (BPTT-811015TU); 51 (BPTT-811015TW); 45 (BPTT-811015TX); 41 (BPTT-811015TY); 39

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CONSULTING RADIO ENGINEERS
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Washington, D.C. 20005
(202) 347-1319
Member AFCCE

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CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
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COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
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(Formerly Gautney & Jones)
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, VA 22153
(703) 569-7704
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LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

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8701 Georgia Ave. #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
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CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
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David L. Steel, Sr., P.E.
P.O. Box 230, Queenstown, Md.
(301) 827-8725 21658
Alvin H. Andrus, P.E.
351 Scott Dr., Silver Spring, Md.
(301) 384-5374 20904
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
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JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

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Suite 400
1730 M St. N.W.
Washington DC 20036
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AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
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Cleveland, Ohio 44141
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CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
4940 E. 39th Ave. - 80207
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Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

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250 West 57 Street
New York, N.Y. 10107
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Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
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Consulting Engineers
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Creve Coeur, IL 61611
(309) 698-3160
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STRUCTURAL CONSULTANT
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Inspections, Supervision of Erection
6867 Elm St., McLean, VA 22101
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ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
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(805)688-2333

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CONSULTING ENGINEERS
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525 Woodward Avenue
Bloomfield Hills, MI 48013
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DALLAS/FORT WORTH
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
Burleson, Texas 76028. 817/295-1181
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D.C. WILLIAMS & ASSOCIATES, INC.
BROADCAST AND COMMUNICATIONS
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Feeder System Design, Analysis, and
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RANCHO CORDOVA, CALIFORNIA 95670
(916) 366-7666

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Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCCE

SADACCA, STANLEY & ASSOCIATES
& ASSOCIATES
AM FM TV
P.O. Drawer LT.
Crestline, CA 92325
(714) 338-5983

SHERMAN & BEVERAGE ASSOCIATES, INC.
Broadcast/Communications Consultants
Box 181, R.D. #2
Medford, N.J. 08055
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Broadcast Technical Consultants
P.O. Box M. St. Simons Island, GA 31522
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AND ASSOCIATES
CONSULTING TELECOMMUNICATIONS ENGINEERS
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FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES,
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ANAHEIM, CALIFORNIA 92806
(714) 634-1662

RALPH E. EVANS ASSOCS.
Consulting Telecommunications Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCCE

EDM & ASSOCIATES, INC.
ENGINEERING CONSULTANTS
1444 Rhode Island Ave., N.W.
Suite 1018
Washington, D.C. 20005
(202) 234-4150
EARLY D. MONROE, JR., P.E.,
PRESIDENT

LECHMAN, COLLIGAN, LEDFORD & JOHNSON
Telecommunications Consultants
Empire Building
2033 M Street, N.W., Suite 702
Washington, DC. 20036
(202) 775-0057

(BPTT-811015TZ). Action, all Feb. 25.

■ Washington and rural area, Colo.—University of Utah granted CP for new UHF translator on ch. 47 to rebroadcast KUED(TV) Salt Lake City, 100 w, 50 ft. (BPTT-810121KS). Action Feb. 25.

■ Leeland and Surr, both Michigan—Central Michigan University granted CP for new UHF translator on ch. 69 to rebroadcast WCML-TV Alpena, Mich. (BPTT-801231IA). Action Feb. 22.

■ Serturmer and Hogeland, Mont.—Big Flat TV Association granted CP's for new UHF translators on ch. 60 to rebroadcast KFBB(TV) Great Falls, Mont. (BPTT-810902QE) and on ch. 64 to rebroadcast CFCN(TV) Alberta, Canada (BPTT-810902QF). Action Feb. 25.

■ Turner and Hogeland, both Montana—Big Flat TV Association granted CP for new UHF translator on ch. 66 (BPTT-810902QG). Action Feb. 25.

■ Elk City, Okla.—Northfork TV Translator System granted CP for new UHF translator on ch. 46, 299 ft., 20 w (BPTT-810114IU). Action Feb. 25.

■ Coalville, Utah—Summit county granted CP's for new UHF translators on ch. 53 to rebroadcast KUED(TV) Salt Lake City, 40 ft., 100 w (BPTT-810209IK) and on ch. 51 to rebroadcast KSL(TV) Salt Lake City, 40 ft., 100 w (BPTT-810209IL). Action Feb. 26.

■ Orangeville and rural Emery county, Utah—University of Utah granted CP for new UHF translator on ch. 60 to rebroadcast KUED-TV Salt Lake City, 100 w, 60 ft. (BPTT-810121KP). Action Feb. 25.

■ Park City, Snyderville and Kimball Junction, all Utah—Summit county granted CP for new UHF translator on ch. 47 to rebroadcast KUTV(TV) Salt Lake City, 100 w, 40 ft. Action Feb. 25.k.

■ Park City, Snyderville, and Kimball Junction, all Utah—Summit county granted CP for new UHF translator on ch. 49 to rebroadcast KTVX(TV) Salt Lake City, 100 w, 40 ft. (BPTT-810209IM). Action Feb. 25.

■ Park City, Kimball Junction and Snyderville, all Utah—Summit county granted CP for new UHF translator on ch. 55 to rebroadcast KSTU(TV) Salt Lake City, 100 w, 40 ft. (BPTT-810209IN). Action Feb. 25.

■ Payson and Santaquin, both Utah—Cities of Payson and Santaquin granted CP for new UHF translators on ch. 23 to rebroadcast KUTV(TV) Salt Lake City (BPTT-810410IG); ch. 36 to rebroadcast KTVX(TV) Salt Lake City; ch. 42 to rebroadcast KSL-TV Salt Lake City (BPTT-810410IH); ch. 48 to rebroadcast KUED-TV Salt Lake City (BPTT-810410II); ch. 54 to rebroadcast KBYU-TV Provo, Utah (BPTT-810410IJ); Action, all Feb. 25.

■ Payson and Santaquin, both Utah—Cities of Payson and Santaquin granted CP for new UHF translator on ch. 64 to rebroadcast KSTU(TV) Salt Lake City (BPTT-810410IK). Action Feb. 26.

■ Richfield, Monroe and rural Sevier county, Utah—University of Utah granted CP for new UHF translator on ch. 42 to rebroadcast KUED-TV Salt Lake City, 100 w (BPTT-810121KR). Action Feb. 25.

■ Vernal and Bananza, both Utah—Uintah county granted CP for new UHF translator on ch. 49 to rebroadcast KBYU(TV) Provo, Utah, 35 ft., 100 w (BPTT-810313JU). Action Feb. 22.

Low Power

■ Following low power television applications have been accepted for filing and will be ready for processing after April 23 cut-off date. Applications are those that meet one of exceptions to freeze.

VHF applications

Alaska

■ State of Alaska, all 10 w, for following communities:

■ Alakanuk—Ch. 8, 10 w (BPTVL-820121TZ).

■ Bettles—Ch. 9, (BPTVL-820106TZ).

■ Birch Creek—Ch. 9 (BPTVL-820106TY).

■ Clarks Point—Ch. 13 (BPTVL-820115TY).

■ Circle Hot Springs—Ch. 7 (BPTVL-820106TX).

■ Coffman Cove—Ch. 9 (BPTVL-820115TX).

■ Eek—Ch. 9 (BPTVL-820106TW).

■ Eight Fathoms Bight—Ch. 9 (BPTVL-820115TW).

■ Ekwok—Ch. 11 (BPTVL-820106TV).

■ Elfin Cove—Ch. 9 (BPTVL-820106TU).

■ Emmonak—Ch. 3 (BPTVL-820115TV).

■ Freshwater Bay—Ch. 9 (BPTVL-820115TU).

■ Gustavus—Ch. 2 (BPTVL-820115TU).

■ Halibut Cove—Ch. 11 (BPTVL-820106TT).

■ Hobart Bay—Ch. 9 (BPTVL-820115TS).

■ Hyder—Ch. 2 (BPTVL-820106TS).

■ Kakhonak—Ch. 9 (BPTVL-820106TR).

■ Kalskag—Ch. 9 (BPTVL-820111TZ).

■ Koyuk—Ch. 2 (BPTVL-820115TR).

■ Labouchere Bay—Ch. 7 (BPTVL-820115TQ).

■ Manokotak—Ch. 9 (BPTVL-820115TP).

■ Metlakatla—Ch. 7 (BPTVL-820106TQ).

■ Meyers Chuck—Ch. 9 (BPTVL-820106TP).

■ Minchumina—Ch. 9 (BPTVL-820115TO).

■ Minto—Ch. 13 (BPTVL-820115TO).

■ Mt. Village—Ch. 13 (BPTVL-820115TM).

■ Napaskiak—Ch. 7 (BPTVL-820105TO).

■ Naukati—Ch. 9 (BPTVL-820115TL).

■ Paxson—Ch. 11 (BPTVL-820106TN).

■ Pedro Bay—Ch. 13 (BPTVL-811229TS).

■ Pitka's Point—Ch. 2 (BPTVL-820106TM).

■ Point Baker—Ch. 9 (BPTVL-811229TT).

■ Port Alice—Ch. 9 (BPTVL-820115TJ).

■ Port Alsworth—Ch. 7 (BPTVL-811229TU).

■ Port Moller—Ch. 7 (BPTVL-820106TL).

■ Port Protection—Ch. 11 (BPTVL-820106TK).

■ Portage Creek—Ch. 13 (BPTVL-820115TK).

■ Quinhagak—Ch. 9 (BPTVL-811229TV).

■ St. John's Harbor—Ch. 9 (BPTVL-820115TF).

■ St. Mary's—Ch. 13 (BPTVL-820115TE).

■ Scannon Bay—Ch. 2 (BPTVL-820115TH).

■ Sheldon's Point—Ch. 11 (BPTVL-820115TG).

■ Snowflake, Etc.—Ch. 8 (BPTVL-811230TZ).

■ Steven's Village—Ch. 9 (BPTVL-811229TW).

■ Rowan Bay—Ch. 9 (BPTVL-820115TI).

■ Tanunak—Ch. 9 (BPTVL-820115TI).

■ Tetlin—Ch. 11 (BPTVL-820106TJ).

■ Thorne Bay—Ch. 7 (BPTVL-820115TD).

■ Tuluksak—Ch. 9 (BPTVL-820106TI).

■ Tuntutuliak—Ch. 9 (BPTVL-820106TH).

■ Wales—Ch. 2 (BPTVL-820115TC).

■ Whales Pass—Ch. 7 (BPTVL-820115TB).

■ White Mountain—Ch. 11 (BPTVL-820106TG).

■ Wiseman—Ch. 9 (BPTVL-820106TF).

California

■ Long Valley, Calif.—Long Valley Communications Inc. seeks ch. 3, 10 w (BPTVL-820126TX).

■ Mammoth, Calif.—Sierra Valley Communications Inc. for ch. 5, 10 w (BPTVL-820126TW).

Colorado

■ Trinidad, Colo.—Southwest Community TV seeks ch. 12, 10 w (BPTVL-811230TU).

Georgia

■ Sylvester, Ga.—Munsch-Westenhaver Co. seeks ch. 56, 10 w (BPTVL-820115SS).

Illinois

■ Watseka, Ill.—Reeves Telecommunications seeks ch. 13, 10 w (BPTVL-811208TZ).

Louisiana

■ Many, La.—Larry B. Witherell and Exier E. Taylor seek ch. 2, 10 w (BPTVL-811230TX).

Michigan

■ Ironwood, Mich.—Globe Publishing Co. seeks ch. 11, 100 w (BPTVL-811231TW).

Missouri

■ Milan, Mo.—Green Hills LPTV Inc. seeks ch. 5, 10 w (BPTVL-810903QA).

New Mexico

■ Clovis, N.M.—Southwest Community TV seeks ch. 9, 10 w (BPTVL-811230TV).

■ Farmington, N.M.—Southwest Community TV seeks ch. 9, 10 w (BPTVL-811230TW).

■ Silver City, N.M.—Southwest Community TV seeks ch. 8, 10 w (BPTVL-811230TR).

Ohio

■ Lima, Ohio—Amos Press Inc. seeks ch. 8, 10 W (BPTVL-8104091K).

Oklahoma

■ Idabel-Broken Bow, Okla.—James Monroe Inc. seeks ch. 2, 10 w (BPTVL-811230TS).

Texas

■ Palestine, Tex.—Vista Telecommunications Inc. seeks ch. 2, 10 w (BPTVL-8108141A).

■ Snyder, Tex.—Southwest Community TV Seeks ch. 7, 10 w (BPTVL-811230TT).

Other

■ Suitland, Md., Records Center has July 1971 through June 1976 Broadcast license files available for inspection. Requests must be made at least two working days before desired date; for review in public reference room, waiting period is two weeks. Ann. March 15.

Call Letters

Applications

Call	Sought by
New AM's	
KNSP	Staples Broadcasting Inc., Staples, Minn.
WTWZ	Wood Broadcasting Co., Clinton, Miss.
WBDX	Albright Broadcasting Co., White Bluff, Tenn.
New FM's	
KFSR	California State University, Fresno, Calif.
WSFP-FM	University of South Florida, Fort Myers, Fla.
WBLV	Blue Lake Fine Arts Camp, Twin Lake, Mich.
WRSD	Ridley School District, Folsom, Pa.
KQFB	Family Broadcasting Co., Tacoma, Wash
New TV's	
KNPB	Channel 5 Public Broadcasting Inc., Reno
KQFB	Family Broadcasting Co., Tacoma, Wash.
Existing AM	
WKGE	WDAR Darlington, S.C.
Existing FM's	
KERN-FM	KLYD Bakersfield, Ca.
WUSA	WJYW Tampa, Fla.
KSOF	KDSA Wichita, Kan.
WLTT	WJMD Bethesda, Md.

Grants

Call	Assigned to
New FM's	
KYRE	Daimatian Enterprises Inc., Yreka, Calif.
WSRU	Slippery Rock State College, Slippery Rock, Pa.
WXCF-FM	Allegheny Highlands Broadcasting Inc., Clifton Forge, Va.
WXPR	White Pine Community Broadcasting Inc., Rhineland, Wyo.
New TV's	
WLAJ-TV	Benko Broadcasting Co., Lansing, Mich.
KDOG	Dogwood Broadcasting Corp., Nacogdoches, Tex.
Existing AM's	
KCNN	KGB San Diego, Calif.
WMYF	WKXR Exeter, N.H.
KSAX	KNOK Fort Worth, Tex.
Existing FM's	
WERZ	WKXR-FM Exeter, N.H.
KCGB	KIHR-FM Hood River, Wyo.
KESI	KTUF Terrill Hills, Tex.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Qualified Co-op specialist needed for midwestern AOR station. Self-starter! Person selected will have station's full backing and cooperation. Need heavy digger with outstanding sales personality who has background of steady sales achievement! Must create bottom line business. Write Box T-97.

General Manager. Strong sales and promotion skills. Ratings leader, 24-hour contemporary, group-owned FM. Mid-Atlantic state locale a plus for family life. Send resume, references and salary requirements to Box T-151. EOE.

General Sales Manager. We're looking for an energetic and creative broadcasting professional sales manager for 50,000 watt WAPI-AM and 100,000 watt 95 Rock. Job includes organizing, training, motivating and directing the AM and FM sales staff. A rare opportunity. No calls, please. Send resume to: Mr. Bernie Barker, General Manager, WAPI Radio, 2146 Highland Avenue South, Birmingham, AL 35205. An equal opportunity employer, M/F.

Program Director/AM drive personality wanted for group-owned AC in western boom market. Experience, creativity and strong execution are a must. 22K to start. Include prior earnings history, operating philosophy and tape with first letter. Our PD must be a teacher, coach, and cheerleader. EOE-M/F. General Manager-502, PO Box 550, Las Vegas, NV 89125.

General Manager—Public FM Radio Station. Want experienced person to develop and manage public broadcasting station near Jackson, Mississippi. Applicant must have knowledge of telecommunications industry, broadcasting experience, minimum of five years management experience and strong administrative and organizational skills. Salary: negotiable. Contact: J.C. Maxwell Broadcasting Group, Inc. PO. Box 22887, Jackson, MS 39205. EOE.

Station Manager for full power public FM station to administer daily station operation, including budgets, staffing, promotion, fund raising, volunteer activities and development matters. Experience in preparation of budgets and grant proposal essential. Familiarity with FCC, CPB, and NPR. Knowledge in arts and public affairs. Required BA degree, MA preferred, and six years' experience in radio management, public radio preferred, with demonstrated management and fund raising skills essential. Salary range \$20,370 to \$26,190, negotiable, depending on qualifications. Send resume with salary history and requirements to Dr. Tom Perry, General Manager, WUWF-FM, The University of West Florida, Pensacola, FL 32504. An Equal Opportunity, Affirmative Action Employer.

Sales Manager to assume General Manager post within 6 months. AM/FM, separately programmed. Small NY state market, professional operation; station billing over \$700,000. 25,000 plus incentive. 50% raise when you take over GM. Write Box T-247.

General Manager—radio network. Mature, dynamic manager with 10 years of broadbased experience in radio needed to aid in set-up of a national financial news radio network. Must have entree to ownership and management of AM stations on national basis. Other management positions will be available soon. Salary open. Call Steve Newmark at 213-450-2412, or send your resume to FNN, Radio Network Manager, 2525 Ocean Park Boulevard, Santa Monica, CA 90405.

Unique Broadcasting Network with unique announcer training program adding management/sales personnel in 3 offices, New York, Philadelphia, Los Angeles. \$15-30K + benefits. Tremendous growth potential for right people. Prefer area residents with diversified broadcasting backgrounds. Complete resume to Box T-252.

HELP WANTED SALES

Wanted-One butt-kicking salesman/woman. Announcing skills preferred. Experienced only! Upper Midwest station in 400,000 plus market has guarantee plus commission, plus free gasoline for your car. Many more "bennies" for the right person. Reply in total confidence to Box T-241.

Experienced Salesperson. AM/FM station in oil boom area of SW Okla. Looking for someone who is willing to work, a self-starter, wanting to make money. Send resume & salary needs to Carolyn Riffel, KRPT, Anadarko, OK 73005. 405-247-6682.

Are you at your peak? This is an opportunity to help rebuild a powerhouse and put the results in your wallet. Minimum experience in broadcasting sales necessary. You must have a drive, desire, and ambition to be No. 1. Don't miss this ground floor opportunity. Send your resume to Box T-230, or call Jerry Romanelli, General Sales Manager, at 617-799-0581. An equal opportunity employer.

I would like to offer you experience, a fair starting salary plus commission and a training system designed to get you making money. We're on eastern Long Island with the No. 1 AOR. Interested? Send resume to: WRCN, PO Box 666, Riverhead, NY 11901.

Texas Panhandle City of 30,000 seeking self-starter to assume all around duties of account executive, production and play by play. Just lost key man and need someone to fill his shoes. Call Darrell Sehorn, KGRO, Pampa, TX 79065. 806-669-6809. Career opportunity with expanding group of stations.

Radio Sales. We need an experienced professional. This is not a desk job; you must be a self-starter and capable of handling AM sales and sales dept. Great potential and benefits, plus security. Station is 12 miles from 100,000 pop. This is your chance at major accounts and possible move to GM in one year. We are committed to success and looking for person who'll share that commitment. Call 616-894-9523, Jay Ronn, GM.

Florida Keys FM needs self-starting, hardworking professional. Must have transportation, be ambitious and anxious to earn a lot of money for yourself and for WWUS. Send resume and track record to 1505 Patricia St., Key West, FL 33040.

Southern California. Salesperson needed for small market AM of FM. For details, call Jay Corbin. 714-362-4264.

Ambitious sales person, receive established list, Guarantee plus commission, good benefits. Contact Bernie Brobst, WRRO Radio, Box 1440, Warren, OH 44482.

Account executive with broadcast sales experience to handle retail commercial accounts for Christian radio station. 301-727-1177.

HELP WANTED ANNOUNCERS

Progressive country station in St. Louis ADI is looking for morning drive/music director. Good advancement & benefits. Send confidential tape & resume to Steve Beeny, c/o KWRE, PO Box 220, Warrenton, MO 63383.

Mature, two years' experience. Need to do many things: read news well, play the right MOR/AC music, production and some sales and copy. 20 thousand population. Southern Rockies where we enjoy our winters and cool summers. E.O.E. M/F. Write Box T-184.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume to Box T-212. EOE.

Longtime Westcoast legend getting older (30-40). 50,000 watt KACY conducting nationwide talent search for top morning jock. Immediate opening for creative, enthusiastic, well-paced individual. If you're the best in your market, send tape and resume to Depny Luell, PO. Box 1520, Oxnard, CA 93034.

Wanted-an Announcer. Beginners and disc jockeys, don't waste my time or yours. Ours is an adult-oriented, intelligent AM radio station. If you do tele-talk, good! If you have sales experience, good! If you're a copywriter-producer, good! If you're none of the above, go to work for the Federal Government. Good pay and many benefits go to the first winner who applies. Send complete information first letter to Box T-242.

We're looking for a bright individual with communicative skills to fill a staff announcing position. Applicant must have prior broadcast experience. Tape and resume to WZOE, Broadcast Center, Princeton, IL 61356 EOE.

Need an experienced morning entertainer for a contemporary AM. Very stable operation, good people to work with, and a respectable salary. Send tape and resume to WAGR, P.O. Box 1056, Lumberton, NC 28358. EOE.

Experienced announcers for northern Minnesota adult contemporary AM/FM combo. Great area for outdoor sports; hunting, fishing, camping, etc. Contact: Paul Brinkman, WEVE AM/FM, Eveleth, MN 55734. 218-741-5922.

Indiana Fulltime A.M. needs morning personality. Must be bright, entertaining, and professional. Good salary and benefits to right individual. Send resume to Box T-227.

C&W AM/FM in oil boom area of SW Okla. needs big sound good air personality and production. Send tape, resume & salary needs to Dave Myers, KRPT, Anadarko, OK 73005. 405-247-6682.

Announcer. Florida adult contemporary. Experienced professional needed to grow with a winner. Resume to Box T-222.

Experienced personality for MOR/Contemporary Christian format with excellent production skills. Inquire: 334 N. Charles, Baltimore, MD 21201. 301-727-1177.

Outstanding opportunity for a production minded radio-announcer, with a minimum of 2 years commercial experience, seeking permanent position with one of the nation's finest, WKZO Radio-TV, pioneer of the Fetzer stations. We are an equal opportunity employer with working conditions, fringe benefits and advancement possibilities tops in outstanding community. Send tape, resume and salary requirements to Ralph Grant, WKZO Radio, 590 W. Maple St., Kalamazoo, MI 49003.

HELP WANTED TECHNICAL

Top Radio Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. Top salary. KQDS, Box 6167, Duluth, MN 55806.

Chief Engineer for AM directional and high power FM station in Durham, North Carolina. Salary competitive. Apply to Howard Wilcox, Durham Radio Corporation, PO. Box 2126, Durham, NC 27702. Phone: 919-682-0318.

KHNS wants that rare radio bird: audio engineer with programming/production skills. 3KW public station serving pop. 3,000 has construction/maintenance load for 1/2 engineer w/knowledge of satellite down-linking systems. Now advertising full-time position: Placement depends on other radio skills offered. Salary: \$19-22M. Interested in relocating to southeast Alaska? Send resume to: KHNS, Box O, Haines, AK 99827. If part-time or contract desired, send resume; describe your situation.

Chief Engineer. Experience in maintaining AM/FM transmitters & automation equipment at the best equipped stations in Western Massachusetts. Brand new studios and broadcast equipment. Excellent salary and living environment. An equal opportunity employer. Send resume to WUPE/WUHN, Box 1265, Pittsfield, MA 01202.

HELP WANTED TECHNICAL CONTINUED

Washington D.C. Consultant seeks experienced staff engineer. Radio and television background and FCC 1st necessary. CATV and allocation exposure desirable. Please send resume and salary requirements to Box T-237. EOE, M-F.

One of America's top FM/AM operations is looking for a highly motivated Chief Engineer with a team play spirit. We have been No. 1 in our market for three years and plan to stay that way. New studios completed and FM CP waiting for your best ideas. We are looking for someone who will think and do big with us. Company benefits and competitive salary. Please send a letter of application and resume to: General Manager, WNOK-FM/AM, P.O. Drawer 50568, Columbia, S.C. 29250.

HELP WANTED NEWS

Need DJ/News person for eastern Maryland easy rock high power FM. Experienced. Benefits. EOE. Resume and references to Box T-147.

Radio reporter/anchor needed for top news station in market. Strong delivery and excellent writing skills a must. Top-notch personnel, facilities, pay and benefits. Experience is a must. Send tape, resume and writing samples to WEAQ, Box 1, Eau Claire, WI 54702. EOE/MF.

News person! Need aggressive talent for AM-FM combination. Tape and resume to Susan Giovati, WHUT, Box 151, Anderson, IN 46015. EOE.

News Director, reporter, and morning anchor (3 separate positions) for Denver NPR station. Minimum 2-3 year's experience. Competitive salary and benefits. Tape, resume and letter to: James Sprinkle, KCFR, 2056 South York Street, Denver, CO 80208. AA/EOE/FMH.

News Director needed immediately. Minimum 2 years' commercial radio experience. Good pay and benefits. Tape and resume: WARE, PO Box 210, Ware, MA 01082.

Sharp, professional newscaster for Indiana A.M. fulltime. Must be personable and present an interesting news presentation. Looking for creative street reporter and writer, not "readers." Talk show ability desired also. Send resume to Box T-228.

25,000 watt clear channel A.M. contemporary country station covering Huntsville, Alabama, needs aggressive, investigative news director, including street reporting. No rip and readers. If you're into getting news in unorthodox ways, you'll fit our mold. You'll gather it, you'll produce it, you'll deliver it. If you can hack it, send me tape and resume at once. Familiarity with area would be a great asset. Bill Malone, WIXC, 2003C Poole Drive, Huntsville, AL 35810, 205-539-5250. EOE.

WNAT/WQNZ, growing AM/FM with growing news department, has immediate openings for persons who can write, deliver and create. Females are encouraged. Equal opportunity employer. Send tape and resume to News Director, Box 768, Natchez, MS 39120.

Immediate Opening! Morning news anchor with mature conversational delivery for large Southern market A/C. Top station, above-market pay, benefits. RENG. Strong writing, reporting a must. Send T/R now to Lee Hall, WSGN, Birmingham, AL 35209. EOE/M/F.

News Reporter. Major Orlando radio station seeking individual with good voice qualities and at least two years' experience. Send tape and resume, with salary requirements, to Personnel Administrator, PO Box 1833, Orlando, FL 32802. We are an equal opportunity, affirmative action employer, male/female.

13-Station Group seeking creative, aggressive, communicators for anchor/reporter positions in two markets. Station with strong news commitment wants applicants with same. T/R to Mark Belling, WMAV, Box 460, Springfield, IL 62705. EOE/M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WPOC in Baltimore is looking for an experienced, mature professional with management potential to be production director and do some vacation fill-in on the air. Interested? Contact Larry Clark, WPOC, 711 W. 40th Street, Baltimore, MD 21211. A Nationwide Communications, Inc. Station and EOE.

Program Director for 100,000 watt NPR station, to handle day-to-day operations, staff scheduling, and oversee local production. Bachelor's degree plus 5 years' radio experience, 1 year of which is in programming department; or high school diploma plus 9 years' radio experience, 1 year of which is in programming. Should have supervisory experience and demonstrable knowledge of FCC rules and regulations. NPR experience strongly desired. Salary range \$16,307.28-\$21,882.24 (maximum starting salary \$16,307.28). Deadline: open. Send resume to Program Director Search Committee, WUWF, The University of West Florida, Pensacola, FL 32504. An Equal Opportunity, Affirmative Action Employer.

25,000 watt clear channel A.M. contemporary country station covering Huntsville, Alabama, seeks midday personality-promotion director combination. If your head's full of promotions, if you're a communicator, you're the person we're looking for. No smoke blowers please. We're past that stage. Send me a tape and resume at once. Bill Malone, WIXC, 2003C Poole Drive, Huntsville, AL 35810. 205-539-5250. EOE.

SITUATIONS WANTED MANAGEMENT

Station Manager 22 years broadcasting. Presently sales manager. All inquiries considered. Small-medium market preferred. Write Box T-219.

Devoted Pro. 14 years broadcast/print. Degreed. Seek career position. Available June. Proven writing, news, production and management/motivation skills. Russ Baker, PO Box 1922, Springfield, MO 65805.

Selling Sales Manager: employed! Professional! Experienced! Aggressive! Dedicated! 7 years broadcast sales! 2½ years broadcast management! Ability to hire and train top producing sales people! Budget and cost conscious! Would be an asset to any organization! Box T-260.

Successful Group Manager and GM (small-med. markets) seeks management single station or combo. Fully knowledgeable, over 10 years management. Professional, community active, good with people. aggressive. Write Box T-259.

General Manager, in depth knowledge of radio with strong sales development ability. Successful track record in management that includes 17 years managing AM&FM, all markets. Looking for long term relationship. Profit and results oriented. Write Box T-250.

GM Available. Best of old values. Into today! Community and profit minded! Seek home with opportunity. No miracles—just good sense. Write Box T-234.

Free sample. Creative radio station manager available. Will move anywhere. 20 years' experience in major and small market AM stations. Proven sales and audience builder. Describe your problem, receive part of the solution by return. Write Box T-223.

SITUATIONS WANTED SALES

Experienced salesman seeks sales or copywriting position with small/medium market station or related industry. California, Ohio, Pennsylvania. Write Box T-192.

Sales/Announcer, mature, dependable, motivated, 25 years in entertainment, seeks position in radio. My wife and I would be an asset to any community. Small/medium market. Prefer Southwest or Colorado. Neil Webster, 2727 S. Osceola Way, Denver, CO 80236. Afternoons, 303-935-2394.

Syndication Sales Rep. Experienced. Looking for production, jingles, sales services for radio, TV. Will travel Northwest. Inquiries, demos to: Piper, Box 2369, Alderwood Manor, WA 98036. 206-776-5070.

SITUATIONS WANTED ANNOUNCERS

Professional sound. B.S. degree. Cooperative. Eager to learn business. Barney Luettgen, 4449 S. 62 Street, Greenfield, WI 53220. 414-543-7391.

I'm talented, with mature voice, looking for my debut in Urban Contemporary. Tape & resume, call Austell, at 312-547-8044 before noon (CST).

I can do everything right and the first time. Mornings/programming, country, A.C. Coastal East Coast, Southern Texas. Before 9 PM Eastern, 919-851-3934.

Reliable, versatile, and talented personality now working in Buffalo, looking for comparable market opportunity. Will consider programming in smaller markets. Location secondary to secure operation. Call Mike, 716-876-5509.

Experienced country programmer with excellent track record seeks major or large medium market opportunity. Prefer California or Sunbelt. Let's talk. Call 219-294-2861.

Good voice and reader, cooperative, able to relocate. Bruce Reichert, W276 N2190 Spring Creek, Pewaukee WI 53072. 414-691-1572.

Don't write me if you aren't a professional radio station! I've worked for the other kind and I don't like it. 8-year-man, quick thinker, witty, PD, MD & Production experience. Write Box T-224.

Experienced, creative professional. Eight years radio. excellent hands-on production, dynamic voice. B.A. in Communications. Knowledgeable in business, programming, research, promotion, community affairs. Image-producer, will give direction to station. Responsible, dedicated personality. Write Box T-240.

Graduate of Broadcasting School is seeking employment in radio announcing. Interested in working with contemporary or progressive format and willing to relocate within the western region. Air check and resume available. All inquiries call or write: Eric Crawford, 21 Logan St., No. 2, Denver, CO 80203, 303-733-2773.

23 year old, reliable radio personality seeking job in medium sized market. Experienced in board shifts. (live & automation) production & play by play. If you're looking for a hardworking, caring on-air personality call 517-732-9725, or write Jon Sleeper, 216 West Second St., Gaylord, MI 49735.

I've been playing country music for 6 years, and would like to do so for you. If you're a medium market station on the East coast, let's talk. I've done remotes, phone shows, have B.A. and 3rd endorsed. Write Box T-225.

Multi-Talented-news, sports, music (any format), engineering. My break is your break. B.A. in communications, will relocate. Mitch, 280 North Bowman, Ave., Merion, PA 19066. 215-664-7644.

Experienced A/C DJ available immediately for the right midwestern station. News gathering, interviewing and reporting experience also. Ray Radelia, 312-646-0815.

Senior Advertising Writer and DJ with own \$10,000 collection on LPs of classic popular music from America's Golden Age, the 20s, 30s and 40s (mostly traditional jazz) seeks spot on hip, versatile, sophisticated radio station where he can make some "geets" for the station and a few rutabegas for himself. Write O.U.B., 1512 Main St., Kansas City, MO 64108. Would also be interested in syndicated or network possibilities.

Richard Pryor lookalike with a great medium market sound. Young, experienced. Graduate of prominent communication school. David, 201-247-7881.

Announcer/Sportscaster. 5½ years experience, know rock format. Southern Rockies, West Coast preferred. Anytime, 303-651-3549.

SITUATIONS WANTED TECHNICAL

New Jersey—contract Chief Engineer. Write Box T-235.

AM/FM super Chief available. 35 years experience, No. 1 market and networks. Desire challenging opportunity. Please call 804-296-3291.

Chief Engineer, high power FM, AM-DA, automation, 10 years experience. Write Box T-236.

Experience: A half-million watts of RF, a dozen studios, plus ancillary civil works at ten sites on two continents last year. Ready now to discuss new assignments. I have the knowledge, equipment, crew and ability to handle any AM, FM, or other communications project. Now arranging appointments for NAB, Dallas. Contact Mr. Haskey, 602-356-6700.

SITUATIONS WANTED NEWS

Accomplished anchor—seeks all news/sports talk station. All offers considered, 50KW sold. Available for interview. Degree, Journalism. References. Henry (day/eve), 617-679-6957.

Six years reporting and digging news, plus experience as news director in small market. Looking for career advancement. Terry, 703-886-3073.

Position with talk-news station. Background includes news, talk, sports, sportstalk. Call Dick Teubner, 512-278-4715.

Sportscaster; energetic, knowledgeable; not just a "rip and reader" Exciting, detailed PBP, experienced in major sports, H.S. college. Seeks medium to major market position. Box T-243.

Reporter: Some Radio/TV experience. College degree, May 1982. Minority female. Will relocate. Call 817-460-1433.

Major market news director/anchor desires stable position in Sunbelt. Call Robert, 617-237-2911.

Dedicated professional seeking new challenge in news or sports. Medium or major market preferred in Mid-Atlantic region. Call Fred at 607-962-6242.

I have 2 years' experience covering sports in New York City. Looking to relocate to smaller market. Degree, excellent skills and references. Call Howard Gill, 212-336-3557 or 212-968-8745.

TELEVISION

HELP WANTED MANAGEMENT

Major TV group seeks experienced general sales manager for network affiliate in Southeast. Prefer candidate with strong experience in local sales and good creative background in markets of four or more stations. EOE. Box T-137.

Marketing Manager sought for Real to Reel, the national Catholic magazine program for television, to coordinate sales to broadcast, cable and foreign outlets as well as to dioceses and religious education. Great position for the right person. Send resume to Martin Doblmeier, Real to Reel, 3035 Fourth St., N.E., Washington, D.C. 20017.

General Manager. KUAC-FM and KUAC-TV, University of Alaska, Fairbanks. The University of Alaska seeks applications for the position of general manager of its public broadcasting stations in Fairbanks, Alaska. The general manager is responsible for the operation and direction of both stations. Active leadership is required to maintain strong community interest in the stations. In addition to the public service responsibility, the general manager will play a chief role in coordinating increased use of the telecommunications systems available in the State of Alaska. The successful candidate will have extensive experience in the field of broadcasting or allied disciplines and will be a proven capable administrator. This position reports to the Office of Chancellor. Salary is competitive and appropriate to the Alaskan economy. Applications should be sent to: Robert Geiman, Chairman, KUAC Search Committee, Elmer E. Rasmuson Library, University of Alaska, Fairbanks, Fairbanks, AK 99701. Applications must be postmarked no later than April 7, 1982. Applications may be subject to public disclosure if one is a finalist for the position. The University of Alaska is an equal opportunity and affirmative action employer and educational institution.

HELP WANTED TECHNICAL

Maintenance Engineer: Night shift, TK76, BVU110, 3VU200 experience a must. \$25,000 salary, plus benefits. 50-hour week. Washington, D.C. Write Box F-130.

Maintenance Engineer, experienced only apply. Have ENG microwave trucks, relo pkg., remote sites, 35 Sony machines, 14 Ikee cameras; satellite, ACRS, /PR-2s, microprocessor machine control. TV transmitter, AM & FM, experience desired. Require 1st FCC or equivalent. Experienced in these areas, up to \$30-128.00, KFMB-TV, AM-FM, PO. Box 80888, San Diego, CA 92138, Attn: John D. Weigand. An Equal Opportunity Employer, M/F.

T.V. Editor/Tech for Convergence 103 system. Salary negotiable. Washington, D.C. area. 301-652-7800.

Engineering Supervisor—Major NE VHF TV station is seeking person with 5 years TV engineering experience. Good knowledge of analog and digital circuits with audio/video and RF background. Prior management experience, preferably in an union environment, to direct & supervise a group of technicians. EE degree preferred. Reply to Box T-216. EO/AEE.

Production Engineer with proven technical skills, and ability to train and supervise staff. South Texas. EOE. Box T-213.

Atlanta, WSB-TV, is accepting applications for camerapersons, tape editors, maintenance and basic operational technicians. If you have 2 or more years' experience in a smaller market and are ready to move up, please submit a resume and salary history to: Personnel Director, WSB-TV, 1601 W. Peachtree St., NE, Atlanta, GA 30309. An Equal Opportunity, Affirmative Action Employer.

Maintenance Supervisor position available in central California at a network affiliated VHF. This position requires a solid maintenance background in the latest broadcast technologies, including the latest E.N.G. and computer editing. A successful applicant must have completed electronic technical training and 3 years broadcast maintenance experience. Experience with ACR 25, VPR 2, Harris Epic, Grass 1600/300, TR600, TK28, TK46, Sony BVU series 3/4 a strong plus. Excellent salary and company paid benefit package. EOE, M/F. Send all replies in confidence by April 9, 1982 to Box T-207.

Maintenance Engineer thoroughly proficient in Ampex Quad, and Sony 1" C. Rank Telecine and BVU experience helpful. Excellent position with 10-year-old, fast growing Los Angeles Company. Contact Don Johnson, The Video Tape Company, 213-985-1666.

Washington D.C. consultant seeks experienced staff engineer. Radio and television background and FCC 1st necessary. CATV and allocation exposure desirable. Please send resume and salary requirements to Box T-238. EOE, M/F.

TV Transmitter Supervisor for network VHF station. Experience with RCA G-line or F-line transmitters helpful. Send resumes to Chief Engineer, WLSL-TV, PO. Box 2161, Roanoke, VA 24009.

Television Engineer I. Fairfax County Public Schools. Production engineer, responsible for operation and maintenance of a complete 3/4" color production and duplication television facility. Experience in studio and remote production and bench work required. Combination of education and experience equal to graduation from a 4-year college technical program also required. First Class FCC license desired. Send resume by April 9 to: Admin. Appts, 6815 Edsall Rd., Springfield, VA 22151.

Hands-on Chief - proficient in areas of: RF, Digital, Ampex Quad, RCA Telecine, BVU, Vidifont. New facility in beautiful Salisbury, Maryland. Salary commensurate with experience. Send resume to Box 321, Salisbury, MD 21801. AA, EOE/M-F.

ENG photographer/editor with basic equipment maintenance skills needed for expanding Washington TV news bureau. Experience at local TV station required. Send resume and tape to: National Director, Suite 816, 400 First St., N.W., Dept C, Washington, D.C. 20001.

HELP WANTED NEWS

Weekday News Anchor. Weekday News Anchor for a fast rising station in top 50's market. We are looking for the best there is; an anchor with the skills, the maturity, the substance, who wants to make a career in an exciting part of the Southeast. Only winners should apply. Please send resumes to Box T-119.

Experienced news person to fill noon anchor position. Position includes field reporting and associated activities. Action News format station. Single V net affiliate in pleasant Northeastern market. Top-rated news service competes with large market New York state stations. Excellent benefits and growth potential. Resume and tape from qualified applicants should be sent to: News Director, WBNG-TV, PO Box 1200, Binghamton, NY 13902-1200. EEO/MF.

10PM Anchor/Producer—wanted for growing Midwest NBC affiliate in top 75 market. Prior anchor-producing experience, solid writing and strong news judgment skills essential. Send tape, resume, requirements now to News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. EOE.

Weekend Anchor: Our weekend newscasts are more than just the second string, and we are looking for a sharp aggressive anchor/producer who will help us keep them that way. If you think your future is in anchoring, this may be just the break you need. Rush tape, resume and references to Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Weathercaster. Meteorologist or knowledgeable weathercaster with credibility and a flair for presentation. Join top 15, number one station on weekends with potential to move quickly to a prime weekday show. Please send resume to Box T-196.

Number 1 station, 74 ADI, needs assignments coordinator. College degree with 1 year as assignment editor and/or 3 years as reporter. Must be able to manage and motivate. Contact Jon Janes, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

Reporter: aggressive journalist needed to take over for reporter moving to top 40 operation. We are a network affiliate, rated number one in market. Southeastern location, near beautiful coastal area. Resumes to Box T-191. EOE/MF.

WSAV-TV has opening for a reporter/producer and reporter/anchor. We are all-ENG with live unit. Applicants should have working knowledge of ENG shooting and editing. Television news experience preferred. Send tape and resume to Perry Boxx, News Director, WSAV-TV, PO. Box 2429, Savannah, GA, 31402. An Equal Opportunity Employer.

Reporter. Aggressive, production-oriented general assignment reporter who can handle live situations. Minimum 3 years experience for this top 15, number one station. Please send resume to Box T-197.

News Photographer. Experience preferred. Tape and resume to: News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

Photojournalist WPXI-TV, Pittsburgh, is looking for a first class news photographer/editor to join our expanding team. Must be able to demonstrate ability to tell a story with pictures and know the difference between television and illustrated radio. If you have 3-5 years major market experience and a demo reel that will make our mouth water, call Mike Parker, News Operations Manager, at 412-237-1255. EOE/AEE.

News photographer with minimum of 2 years' experience in tape and film photography and editing to work at WRAL-TV, the No. 1 rated news operation in the Raleigh/Durham market. State-of-the-art equipment. Send resume and videotape to: Corporate Personnel Department, Capitol Broadcasting Company, PO. Box 12000, Raleigh, N.C. 27605-2000. EOE, M/F.

Reporter: 100th Midwest market. We use tape, work hard, wear many hats. If you want to work hard, take direction and love news, send a tape (no calls) to: Linda Fuoco, Assistant News Director, WTVO-TV, PO. Box 470, Rockford, IL 61105.

Meteorologist to step into number one position at number one weather station having radar with dial-up capability, NAFAX, GOES, Service A, and NWS wire. Looking for top-notch forecaster capable of putting together visual and accurate presentation. Send resume to Box T-253. E.O.E.

Farm Director: Strong writing, ENG shooting/editing needed. Background in agriculture required. Send resume and tape to Randy Parlett, Operations Manager, KOTV, PO. Box 247, St. Joseph, MO 64506. An Equal Opportunity Employer.

Aggressive PTV station needs broadcast journalist to develop and produce on-air journalistic programs relating to public service issues. Researches, writes and edits material for programs; provides reporter/coverage on daily news developments and legislative session; produces public affairs, cultural or sports programs as required. Write Idaho Personnel Commission, 700 W. State Street, Boise, ID 83720, requesting application forms for announcement No. 82-05348-74. Applications must be returned by April 29. EOE.

HELP WANTED NEWS CONTINUED

TV Meteorologist: station with total commitment to the best in weather reporting and casting looking for top meteorologist. Latest equipment, including radars and enterprise radar. Must be able to generate up-to-the-minute forecasts, prepare and deliver weathercasts including graphics. Will manage weather office. Minimum requirements: professional meteorologist with BS and qualified for AMS certification with 3-5 years' current TV weathercasting experience. Two-year contract, salary negotiable, depending upon experience and training. Send current resume and tape to John Kerans, News Director, WOI-TV, Ames, IA 50111 by April 10, 1982. E.O.E./A.A.E.

VP/News: No. 1 station, medium market with large market commitment to news, seeks experienced news director. Must have degree, administrative skills, innovative, with production savvy, strong with people. Equal Opportunity Employer. Write Box T-245.

Meteorologist. Meteorologist with several years' experience. Must be committed to the idea of making weather relevant and exciting to the audience. Sophisticated, aggressive, modern station in a top 50s market. Please send resumes and tapes to: News Director, P.O. Box 2009, Durham, NC 27702.

TV News Reporter. Southeastern NBC Affiliate. Two years TV reporting required. Economic background and some anchor work preferred. Forward resumes & tapes to: News Director, P.O. Box 18665, Charlotte, NC 28218. EOE.

General assignment reporter for expanding Washington TV news bureau. Must have 1-3 years television experience at local station. We are looking for a person who can see beyond the surface of a story to do enterprising reporting. Send resume and tape to National Director, Suite 816, Dept. R, 400 First St., N.W., Washington, D.C. 20001.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Scriptwriter wanted to develop script for historical documentary. No beginners; major documentary script experience preferred for \$6000 contract. EOE employer. Send resume to David Ferraro, WPBY-TV, Third Avenue, Huntington, WV 25701.

Commercial Production Director. Experience in all phases of creative production. Ability to work with client from conception to completion. We're looking for a self-starter who can lead and grow within a group owned company. Write Box T-190.

Promotion Director. Without promotion, nothing happens. Dominant Midwest group-owned CBS affiliate needs highly motivated creative pro to put us in motion. Write Box T-189.

Assistant Promotion Manager/Copywriter: We have an immediate opening for a talented, enthusiastic person who is familiar with all aspects of television promotion. Imaginative writing skills are essential, as well as a flair for organization. Applicants should understand studio and location production techniques, recognize and create effective TV, radio, and print promotion; be a dedicated self starter; and very excited about joining a multi-award winning staff in the beautiful "rocket city", Huntsville, Alabama. Send resume to: Lew Koch, Operations Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville AL 35801. EOE.

Production Manager. Top 50 group-owned network affiliate seeks experienced broadcaster to manage studio commercial/EFP/operations/program production staff of 30. As a member of station's management team, ideal candidate will coordinate and supervise all on-air production and related budgets. Must be a self-starter and a motivator of people. State-of-the-art production skills and technical knowledge essential. Excellent experience a must. Send resume, including salary history and salary requirements, to: Box T-195. All replies confidential. An equal opportunity employer.

TV Traffic. If you have experience in TV traffic, a thorough working knowledge of the relationship between traffic and other departments in a television station, and are interested in broadcast automation, then you may want to consider joining our installation team. Salary: D.O.E. Extensive travel throughout U.S. required. Send resume to Gene Gach, 1455 E. Tullie Circle, Suite 102, Atlanta, GA 30329.

Videographer/Editor for dominant PM Magazine in top 50 market. Must have really sharp reel. Position available April 12. Send tape and resume immediately to Gary Brown, Producer, PM Magazine, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. 205-322-4701. E.O.E.

Major Affiliate: Seeking co-host to work with male co-host on live, hour-long morning show. Strong interviewing skills a must. News reporting skills required. Experience in feature reporting or news anchoring preferred. Send audition tape and resume to P.O. Box 9494, Seattle, WA 98109. EOE.

Assistant Producer, Productions Assistant. Major Southeastern production facility has openings for an Assistant Producer and a Production Assistant. Assistant Producer is responsible for devising and producing features for nightly cable show, supervising reporters and photographers, and assisting in booking talent and guests. Production Assistant will assist Producer in all aspects of preparation and programing shows. All applicants must have extensive experience in these areas. If interested and qualified, contact Opyryland, U.S.A., Personnel Department, 2802 Opyryland Drive, Nashville, TN 37214. Equal Opportunity Employer, M/F/H. Opyryland U.S.A. is an entertainment property of the NLT Corporation.

Promotion on-air Producer. Immediate opening. Must have experience with hands-on 3/4 inch editing, creative copy writing, good taste and strong desire for Clio. We are a number 1 station in the finest broadcast facility in the country. Call me, Ann Abernethy, Promotion Manager, KOCO-TV, 405-478-3000. Send resume and tape to P.O. Box 14555, Oklahoma City, OK 73113. A Gannett station, ABC affiliate and an EEO.

SITUATIONS WANTED MANAGEMENT

General Manager. Practicing television 28 years! Thoroughly experienced all aspects! Demonstrated expertise in administration, sales-production, programing, news, promotion; trouble-shooting. Outstanding track-record! Produces spectacular sales and profits, plus prestige! And quick turn-arounds! Also available as outside-Director! Box T-226.

SITUATIONS WANTED TECHNICAL

School of TV Arts graduate seeks entry level position in technical department. Willing to relocate. Rolando, 212-568-5886.

CMX! Orrox-trained editor with First; 2 1/2 years Datatron, Sony, Convergence editing; 6 years audio production. Seeks forward-looking medium market home for skills. Write Box T-206.

Director of Engineering, television, radio & CATV seeks new challenging position. Phone 214-363-9870, ext. 548.

SITUATIONS WANTED NEWS

Producer/Writer/Actor. Anxious for opportunity as news feature reporter. 518-686-4340.

News Director. Able to run a happy shop that stays within budget and produces a constantly improving air product. Very stable work record. Looking for news director's job in top fifty markets. Box T-194.

Sports Anchor, young, aggressive, entertaining sportscaster looking to relocate. 8 yrs. radio, 2 yrs. TV. Have tapes, will travel to small or medium market. Write now to Box T-215.

Up and coming sportscaster with extensive play-by-play background available. Energetic, creative and versatile. 305-922-2777, after 4 PM.

Meteorologist: Successful, consistently effective forecaster with over five years radio broadcasting experience. Desires TV. Write Box T-249.

Lead Anchor-managing editor. Mature, positive, w/ great presence, news judgement and writing. 10 years net news exp. Strong numbers in last market. Seeks challenge in serious operation. 813-360-7914.

TV Cameraman. 8 yrs' experience in Europe, shooting dramatic news, speaks Polish, Russian and English. Looking for job in Phila. area, but will consider other states. Write to: Richard Dronski, 1236 Adams Ave., Philadelphia, PA 19124.

Assignment Desk. Three years in 20's market as right-hand man. Degree. All offers considered. Box T-232.

Weather Personality seeks growth opportunity in Sunbelt. Call John, 617-237-2911.

Meteorologist seeking weather only, weekday position in Southeast medium or major market. Five years' experience small, major markets. Write Box T-248.

Committed, Ambitious, Articulate reporter with three years' experience wants a general assignment or investigative reporting spot. Weekend anchoring O.K. Background: solid reporting, straight-forward anchoring, captivating investigative reporting, award-winning documentaries. Only TV stations serious about quality news need respond. Box T-255.

No Hype, simply a good reporter who's worked a poor small-market station and is seeking someplace to sharpen his skills. Degree. Some co-anchor experience. Write Box T-258.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Operations/Program Manager seeks challenge in major market, or station manager in small market. 18 years' experience: all phases of TV operations, programing, production, sales, promotion. Radio-TV degree. Write Box T-75.

Producer/Director/Writer. 11 years radio-television. Please!! No beginner OPS. 518-686-4340.

Need creative, effective written material? I'm the man. Strong organizational skills, experience and education. John Gore, 20849 Decatur St., Cassopolis, MI 49031. Call collect, 616-445-2048, today.

Cost-conscious, independent producers with ideas and crews available for programing projects. Call Ande Dorman, 201-861-0934.

I need a Job. Switcher, shader, EFP van work, camera, lighting, anything. First ticket; Associate's in theatre. Call Paul at 616-965-7658.

ALLIED FIELDS

HELP WANTED SALES

Experienced Sales Manager. Broadcast equipment. Philadelphia area. Please submit brief resume to Box T-156, or phone 215-539-5300.

West Coast Salesman/Manager. Professional TV ancillary equipment firm has an opening for an aggressive self-starter to establish L.A. office and seeks applications from current or intended Southern California residents. Related work experience, knowledge of professional TV market and basic familiarity with professional TV equipment helpful. All inquiries confidential. Please mail resume and income requirements to Box T-256.

HELP WANTED INSTRUCTION

Broadcast Teaching Position, Instructor/Assistant Professor beginning August 15, 1982. Ten month tenure track position. Ph.D. preferred, M.A. plus significant experience acceptable. Teach courses in two or more of the following areas: cable television and/or new technology; broadcast writing; corporate media; television production; mass media effects; media management. Other areas possible. Supervise students in preparation of programs for closed-circuit TV operations. Advising/committee work. State-of-the-art broadcast level color facility and equipment; 2 TV studios; 5 radio studios fully open to students. Marquette University, an urban Jesuit University, enrolls over 12,500 students. 510 in the College of Speech, (175 majors in Broadcast Communication). Application letter indicating areas of teaching interest, training and experience, accompanied by a personal data sheet and credentials from Placement Service, should be received by April 12, 1982. Send to: Michael J. Price, Acting Dean, College of Speech, Marquette University, Milwaukee, WI 53233. Marquette University is an Affirmative Action, Equal Opportunity employer.

HELP WANTED INSTRUCTION CONTINUED

Ithaca College. School of Communications announces faculty position in Television-Radio Department beginning August 15, 1982. Ph.D. desirable. Master's with extensive professional and teaching experience normally required. Should have expertise in EPF/ENG, documentary and public affairs programming. Experience in interactive video systems desirable. Will teach advanced production courses and play a major role in the school's professional production unit, possibly with managerial responsibilities. Rank and salary contingent upon qualifications. Apply by April 23, 1982, to Thomas Wickenden, Acting Chairman, Department of Television-Radio, Ithaca College, Ithaca, NY 14850. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

Brooklyn College, Television and Radio Department. Assistant or Associate professor. Teach undergraduate and/or graduate classes such as Mass Media, Program Planning, Production Management, and Broadcast Journalism. Ph.D. or industry experience required. Instructor or Assistant Professor. Teach undergraduate and/or graduate TV production classes and others selected from Mass Media, Introduction to Broadcasting, Broadcast Criticism, etc. Doctoral candidate or Ph.D. required. Teaching experience. Resumes to: Dr. Robert C. Williams, Chairman, Department of Television and Radio, Brooklyn College, Brooklyn, NY 11210.

The University of Montana invites applications and nominations for dean of its School of Journalism. The position will be open September 1, 1982. Desired qualifications include significant experience and demonstrated competence as a journalist or in broadcast administration. Administrative ability is required; master's degree and teaching experience at the college level are desirable. The job calls for academic, professional and administrative leadership of a 68-year-old school with accredited news-editorial and radio-television sequences, offering B.A. degrees in journalism and radio-television and the M.A. in journalism. The curriculum emphasizes undergraduate preparation for careers in the media. The school has 280 undergraduate majors, 8 full-time faculty members, several part-time faculty members recruited from the media, and a professional-technical staff of 6 at KUFM-FM, a National Public Radio affiliate operated by the school's Radio-Television Department. Application materials, including at least three letters of recommendation, must be postmarked no later than April 26, 1982. Send to: Dean R. A. Solberg, Chair, Dean of Journalism Search Committee, College of Arts and Sciences, University of Montana, Missoula, MT 59812. U.M. is an equal opportunity employer.

Broadcast Journalism. Assistant Professor to teach basic and advanced courses. Ability to teach general mass communication courses desirable. Terminal degree, teaching and professional experience required. Evidence of scholarly and/or creative activity. Tenure-track, starting August 1982. Salary competitive. Send application and vita by April 15, 1982, to: Peter K. Pringle, Ph.D., Chairman, Broadcast Journalism Search Committee, The University of Tennessee at Chattanooga, 231 Holt Hall, Chattanooga, TN 37402. An Equal Opportunity/Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: Video heads (air bearing) transistor and Newistor for Ampex VR 1200 and Ampex VR 2000. Also, routing switcher 12 x 8. Wanted: 528 Waiveform monitors, also 3/4 VTR's for PAL-B. Call: 312-641-6030, Days.

Instant Cash for Broadcast Equipment: Urgently need: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 900-241-7878. In GA, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215-379-6585.

RCA-TK-76A with Canon 10-1 Zoom & Power supply - 22K. JVC 4400 LU 3/4" VCR, PS., batteries, avil travel case. Both in excellent condition. Privately owned. Vector Video, 516-661-1019.

Five Q-TV prompting units including mirrors, hi-resolution monitors and camera mounts, used sparingly for less than one year. Original cost, \$1600.00 per unit. For sale at \$1000.00 per unit. Landy Associates, Inc. Call 609-424-4660 or 617-877-9570.

5 kw AM Collins 21E w/spares, on air. M. Cooper, 215-379-6585.

Scully 255 automation reproducer, stereo 2-track 7.5 ips includes end of tape and other features. Automated/Control Design-Kartel 2400R random access with record capability. Both new in 1979. On either accept first reasonable offer. David Green, Broadcast Consultants Corp., Box 590, Leesburg, VA 22075. 703-777-8660.

Welcome to our home, Dallas, Texas, for the 1982 N.A.B. Call to make an appointment to see our inventory of clean, guaranteed, 1kw, 5kw, 10kw AM and FM transmitters. Also, 20kw FM and 50 kw AM in stock. \$250,000.00 inventory to chose from. Besco International, 5946 Club Oaks Dr. Dallas, TX 75248. 214-630-3600.

Used Equipment Bargains: RCA TT-10AL 11 KW transmitter. RCA TT-35 CH W/driver & diplexer just removed from service; 3 1/8" and 6" transmission line, with fittings and hangers; GE PE-240 film camera with Eastman multiplexer, projectors; CVS 500B TBC; Envirozone air filters; Collins 2.5kw FM model 831 D/310Z-2 4 years old, low time; Gates FM1B, with 3 yr. old Sparta SS exciter good condition. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Remote Production Cruiser: beautiful crown chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel & drive train, good tires and brakes, includes (3) GE PE-350 cameras, working well, 10:1 & 2-18:1 lenses, motorized reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X 6 prod sw'r w/effects, 8x2 GE audio, well designed & professionally built. Other cameras available if preferred. \$150,000. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

VTR's. RCA TR-70, full Cavex, SS Rec amps, doc. (3) RCA TR-60 record only units 1000 hrs. total time each. Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC, Ampex VR 3000 with metering and charger, IVC 870. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Color cameras-new: special purchase! Brand new Thomson CSF MC-301, 3 tube Saticon cameras with 14:1 Fujinon F1.7 lens, 1.5" viewfinder, AC supply \$9,000.00. Studio accessories available. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

Color Cameras-used: (1) Norelco LDH-1; (1) GE PE-350; (3) GE TE 201 good operating condition; Hitachi, FP1020/JVC 2600 battery belts charger-AC supply 100 hrs. total. Toshiba/GBC CTC-7X, minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

1 KW McMartin (1977) like new, w/proof. M. Cooper, 215-379-6585.

CCA 12000E (1978) Exciter, stereo, exc. cond. Call M. Cooper. 215-379-6585.

RCA BTF-5D, 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215-379-6585.

Collins 831-F2, (1977), Z-2 exc., ster. & SCA. W/ warranty. M. Cooper. 215-379-6585.

Spotmaster 605-B 5-Spot, mono, single cue, SW-5 switcher, \$1,100.00. (2) RCA RT-22 Stereo p.b. only reel to reel, make offer. Call Brian, 313-584-9200.

2 Tektronix 670A; Sportsmaster ten spot stereo; Dictaphone 10 channel logger. All unused, mint. Larry, 412-545-9952, 548-4300.

Best Offer! Two Schafer 800 program controllers, four heavy duty racks, three Ampex 351 transports with solid state playback amps, Schafer sensors, and cable. Now in daily operation, available soon. Also, IFA FM1000B transmitter, no instruction book, seems reasonably complete. KWEY, Box 587, Weatherford, OK 73096. 405-772-5939.

For Sale - Fujinon 30X1 lens w/3 speed 200M control. Will mount on RCA TK 44-45 and 46 as well as Norelco PC 60 and 70. Condition nearly new: \$18,500.00. Contact: 213-464-0702 or 415-945-0660.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

ITC 3-D Stereo, 3 tones, with WRA record amp. \$2100.00. 313-285-9700.

Tektronix 149A NTSC test signal generator. Overhauled, calibrated, guaranteed 90 days. \$4995. Call Tom Hopkins, 919-594-0172.

Two Ikegami HL 77 Cameras in excellent condition. 212-757-8919.

Used Automation Systems—Three different stations have listed their systems with us for sale. Each is available on a low down payment and \$235 to \$800 a month depending on what new equipment you want added. All have 18 commercial minute per hour capability. Call Art Reed to discuss your needs with what is available. David Green Broadcast Consultants Corp., toll free, 800-572-2042, or 703-777-8660. Write for specifications, Box 590, Leesburg, VA 22075.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Hundreds Renewed Again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Bingo Newspaper Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

Promote your station. Bumper stickers. Prices available. Pro-Print, 10022 N. 30th St., Tampa, FL 33612.

RADIO PROGRAMING

New York City Pro train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

Radio and TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO. Box 2311, Littleton, CO 80160. 303-795-3288.

Radio I.D. jingles and production music. Custom produced to fit your station's sound and image. Creativity "plus." Very competitive rates. Sideways Thunderstorm Productions, PO. Box 111, Encinitas, CA 92024. 714-942-5985.

INSTRUCTION

Disc Jockey, newscaster career in 10 weeks! Home study course developed by radio pro. \$14.95. Details, Centaur Communications, 2509 N. Campbell, No. 218, Tucson, AZ 85719.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

RADIO
Help Wanted Technical

MAINTENANCE ENGINEER

RKO-WOR-WRKS seeks candidates with minimum 5 years experience at a major market radio station. Experienced in all aspects of radio station equipment maintenance including: transmitters, RF systems, antenna systems, digital & analog circuitry, STL equipment, proof of performance. Requires 1st Class FCC license. SBE certified senior broadcast engineer preferred. Must be able to work 2nd or 3rd shift.

Send resume in confidence, including salary history to:

Mr. John Lyons
WRKS-FM
1440 Broadway
New York, N.Y. 10018

An Equal Opportunity Employer, M/F/H/Vets

**Help Wanted Programing,
Production, Others**

If You're Looking, We're Listening

Frank N. Magid Associates, the nation's leading research and consultation firm, is once again expanding its radio talent placement service. We're looking for tapes and resumes of individuals involved in all aspects of radio programming who might be appropriate for client stations on our ever-expanding list. We service all formats and all market sizes. We are interested in hearing from on-air talent and from managers, programmers, salespeople, and broadcast engineers. If you're looking to expand your horizons, we'd like to hear from you. We promise you won't get lost in the shuffle. Tapes and resumes should be sent to:

Frank N. Magid Associates, Inc.
Radio Talent Placement Service
One Research Center
Marion, Iowa 52302

Help Wanted Management

SALES MANAGER
KWIZ-1480 AM; 96.7 FM



Orange County, California

Home of: Disneyland, Knotts Berry Farm, Newport Beach & Calif. Angels. Please send resume with references and salary history to: Bill Weaver, P.O. Box 21248, San Jose, CA 95151. KWIZ is an equal opportunity employer.

ADVERTISING & PROMOTION MGR

KYUU (NBC-FM), SF needs to replace one of America's great A/P Mgrs. Responsible for supervising creation & placement of outside advertising, on-air, press, publicity & sales promotions. Must be sales-oriented or do not apply. Contact John P. Hayes, Jr., VP/GM, KYUU, 530 Bush St., San Francisco, CA 94108. EEO.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Management Continued

GENERAL MANAGER

WTPA-FM, Harrisburg. Gem situation. Outstanding staff, market position, state of the art technical facility and physical plant. Requirements: compatible, aggressive, objective, solid background in leading and training. Total confidentiality. Send appropriate background now. Hugh Barr, Newhouse Broadcasting, WSYR, 2 Clinton Square, Syracuse, NY 13202. An Equal Opportunity Employer.

Help Wanted News

NATIONAL RADIO NEWS ORGANIZATION ADDING STAFF

Only real pros need apply. Minimum five years commercial broadcast experience. Expertise in writing, anchoring, ad libbing and field reporting. Management experience helpful. Starting salary in upper \$30s. Send resume only, with references and salary history, and be prepared to send cassette with newscast and field report samples when we contact you. Box T-198. EOE/MF.

KANSAS CITY NEWS/TALK

KCMO Radio, 50,000 watt News/Talk giant, has immediate opening for morning host. Successful applicant ideally has proven track record in News/Talk, but may currently be well-read jock or newsperson seeking solid career opportunity. We need a sparkling personality who loves phoners and studio interviews and who hungers for community involvement. Rush tape, resume, and salary requirements with first letter (no phone calls, please) to: Tom Tradup, Operations Manager, 81/KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205. EEO, M/F/H.

KANSAS CITY NEWS/TALK

KCMO Radio, 50,000 watt News/Talk giant, has immediate opening for assistant news director. Successful applicant has solid background in broadcast news, is aggressive but knows how to handle diverse staff; Sleeps with a scanner, and likes a 25-hour workday. Successful applicant will be responsible for on-air delivery in p.m. drive as well as assuming supervisory responsibilities. Rush tape, resume, and salary requirements with first letter (no phone calls, please) to: Tom Tradup, Operations Manager, 81/KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205. EEO, M/F/H.

Help Wanted Announcers

Stable, dominant, legendary

Adult Contemporary station seeks two extremely talented personalities to join one of the happiest staffs you'll ever find. This is an unusual opportunity—maybe your last move. 1—Mornings. We'll start you at a 20 share. Heavy service morning show. Tons of on-air adult, guy-next-door act. Personal appearances extra important. 2—Middays. Again, we're looking for a warm, adult, craftsman... someone who can lure women without alienating men. Target: 25-54. Money: Good. Opportunity: outstanding. Resumes to Box T-244. EOE/MF.

CONTINUOUS COUNTRY

KSCS in Dallas/Ft. Worth is looking for a warm and conversational announcer to work our continuous country format. You must have at least 3 years experience and a winning attitude. No calls. Send tape and resume to: R.T. Simpson, Operations Manager, KSCS, One Broadcast Hill, Fort Worth, TX 76103. Women and minorities encouraged to apply. E.O.E.

Help Wanted Sales

WANTED: SMALL MARKET RETAIL SALESPERSON READY TO MOVE UP

We're a suburban Detroit station serving 700,000 area residents, and we're ready to grow. If you know and enjoy retail radio sales, we may want you to grow with us. We currently have an opening in an established territory, with much growth potential. Benefits include base salary, auto expense, health insurance, and one of the industries most lucrative commission/bonus plans. If you're not afraid to make money, send resume to Leigh N. Feldsteen, President and General Manager, WBRB Radio, P.O. Box 489, Mt. Clemens, MI 48043. No phone calls, please. EOE-M/F.

SALESPERSON SAN JOSE- SAN FRANCISCO



San Francisco-South Bay Area's leading 50,000 watt radio station with sales offices in San Jose & San Francisco is seeking a motivated & professional salesperson with successful retail sales & agency experience. Image, energy and thinking ability is a must. If these are your qualifications call or send resume to:

KLOK Radio
Judy Currier
P.O. Box 21248
S.J., CA 95151
408-274-1170

KLOK is an equal opportunity employer.

Situations Wanted Management

TOP 25 P.D./TALK HOST

Currently employed afternoon drive talk host seeking a new challenge. Strong, entertaining open-phones, provocative interviews, great "black book" of phone contacts. Lots of energy, versatility, and enthusiasm. Will consider all serious offers. Write Box T-220.

Situations Wanted Technical

EXPERIENCED BROADCAST ENGINEER AVAILABLE SOON

25 plus years of AM/FM construction, maintenance and operation. Construction experience ranges from rural 250W daytimer to a recent Class B FM in New York City. Careful workman, known as ingenious "problem solver". People-oriented, enjoy making a broadcast facility comfortable, while its sound sparkles. Good track record dealing with labor unions. I will be completing a large project shortly and would like to make a connection with either a large broadcaster, a group, or possibly a syndicator (I have had a fair amount of experience troubleshooting and polishing stations that were in trouble.) Will be at the NAB Convention in Dallas April 3 to 8. Let's set up an appointment to talk. To make an appointment for a meeting at the Convention, call the New York City SBE information phone 212-347-2940—and leave your name and phone number. Special offer! The guy who makes an offer I accept gets a free call to his mom (3 minutes person-to-person) anywhere in the US on Mother's Day! Call now!

Situations Wanted Programing, Production, Others

HIGHLY POPULAR BRITISH PERSONALITY ON USA'S TOP-RATED AOR STATION (SPRING, 1981) GOOD BROADCASTER—NOT "GIMMICK"

Warm, conversational, intelligent, witty, one-to-one.

Successful **TALK SHOW HOST** for last station.

Recent Master's graduate (Journalism, Ohio State.) Began current job (weekends) when student. Full time commercial experience with various formats. Seeking position with adult appeal, personality station (music or talk). **NETWORKS & SYNDICATIONS CO'S**—Talented in communicating information & ideas **conversationally** as in current **special oldies show** & past syndicated shows in Britain (would also continue some studies.) Russell Carey, 614-224-1271 (day).

This Publication is available in Microform.

University Microfilms International

300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

TELEVISION

Help Wanted Programing, Production, Others

ON-AIR PROMOTION WRITER/PRODUCER

SuperStation WTBS is looking for an experienced writer-producer to create high quality on-air advertising. Experience in producing marketing presentations is desirable. Send resumes to Bill Butler, Promotion Director-Turner Broadcasting System, 1050 Techwood Drive, Atlanta, GA 30318.

no phone calls
An Equal Opportunity Employer, M/F

METEOROLOGIST

KTVY, NBC affiliate in Oklahoma City, is seeking professional meteorologist as member of 3-man staff. WX equipment includes Enterprise color radar, satellite receiver, WX receiver fax, and computer graphics. Prefer applicant with experience and/or education in meteorology. To apply or for more information, call KTVY Chief Meteorologist Jim Williams at 405-478-1212. Equal Opportunity Employer, M/F.

TV NEWS GRAPHIC ARTIST

We're looking for an experienced creator with a working knowledge in news graphics, animation and TV graphic technology to set the world's most important news market on its ear. You must be a first-class designer with creative solutions to challenging graphics problems. Send resume, written samples, and salary requirements to Box T-187. Equal employment opportunity employer, M/F.

DIRECTOR/PRODUCER

Seeking only highly qualified and experienced individual. Must be a very strong director of news, specials, remote and studio programming. Minimum 3-4 years' experience required. Send resumes to Box T-251. M/F, EOE.



Top 15 market has talent position open for PM Magazine. Seeking bright, articulate person to work with excellent staff and co-host of #1 show in time period. One year of television on-air experience necessary. Story producing experience desired. Send resume and tape to Tim Garrigan, Producer, KIRO-TV, Third & Broad Street, Seattle, WA 98121. An Equal Opportunity Employer.

Technical Careers in Broadcasting

Key positions are now available at our New York City offices for motivated technical professionals interested in challenging career opportunities at the National Broadcasting Company.

Manager of Technical Training

Individual will establish a formal technical training program within the Operations and Technical Services Division. This will include management of training staff, preparation of course curriculum, publication of training manuals, the administration of training manpower schedules with operation departments, and working with vendors.

Candidates should have 3-5 years experience in television engineering, with demonstrated ability in instructional training. College degree in Electrical Engineering required. Previous managerial experience and business administration background highly desirable.

Technical Instructors/Writers

The professionals we seek will provide instruction for technical staff involved in the audio/video areas of broadcasting. Responsibilities will include preparing and writing the necessary manuals and assisting the Manager in the development of new training curriculums. Significant background in all technical areas of broadcasting required, including digital and microprocessing electronics. Considerable technical writing experience a must. Strong interpersonal and communications skills needed for effective interface with personnel. BSEE or equivalent business experienced required.

NBC offers salaries commensurate with experience and comprehensive benefits.

Personal interviews will be conducted at the Hyatt Regency Hotel during the NAB Convention, Sunday, April 4 thru Tuesday, April 6 between 9 AM-5 PM. Please contact Ms. Val Branker c/o Hyatt Regency Hotel, 300 Reunion Blvd., Dallas, TX 75207; Telephone (214) 651-1234 to arrange an appointment.

For prompt consideration in advance, please submit resume and salary history to:



NBC

Ms. Val Branker/TIW, NBC, Suite 1678
30 Rockefeller Plaza, New York, N.Y. 10112.
Or call (212) 664-5234

We are an equal opportunity employer, M/F

EXECUTIVE PRODUCER

WCVB-TV Boston, an ABC affiliate on channel 5, seeks an experienced Executive Producer who will assist the Program Manager in managing the program department staff. This individual will be responsible for the quality and focus of all programs produced by the department. Other responsibilities include the creation, development, and successful production of show concepts.

Extensive experience necessary in the successful production of programs, including talk-variety entertainment, children's and public affairs programs, telethons, specials and documentaries.

If interested, send resume (no telephone calls, please) to the Personnel Department, C382, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An equal opportunity employer, M/F

**For Fast Action Use
BROADCASTING's
Classified Advertising**

TEMPORARY SUMMER TECHNICIANS

WCVB-TV Boston, an ABC affiliate on Channel 5, seeks applications for several summer technician positions. Period of employment could be flexible, running from mid May into September, 1982. WCVB-TV offers a four-day work week with full provisions of the current IBEW agreement, including a base salary from \$370/week up, depending upon experience.

WCVB-TV operates a 24-hour-per-day schedule with extensive news and studio production demands. Applicants should have proven ability in more than two of the following operating areas: audio, video, camera, switching, VTR, ENG, projection, master control. Strong preference will be given to applicants with a first-class FCC radio-television license.

To apply, send a resume to Personnel Department (no telephone calls, please) Boston Broadcasters, Inc. SE 82, 5 TV Place, Needham, MA 02192.

An equal opportunity employer, M/F

SCHEDULING SUPERVISOR

WCVB-TV Boston, seeks an experienced engineering/operations scheduling supervisor. Responsibilities include daily assignments of 15 edit rooms, studio operations and 24 hours air operation, and a staff of over 100 technicians.

The successful applicant will be an experienced scheduler with proven experience in a major facility. Hands on production or engineering experience is helpful. If interested, send resume (no telephone calls, please) to the Personnel Department, U382, Boston Broadcasters Inc., 5 TV Place, Needham, MA 02192. Interviews at NAB may be arranged.

An equal opportunity employer, M/F

SPORTS REPORTER

Top 20 Midwest TV station is looking for a full time Sports Reporter. Candidates should have journalism degree plus at least 2 years' TV experience. We have the latest state-of-the-art equipment, including live helicopter, and are seeking someone to complement our AP & UPI "Newscast of the Year." Please send resume to Box T-199. E.O.E., M/F

**This Publication
is available in Microform.**

University Microfilms International

300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

SATELLITE TELEVISION CORPORATION

A COMSAT COMPANY

has immediate openings for a:

SENIOR BROADCAST ENGINEER

with an established background in complex broadcast project management. Candidate will play a major part in design, specification and implementation of broadcast systems to be incorporated into STC's Broadcast Center complex. This will include extensive and advanced automated program facilities, editing facilities, and program production facilities. This individual will also be involved in equipment evaluation and selection as well as participate in industry development of emerging new technologies such as teletext and high definition television.

Requires BSEE and minimum of 5 years' broadcast project experience. Candidate should have established familiarity with state-of-the-art broadcast video equipment and technical standards. Design, testing and implementation of complex video systems using latest construction techniques is also required.

Satellite Television Corporation offers a competitive starting salary as well as liberal fringe benefits including Retirement, Medical/Dental coverage, ESOP, Savings Plan, Credit Union, etc. Interested applicants should send resumes, including salary history, to the Senior Employment Representative, Dept B-2.

COMSAT  Satellite Television Corporation

950 L'Enfant Plaza, SW
Washington, D.C. 20024

An Equal Opportunity Employer

Emerson College, specializing in the Communications Arts and Sciences, currently has the following academic positions available in our Mass Communications Division for academic year 1982-1983.

ASSISTANT/ASSOCIATE PROFESSOR IN FILM

This is a full time, tenure track appointment. Candidate must have thorough knowledge of all phases of production and 16mm and experience as a working film maker. Qualification: MFA essential; applicants will be considered on the basis of their professional activity and university level teaching. Deadline for applications April 30, 1982.

INSTRUCTOR/ASSOCIATE PROFESSOR IN FILM AND BASIC PRODUCTION

This position involves administrative duties as well as teaching responsibilities. Responsibilities include: the management of the undergraduate BFA in film program; advising of students involved in senior practice; coordination of the budgets and equipment of the film program. Qualification: PhD (or ABD); specialization in Film/Media History with the ability to teach all basic production skills or 16mm. Candidates will be considered on the basis of both academic and professional achievements. Deadline for these applications April 30, 1982.

Salary for both these positions is negotiable.

Send cover letter, resume, and letters of recommendation to: Dr. Fran Plude, Chairperson, Mass Communications Division, Emerson College, 100 Beacon Street, Boston, MA 02116. Minority candidates are strongly urged to apply and to send a duplicate copy of their resume to: Dr. Robert Hilliard, Chairperson, The President's Committee on Affirmative Action.

EMERSON COLLEGE

An Equal Opportunity/Affirmative Action Employer

Situations Wanted News

FOR CRYIN' OUT LOUD!!

I'm a 27-year-old News Director in the West, looking to make a move into full time sports. I know my stuff, and I can do the job, whether it be in reporting or anchoring. Experience in play-by-play, sports talk shows, you name it, I've done it in this small market. Salary negotiable; will relocate. I'm available immediately. Write Box T-257.

Situations Wanted News Continued

A SPORTS ANCHOR

who will be a stranger in your newsroom because of involvement in field packages emphasizing leisure sports. Strong production background, visually stimulating casts. Unorthodox approach that will make your sports a conversation piece. State's "Sportscaster of Year" available immediately. For award winning samples, write Box T-233.

NEWS DIRECTOR

Mature, experienced professional wants news directorship at a station with a sincere commitment to quality news product. Looking for a good family community in which to settle. Salary: mid-40's. Write Box T-254.

Situations Wanted Management

DIRECTOR OF ENGINEERING

Cost-conscious Dir./Eng. Large broadcast group seeks new West Coast challenge. I'll deliver what you want. Top references. Meet me at NAB. Phone Dallas now, 214-363-9870; ext. 548 (24 hrs.)

Help Wanted Programing, Production, Others

ARE YOU ONE OF US?

You could be, if:

- * you've mastered the art of writing commercials that sell with imagination.

- * you can develop sales presentations packed with logic and creativity.

- * you can handle yourself and state-of-the-art multi-track recording equipment on a tight schedule.

To the person who can accomplish all these, there's a starting position waiting on our all-star creative team, one of the most respected in the world. You already know if you qualify to be one of us, and to prove it, you'll send your resume and tape to the attention of Bill Shaughnessy, our Commercial Library Director. We're TM Productions, a global leader in broadcast support. And this is your chance to be one of us. TM Productions, Inc., 1349 Regal Row, Dallas, Texas 75247.

Engineering

Television Equipment Sales Representative

RCA Commercial Communications Systems Division is a leading designer/manufacturer of high technology Broadcast products and systems. We are planning to increase our staff with professionals who are seeking an excellent growth opportunity with a leader in the radio and television equipment field.

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Books For Broadcasters

T5213 HANDBOOK OF RADIO A PUBLICITY & PROMOTION, by Jack Macdonald.

This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ.

Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29 ill. **\$12.95**

T5769 HOW TO MAKE NEWS AND INFLUENCE PEOPLE, by Morgan Harris and Patti Karp.

The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

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AZ	AM	450K	Small
IA	AM/FM	360K	Small
AR	FM	625K	Small
OK	FM	380K	Small
MS	AM	300K	Small
MO	AM/FM	300K	Small
MI	AM	625K	Small
WY	AM	225K	Small
VA	AM	325K	Small
GA	FM Downpayment	15K	
NC	AM Downpayment	25K	
SC	AM Downpayment	20K	
ND	AM/FM Downpayment	20K	
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MW	Small	AM	\$235K
W	Small	AM	\$295K
W	Small	FM	\$325K
MW	Small	AM	\$335K
W	Small	AM/FM	\$350K
W	Small	FM	\$400K
NW	Small	AM/FM	\$425K
SE	Small	AM/FM	\$425K
MW	Small	FM	\$450K
NW	Small	FM	\$495K
E	Small	AM	\$500K
SE	Small	AM/FM	\$525K
MW	Small	AM/FM	\$550K
W	Medium	CATV	\$575K
MW	Medium	FM	\$650K
SE	Medium	AM	\$650K
W	Medium	AM/FM	\$650K
S	Regional	AM/C1C FM	\$1300K
S	Regional	AM/C1C FM	\$1500K
S	Metro	AM	\$200K
MW	Metro	AM/FM	\$1225K
MW	Metro	Fulltime	\$1500K
W	Metro	AM/FM	\$2000K
SE	Metro	AM/FM	\$2500K
S	Metro	AM/FM	\$3000K
SW	Metro	TV	\$4900K
E	Metro	TV	\$5750K

CONTACT

Jim Mackin	(207) 623-1874
Paul Crowder	(615) 298-4986
Ernie Pearce	(615) 373-8315
Peter Stromquist	(612) 831-3672
Bill Lochman	(816) 254-6899
Corky Cartwright	(303) 740-2224
Ernie Pearce	(615) 373-8315
Greg Merrill	(801) 753-8090
Ray Stanfield	(213) 366-2554
Greg Merrill	(801) 753-8090
Bill Cate	(904) 893-6471
Paul Crowder	(615) 293-4936
Greg Merrill	(801) 753-8090
Jim Mackin	(207) 623-1874
Bob Thorburn	(404) 458-9226
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Elliot Evers	(213) 366-2554
Peter Stromquist	(612) 831-3672
Bill Cate	(904) 893-6471
Bill Whitley	(214) 387-2303
Bob Thorburn	(404) 458-9226
Bill Chapman	(404) 458-9226
Bill Chapman	(404) 458-9226
Bill Cate	(904) 893-6471
Peter Stromquist	(612) 831-3672
Bill Hammond	(214) 387-2303
Bill Cate	(904) 893-6471
Bill Cate	(904) 893-6471
Corky Cartwright	(303) 740-2224
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The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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Rates: Classified Listings (non-display) Help Wanted: 85¢

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Fates & Fortunes

Media



Bayliss

John Bayliss, president, Charter Broadcasting Group, San Diego, will assume presidency of broadcasting division of Surrey Broadcasting upon FCC approval of purchase of Charter properties by Surrey (BROADCASTING, Dec. 14).

Barbara Silkworth, manager of New Eng-

land area, Storer Cable, named manager of 10 New Jersey systems, and Radnor, Pa., system, based in East Kingsburg, N.J.

James K. Batten, senior VP, Knight-Ridder Newspapers Inc., Miami, Fla., parent of Knight-Ridder Broadcasting, elected president, succeeding **Alvah H. Chapman Jr.**, who becomes chairman.

Mike Nauman, sales manager, KKNB(FM) Oklahoma City, named general manager.

Peter Fehheimer, director of special projects, Western Communications, San Francisco, joins as prompter as general manager of Oakland/Oakland, Calif., cable system.

Robert Montgomery, VP, marketing and sales, S.D. Systems, Dallas, joins Warner Amex Cable Communications as president of Warner Amex of Greater Cincinnati, which operates Cincinnati cable system.

Paul Ploener, general manager, WVOH(AM) Toledo, Ohio, joins WYLO(AM) Jackson, Wis., in same capacity.

William Diederich, chairman, Landmark Community Newspapers Inc., Norfolk, Va., named executive VP and chief financial officer parent, Landmark Communications.

Harfield Weedon, district director, affiliate relations, CBS Radio Network, has announced his retirement after 21 years with CBS Radio and 17 years in broadcasting.



Owen

Wendell Owen, system manager, Metrovision Cable, Lincoln, Neb., joins Daniels & Associates, Denver, as VP, operations for systems in Alaska, Colorado, Louisiana, Illinois, Indiana, Michigan, North Carolina and South Carolina.

Richard Nudd, program director, noncommercial KCOS(TV) El Paso, joins KEZB(FM) there as operations manager.

Aileen Birdnow Brown, credit manager, TV(TV) Denver, named financial services manager.

Concynia Clement, from Coastline Community

College, Fountain Valley, Calif., joins KOMO-AM-TV Seattle as audience research director.

Jim Smith, national sales manager, WREX-TV Rockford, Ill., assumes additional duties as assistant general manager.

C. David Young, station manager, KFLT(AM) Tucson, Ariz., named development manager for parent Family Life Broadcasting's Arizona radio stations, KFLT and KFLR(AM) Phoenix.

Kevin Rice, general manager, Clearview Cable TV, Richmond, Ind., joins Heritage Communications, Des Moines, Iowa, as manager of Iowa Cable Network and company's Des Moines studio.

G. Jeffrey Carlson, business manager, Storer Cable's New England office, named assistant controller for Storer Cable, Miami.

Timothy Neher, treasurer, Continental Cablevision, Boston, elected executive VP. **Nancy Hawthorne**, from Bankers Trust Co., New York, succeeds Neher.

Paul Dixon, director, management systems, Massey Ferguson Ltd., Toronto, joins Warner Amex Communications, New York, as VP-information systems and processing.

Marilyn Hayden, account executive, WJLA-TV Washington, named manager of special projects.

Advertising



Metter

Bert Metter, executive VP, J. Walter Thompson, New York, named executive creative director of New York office. He succeeds **Frank Nicolo**, who returns to creative line responsibilities.

Susan Kovacs Chittum, product manager, Max Factor, Hollywood, joins Ogilvy & Mather, Los Angeles as

account executive.

Frank Perkins, executive VP, McCann Erickson, joins BBDO, New York, in same capacity.

Bob Gaffney, creative supervisor O&M Direct Response, joins BBDO Direct, New York, as VP-creative director.

Dick Mancini, art director, D'Arcy-MacManus & Masius, New York, elected VP. **Wayne Bordi**, account executive, media planner, Bozell & Jacobs, Los Angeles, joins D'Arcy-MacManus & Masius there as account executive.

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Susan Stepek, manager, reference center, and **Robert Guerrier**, senior account executive, Campbell-Ewald, Warren, Mich., and **Marvin Shabsis**, manager of broadcast administration, Campbell-Ewald, New York, elected VP's.

Cody Dalton, **Clifton McFeeley** and **Peter Mitchell**, account supervisors, Dancer Fitzgerald Sample, New York, elected VP's.

Alan Torreano, VP-creative group supervisor, McCann-Erickson, Frankfurt, Germany, joins Hume Smith Mickelberry, Miami, as senior art director.

Marianne Michael, from General Foods, Canada, joins Foote, Cone & Belding/Honig, San Francisco, as account executive.

Robert Needleman, senior VP, Altschiller, Reitzfeld, Solin Advertising, New York, joins Calet, Hirsch, Kurnit & Spector there as VP, creative group head.

Appointments, Austin Kelley Advertising, Atlanta: **Barbara Winship**, from production manager to VP, director of production services; **Judy Purvis**, from art director to senior art director; **Cynthia Butler**, from assistant account executive to account executive, and **Nancy Garofolo**, from executive secretary to traffic manager.

Nancy Conley, assistant production director, KTVB(TV) Fayetteville, Ark., joins Gurley Advertising, Rogers, Ark., as creative director.

Ellen McElroy, copywriter, McDougall Associates, Salem, Mass., joins Ingalls Associates, Boston, as broadcast producer.

Martin Toole, account executive, Blair Radio, New York, named office manager of new Houston sales office. **Dennis McGlone**, account executive, Canadian Standard Broadcast Sales, New York, joins Blair Television there in new post of assistant sales manager ABC/Blue sales team. **Katy Hodges**, from Cargill Wilson & Acree, Atlanta, joins Blair Television, Jacksonville, Fla., as account executive. **Arthur Carr**, general sales manager, WXNE-TV Boston, joins Blair Television there as account executive.

Dave Donelson, manager, CBS sales team, Avery-Knodel Television, New York, named New York general sales manager. **Mike Gaida**, assistant manager, CBS team, succeeds Donelson. **David Harris**, marketing associate, A-K, named account executive.

Robert Bulkowski, controller and chief financial officer of Top Market Television, New York, joins Television Bureau of Advertising there in newly created post of VP, finance.

Geri Ross and **Bob Hirsh**, research analysts, Katz TV Continental, New York, named sales research team managers.

Paulie Landon, president/general manager, KOIN(FM) San Francisco, owned by Bonneville International Corp., named director of national sales development, Bonneville, based in San Francisco.

William Carney, group sales manager, Saints sales team, Petry Television, Chicago, assumes additional duties as group sales manager of Chargers sales team.

James Butler, general sales manager, WGBS(AM)-WLYS(FM) Miami, joins WFTL(AM) Fort Lauderdale, Fla., in same capacity.

Hugh Robinson, general sales manager, WSFA-

TV Montgomery, Ala., joins WEAR-TV Pensacola, Fla., in same capacity.

Barbara Kelly, national-regional sales manager, WEYI-TV Saginaw, Mich., named general sales manager.

Rick Blangiardi, local sales manager, KBMG-TV Honolulu, named general sales manager.

Joel Friedman, account executive, WAQX(FM) Manlius, N.Y., named general sales manager.

Ray Heacox, Northwest TV sales, office manager, KING-TV Seattle, joins KGW-TV Portland, Ore., as marketing manager. **Bob Scherner**, account executive, KGW(AM) Portland, joins KGW-TV as local sales manager. **Roger Bird**, sales representative, TeleRep, Chicago, joins KGW-TV as account executive.

Milt McConnell, account executive, WIKS(FM) Greenfield, Ind., joins WIFE(AM) Indianapolis as sales manager.

Ralph George, account executive, KWST(FM) Los Angeles, named direct response marketing consultant, KABC(AM) there.

Jill Gibbs, from WWHB(FM) Hampton Bays, N.Y., joins WRGB(TV) Schenectady, N.Y., as retail sales representative.

Wally Ranck, from WIFE(AM) Indianapolis, and **Wendy Goone**, from Major Market Radio, Chicago, join WIND(AM) Chicago as account executives.

Randy Snyder, from WLYV(AM) Fort Wayne, Ind., joins WANE-TV there as account executive.

David Herlihy Jr., account executive, WCMB(AM)-WSFM(FM) Harrisburg, Pa., joins WHP(AM) there in same capacity.

Will Mebane, program manager, WTNH-TV New Haven, Conn., joins WFSB(TV) Hartford, Conn., as new commercial production account executive.

Jefferson Ketcham, senior account executive and political manager, WICC(AM) Bridgeport, Conn., named regional sales manager.

Michael Jones, local sales manager, NTV Network, Kearney, Neb., named agri-marketing manager.

Shannon O'Leary, account executive KCPQ(TV) Tacoma, Wash., joins KING-TV Seattle in same capacity.

Jeri Janssen, account executive, KSAN(FM) San Francisco, joins KFRC(AM) there in same capacity.

Programming



Salkowitz

Sy Salkowitz, producer of *Today's FBI* for ABC Television, and one-time president of 20th Century-Fox Television, Los Angeles, joins Viacom Productions as president, effective April 2.

Robert Caird, VP, marketing, Home Box Office, New York, joins The Entertainment Channel there as senior

VP, marketing, succeeding **Mark Van Loucks**, who has been named senior VP, office of

chairman of parent, RCTV. **James Collins**, VP-worldwide sales, Hertz, joins The Entertainment Channel as senior VP, sales and affiliate relations. **Sara Pais**, manager of affiliate communications, Home Box Office, joins The Entertainment Channel as director, media services.

Kate Moody, author and independent consultant, New York, joins Nickelodeon there as director, corporate development.

Robert Morin, senior VP, syndication, 20th Century-Fox Television, New York, named executive VP, worldwide syndication.

Thomas McGrath, director of special projects, Columbia Pictures pay cable and home entertainment group, Burbank, Calif., elected VP.

Allan Albert, director of comedy, Home Box Office, New York, joins Gateway Productions there as VP, executive producer of entertainment programs.

Dori Weiss, VP, development, MGM Television, joins Hill/Mandelker Films, Hollywood-based independent television and film producer, as VP.

Paul Hilt, national sales director, Playcable, New York, elected VP, sales. **Jim Wiesenberg**, director of marketing, elected VP, marketing.

James Gianopoulos, director of business affairs, American Society of Composers, Authors & Publishers, joins RCA SelectaVision videodisks, as director of business affairs, West Coast.

Victor Van Rees, associate producer, Don Kirshner's Rock Concert, joins Telemation Productions, Santa Monica, Calif., as marketing director of new Telemation Entertainment division.

Peter Yaman, VP, first-run programming, Viacom, N.Y., joins Gold Key Entertainment there as Eastern manager.

Robert Blachly, director of radio and television, Veteran's Administration, Washington, joins Parkway Communications, Bethesda, Md.-based producer and distributor of fine arts programming, as VP, administration. **Donn Fraser**, controller, Select TV of California, joins Parkway in same capacity.

Lloyd Simon, associate counsel, business and legal affairs, Polygram Corp., joins Warner Amex Satellite Entertainment, New York, as counsel, business and legal affairs.

Tom Shovan, radio marketing director, The Creative Factor, Hollywood-based program producer, named sales manager, radio division.

Kenneth Grimes, from Vivatar Corp., Santa Monica, Calif., joins VHD Programs, Los Angeles, as manager, fulfillment/distribution.

Sam Ellis, executive producer, children's programs and special projects, WHIO-TV Dayton, Ohio, joins Multimedia Program Productions, Cincinnati, as executive producer, special programs.

Scott Tuchman, production consultant, VU-TV, Phoenix-based television program distributor, named producer-director.

Jon Holiday, sales manager, O'Connor Creative Services, Los Angeles, joins Peters Productions, San Diego, as regional manager/radic (West).

Sandra Dorfman, VP, sales and marketing,

NATPE notables. Newly elected to NATPE International's board of directors during the association's annual meeting earlier this month in Las Vegas were Barry Barth, WJXT(TV) Jacksonville, Fla.; Farrell Meisel, WDCB-TV Washington; Derk Zimmerman, Group W Satellite Communications (NATPE's first board member from the cable industry); David Simon, KTLA(TV) Los Angeles; Deb McDermott, KOLN-TV Lincoln, Neb., and Don Wilburn, WVUE(TV) New Orleans.

NATPE increased the number of associate board seats from three to five. Elected to represent members from the distributor side and elsewhere were Hunter Low Jr., Eastman Kodak; Dean McCarthy, Harrington, Richter & Parsons; Gary Lieberthal, Embassy Telecommunications, and Carl Russell, MCA TV. Continuing his term as associate board member is Dave Sifford, Comworld International.

Re-elected to board were Charlotte Hall, WLNE(TV) New Bedford, Mass.-Providence, U.I.; Ron Gold, Arc Television; Gary Driespul, West Virginia Telecasting, and Bob Jones, WLKY-TV Louisville, Ky.

Others continuing on board with unexpired terms are Don Tillman, KTTV(TV) Los Angeles; Ron Kleyman, WMC-TV Memphis, and past presidents: Lucie Salhany, Taft Broadcasting; A.R. Van Canfort, WSB-TV Atlanta, and Chuck Gingold, KYW-TV Philadelphia. Steve Currie, KOIN-TV Portland, Ore., immediate past president, joins board as head of nominating committee and chairman of NATPE Education Foundation.

Board terms range from one to three years.

NATPE officers working with board (BROADCASTING, May 22): Charles Larson, WNBC-TV New York, president; Stan Marinoff, WISN-TV Milwaukee, first VP; and John Von Soosten, WNEW-TV New York, second VP. Phil Corvo, KGTV(TV) San Diego, succeeds George Back as executive director May 1.

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News and Public Affairs



McFarland

Robert McFarland, Washington producer, *NBC Nightly News*, named VP, NBC News, Washington.

Don Morfoot, producer, ABC's weekend news, New York, joins Satellite News Channels, Stamford, Conn., as senior producer for Channel I.

Steve Caminis, news director, WPLG(TV)

Miami, joins Outlet Broadcasting, Providence, R.I., as VP for television news, responsible for operations of Outlet's five television stations.

Neal Gladner, news reporter, KVIAM) Seattle, named news director.

Rick Gevers, executive news producer, KSDK(TV) St. Louis, joins WJXT(TV) Jacksonville, Fla., in same capacity.

David Lippoff, news producer, WJBK-TV Detroit, named executive news producer. **Lee Thornton**, correspondent, CBS News, Washington, joins WJBK-TV as anchor-reporter.

Michael Bille, news director, WQAD-TV Moline, Ill., joins WNGE(TV) Nashville as manager of news.

Patrick Downes, anchor, noncommercial WHYY-TV Wilmington, Del., named news director.

Mike Lumpkin, reporter, WTVC(TV) Chattanooga, named assignment editor. **John Favole**, reporter, WJCL(TV) Savannah, Ga., and **Laurie Bishop**, reporter, WMAZ-TV Macon, Ga., join WTVC in same capacity.

Chary Southmayd, from WRKA(FM) St. Mathews, Ky., joins WCKX(FM) Clearwater, Fla., as news and public affairs director.

Hilary Rosenthal, newswriter/field producer, *News at Noon*, WOR-TV New York, named assignment editor. **Lorraine Mottola**, assistant to news director, WOR-TV New York, named newswriter-field producer.

ON-TV, Los Angeles, named director of sales and marketing, Valley Cable TV there.

Craig Whetstone, general sales manager, WSPA-AM-FM Spartanburg, S.C., joins Mutual Broadcasting System, Arlington, Va., as program clearance manager.

Robert Woodruff, executive producer-creative director, WXYZ-TV Detroit, joins KGO-TV San Francisco as program director.

Lynn McIntyre, program director, KFSN-TV Fresno, Calif., joins WBAL-TV Baltimore in same capacity.

Breg Bennett, music director, air personality, WJAD-AM-FM Windsor, Colo., named program director.

Dallas Cole, program director, WZOK(FM) Rockford, Ill., joins WRQX(FM) Washington as assistant program director.

John Williams, air personality, KGWI(AM) Portland, Ore., named assistant program director.

Paul Wiley, president, Cinema 4 Inc., independent film company, joins The Essex Group, Greenwich, Conn.-based MSO, as programming director.

Robert Austin, operations-program manager, SBY-TV San Luis Obispo, Calif., joins KOMU-TV Columbia, Mo., as assistant program manager.

Carol Williams, freelance executive producer of special news projects, KMOX-TV St. Louis, named executive producer, special programs.

Quart Pollock, producer, WJBK-TV Detroit, Mich., named executive producer.

LariRae Dopke, co-host, *P.M. Magazine*, TVIH(TV) Syracuse, N.Y., named associate producer.

Redell Hill, engineering supervisor, WVUE(TV) New Orleans, joins WFLA-TV Tampa-St. Petersburg, as production manager. **Jon Oegstrom** from WTAE-TV Pittsburgh, joins WVUE as executive producer.

Bill Russell, commentator, CBS Sports' *NBA* & *CBS*; **John Madden**, football analyst, CBS Sports, and **Warner Wolf**, sports anchor, WCBS-TV New York, named sports commentators, *BS Morning News*.

Bob Hudson, from KOGO(AM) San Diego, joins KCNN-FM there as morning news anchor.

Mark McNulty, from WDOD-FM Chattanooga, joins Tennessee Radio Network, Nashville, as anchor-reporter.

Robin Phillips, anchor-reporter, WTVQ-TV Lexington, Ky., joins WLWT(TV) Cincinnati in same capacity.

Michael Pintek, news anchor, WASH(FM) Washington, joins KDKA(AM) Pittsburgh as anchor-reporter.

Mona Rivera, correspondent, NBC Radio News, New York, **Chris Stanley**, news director, WPIX-FM New York, and **Ronald Ellis**, news anchor, Sheridan Broadcasting, Washington, join CBS's RadioRadio, New York, as correspondents.

Shannon LeHere, assistant news director, WCLG-FM Morgantown, W. Va., joins Mutual News, Washington, as reporter.

Peter D'Oench, reporter, WCKT(TV) Miami, joins WCBS-TV New York in same capacity.

Neil Underleider, assistant director, news and programing, WEEI-FM Boston, joins WHDH(AM) there as reporter.

Tim Ryan, anchor-reporter, KPXX-TV Phoenix, joins KTRK-TV Houston as reporter.

Technology

Edward Muraski, Illinois microwave engineer, United Video, Tulsa, Okla., named chief engineer for company.

David Warnock, manager, business operations, RCA American Communications, Princeton, N.J., named director, business operations.

Donald Warner, controller, Nixdorf Computer Corp., joins Adams-Russell, Waltham, Mass., as corporate controller.

Ken McKee, independent consultant, Houston, joins Visual Communications America, Houston-based MSO, as VP, engineering.

Martin Greenberg, production foreman, Jerrold division, General Instrument Corp., Hatboro, Pa., named director of turnkey operations, Jerrold distribution systems division.

Dennis Martin, national sales manager, Centel Supply Co., elected VP, sales, based in Lincoln, Neb. **Robert Tuttle**, assistant VP, product management, North Supply Co., joins Centel as VP, product management, also based in Lincoln.

Leroy Dietrich, director of engineering, Amature Group, joins Broadcast International, Fort Lauderdale, Fla.-based broadcast equipment consultant and supplier, as VP-engineering.

Douglas Howe, product manager, Van Camp division, Ralston Purina, San Diego, joins Oak Communications Systems, Rancho Bernardo, Calif., as director of marketing.

Jamie Hargis Witmer, Midwest and Western sales associate, United Video, Tulsa, Okla., named midwest marketing manager.

Eric Rowland, from Unico Corp., State College, Pa., and **Joyce John**, from McDonnell Douglas Corp., St. Louis, join C-Cor Electronics, State College, Pa., as order service representatives.

Promotion and PR

James Lane, senior VP, Hill & Knowlton, named general manager of newly established Northwest region, based in Seattle.

Vincent Duffy, VP and partner, Earl Newsom & Co. public relations, New York, elected president, succeeding **Craig Lewis**, who has been elected chairman.

Diane Krupnak, senior copywriter-marketing, Walt Disney Productions, Burbank, Calif. joins KNBC(TV) Los Angeles as manager, press and publicity.

Patricia Newlin, VP, Robert Marston & Associates, New York, joins Selvage & Lee, New York public relations firm, as VP.

Anthony Galli, from Galli, DeSola, Fiore Inc., New York, joins Albert Frank-Guenther Law advertising there as executive VP and director of public relations.

Patricia San Pedro, promotion and public affairs director, WKAT(AM) Miami Beach, Fla., joins WIOD(AM)-WAIA(FM) Miami as promotion director.

Ched Miller, director of industrial relations, Kollsman Instrument Co., joins Adams-Russell, Waltham, Mass., as corporate director of personnel.

Ann Tallman, promotion manager, WGR-TV Buffalo, N.Y., joins KMBC-TV Kansas City, Mo., in same capacity.

Marilyn Thompson, from Fawcett, McDermott, Cavanagh advertising, Honolulu, joins KIKU-TV Honolulu as promotion manager.

Carolyn Marshall, associate producer, non-commercial WNET(TV) New York, named publicist.

Allied Fields

Bernard Strassburg, former chief of FCC's Common Carrier Bureau and later attorney and consultant in Washington, has become of counsel to Houston law firm of Butler, Binion, Rice, Cook & Knapp, in its Washington office, at 1747 Pennsylvania Avenue, N.W.

Dennis Weaver, has been elected to complete unfinished term of **Jean Stapleton** as member of Academy of Television Arts & Sciences board of governors. Stapleton resigned due to acting commitments in New York.

Jon Helmrich, special assistant, department of media services and research, National Cable Television Association, Washington, named assistant director of research.

Bob Lee, news director, WWT(TV) Cadillac, Mich., elected chairman, and **Dave White**, news director, WJR(AM-FM) Detroit, elected co-chairman, UPI Michigan Broadcasters Association.

Delbert Smith, senior VP, corporate affairs, Comsat, Washington, and author of several books on telecommunications law and policy, joins Schnader, Harrison, Segal & Lewis, Washington, specializing in high technology and communications law.

Robert St. John Roper, member of general counsel's staff, National Cable Television Association, Washington, named associate general counsel.

Karen Berg, independent consultant, New

York, joins Executive Television Workshop there to develop, design and conduct communications workshops.

Christopher Sterling, professor of communications, Temple University, Philadelphia, on leave while serving as special assistant to FCC Commissioner Anne Jones, Washington, joins George Washington University, Washington, as director of Center of Telecommunications Studies.

Doris Kelly, secretary, advertising department, BROADCASTING magazine, Washington, named sales service manager.

Elected officers, Ohio Cable Television Association: **William Randles**, Cablentertainment, Zanesville, president; **James Hauelsen**, Times Mirror Cable Television, Newark, vice president; **Lloyd Bartel**, Multi-County Cablevision, Lodi, secretary-treasurer.

Elected officers, Louisiana Association of Broadcasters: **Jack Long**, WVUE(TV) New Orleans, president; **Art Suberbielle**, KANE(AM) New Iberia, president-elect; **Ray Saadi**, KTIB(AM) Thibodaux and co-owned KHOM(FM) Houma, radio vice president; **Richard Man-ship**, WBRZ(TV) Baton Rouge, television vice president; **Chuck Morgan**, KUZN(AM)-KYEA(FM) West Monroe, treasurer.

Robert Elliott, division director, new market development, Capital Cities Cable, Englewood, Colo., joins The Cable Store, Dallas-based electronic supermarket for cable television subscribers, as director of marketing. **Harold Resnik**, retail consultant, joins Cable Store as director of special projects.

Deaths

Leonard Probst, 60, radio producer, NBC News, New York, died of cancer March 19 at his home in Brooklyn Heights, N.Y. Probst's 24-year career with NBC included drama reviews on WNBC-TV New York and production of radio coverage of 1976 and 1980 Democratic and Republican national conventions.

Ed Fitzgerald, 89, radio personality on WOR(AM) for last 52 years, and who, with his wife, Pegeen, had broadcast husband and wife program "The Fitzgeralds" over station for last 44 years, died March 22 at his home in New York. He is survived by his wife, who plans to continue program, station spokesman said.

John Lothschuetz, 57, former attorney with FCC, died of heart attack March 20, at D.C. General hospital, Washington. He is survived by his wife, Betty, son, and three daughters.

Aaron Samuel Bloom, 73, president of Aaron S. Bloom TV Productions, died of cancer March 8 in San Francisco. Bloom was manager of radio sales for ABC in San Francisco from 1951 to 1955, and ABC television account executive there from 1955 to 1966, when he founded production company. Bloom is survived by his wife, Beatrice, daughter and son.

Joseph Rosinski, 53, former air personality at number of Maryland radio stations, most recently WMAR-FM died Feb. 24, at John L. Dean medical center, Baltimore, Md., of injuries sustained in fall. He is survived by two half brothers.

Jesse Wynne, 66, account executive, WBLI(FM) Patchogue, N.Y., died of heart attack March 13, at his home in Bay Shore, N.Y. Wynne is survived by his wife, Irene, and two sons.

Midwest's Jim Rupp: keeping out in front with many media

Dallas fans may find it hard to believe: There will be a benevolent "J.R." in the Big D for the NAB convention. He'll even be munching barbeque Sunday at the Southfork Ranch with the cast of the CBS-TV series that won acclaim for its malevolent "J.R."

The good guy, stepping off a plane from Minneapolis-St. Paul, will be Jim Rupp. As president and chief operating officer of Midwest Radio-Television Inc., he'll be in Dallas to round up customers for the satellite services that are Midwest's latest ventures in the Rupp regime.

Jim Rupp began to establish credentials for communications leadership at the age of 16 in Pocatello, Idaho—"also the home town of former FCC Chairman Rosel Hyde and one-time FCC Commissioner Rex Lee," he notes.

"I had my own radio show on KITE there, but decided early that the talent end of the business was not my forte," he recalls. So it was off to Idaho State as a speech major, along the way becoming Idaho oratory champion and later, in his senior year, a national debate champion.

That, plus his continued interest in radio and television, got Rupp a graduate assistantship at Ohio State where he taught and was a classmate of Fred Silverman and The National Association of Broadcasters' Hal Niven.

"By the time I received my master's degree, I had become acquainted with Roger Cooper, one of the principals of the American Research Bureau," says Rupp. "When he offered me a position, I packed my bag and, with my wife and child, headed for ARB in Beltsville, Md."

From account executive, he rose to vice president and member of the ARB board of directors, before leaving in 1965 to become director of sales planning and development at Cox Broadcasting Corp. Again, it was a series of steps up the ladder to group vice president and general manager of Cox Broadcasting.

When Rupp went to Midwest Television in 1976, he found a company that had methodically and solidly entrenched itself in broadcasting with WCCO(AM) in the Twin Cities which began in 1924, WCCO-TV in 1949 and WCCO-FM in 1968. And to better serve its TV fringe area, Midwest in 1965 formed Rice Lake (Wis.) Cable Co., the small step that put it in the vanguard of that emerging field.

The transition into even newer technologies during the Rupp years has not been at the expense of the old media. He notes the \$18.7-million acquisition of



James Mahlon Rupp—president and chief operating officer, Midwest Radio-Television Inc., Minneapolis; b. Nov. 7, 1935, Pocatello, Idaho; BA in speech and business, Idaho State University, 1957; MA in radio and television, Ohio State University, 1959; American Research Bureau, 1959-65, joining as account executive and becoming vice president and member of board; Cox Broadcasting Corp., 1965-76, joining as director of sales planning and development, becoming group vice president and general manager of Cox Broadcasting Corp; joined Midwest as executive vice president in October 1976; present position since October 1981; m. Sharon Enell, Aug. 28, 1956; children—Julie, 24; Sandra, 19, and Steve, 12.

WFRV-TV Green Bay, Wis., and its satellite, WJMN-TV Escanaba, Mich., last fall, and says: "We would like to continue to acquire broadcast properties. We see television, particularly, as the foundation of our business for certainly the next 10 to 15 years. We think there obviously will be a two-tier system with broadcasting, as we know it now, as the major source of information and entertainment in the community. But, at the same time, with cable coming along and with satellite capability, we see new businesses flourishing."

The past year has been particularly significant in Midwest expansion. In the fall of 1981, Satellite Music Network began as a partnership of Midwest with Burkhart/Abrams & Associates, United Video Inc. and John Tyler of Dallas. SMN currently feeds 110 affiliates with full-service radio programming seven days a week, 24 hours a day, via satellite. It now offers three formats and, Rupp promises, announcement of a new format will be served along with the Southfork barbeque Sunday.

The enthusiasm in Rupp's voice grows as he discusses other new and planned operations of Midwest that include Satellite Radio Network, another joint venture that provides religious programming; the Cable News Service that feeds weather and news channels to Minnesota

Cable Systems-Southwest in the Twin Cities area, and the 14 low-power TV applications Midwest has filed with the FCC.

Circled on the Rupp future's book is this June. That's when Midwest joins Satellite News Channels, the joint venture of Group W and ABC Ventures. He explains: "We will be an affiliate, providing regional news to cable systems in the Upper Midwest, delivered each hour from the Twin Cities via satellite over one of the SNC transponders.

"And, we will have our own transponder on Southern Pacific's SpaceNet I in March 1984, developing a service for that transponder and enabling us to literally access every cable home in the country ... [though] we're basically looking towards service to our region as opposed to taking on HBO, ESPN and other national services."

Rupp exudes confidence about attaining those goals. "Obviously," he explains, "the present economic conditions will have some impact, but we have made a firm commitment to these new areas and we plan to fund them. The [ailing] economy is a temporary situation. If you look at the growth of the economy and the growth of our industry, you'll see we always have had peaks and valleys."

However, Rupp sees one obstacle, "limitations on broadcasters as compared to cablecasters, particularly in the area of deregulation." He admits some corrective steps have been taken, but maintains "broadcasters competing in an arena with the new technologies ... should be allowed to operate under the same rules that apply to everyone else."

But it's springtime now, and Jim Rupp's cheerful outlook returns when he speaks of the yard work he likes to do around the family home in Minnetonka, Minn. He tells of the lake and the pond nearby with lots of trees and an abundance of wildlife. "I just dig a lot of holes and cut down trees ... big trees, little trees. It's basic labor that I enjoy very much."

Then there's tennis, which has become a family affair. "All my kids play, and I'm average at it," he says. "But my wife is a superb player."

Also, the day may come when Jim Rupp will meet his match at home during dinner conversations about what happened at the office. Daughter Julie is intrigued with marketing and especially interested in cable. While working on her master's at Northwestern last year, she wrote a paper that offered a comparative marketing analysis of Cable News Network and Satellite News Channel. Its timeliness and perception resulted in wide circulation throughout the industry.

Julie Rupp shares more than her proud father's "J.R." initials. ■

ABC's annual report, out last week, quantifies role broadcasting played in company's fortunes last year—of total **\$2.5 billion revenues, \$2.1 billion (86%) came from broadcasting**, which in turn contributed \$316,065,000 in pre-tax income. Broadcast earnings increase of 5% over 1980 still didn't bring bottom line up to 1979's \$319,353,000. (ABC's net income for year was \$146,313,000; BROADCASTING, March 1). ABC Video Enterprises, scenic attractions, ABC Motion Pictures and ABC Entertainment Center, as group, logged \$32,432,000 in revenues and pre-tax loss of \$10,595,000 compared with \$51,649,000 revenues, \$11,572,000 loss year earlier. Capital spending in 1981 totaled \$54 million, with several projects deferred in response to economy; company says that deferral helped boost its cash position—which totals \$194 million in cash and marketable securities. Report also includes extensive "ABC Essay" on "The New Dimensions of Television," which details company's predictions of how business ends of new technologies may work, and ABC's strategy for participation there.

Representatives of **seven broadcast trade associations** met in Washington last Friday (March 26) to **launch effort to replace FCC's discarded financial reporting (Form 324)** with private accounting of industry revenues and profits. Groups will meet again April 16 at Television Bureau of Advertising headquarters in New York and try to decide how to collect data—either through private accounting firm, as TVB has contemplated (see story, page 134) or some other means—and how much information to gather. Participating in ad hoc group are Broadcast Financial Management Association, which called Friday's meeting, National Association of Broadcasters, National Radio Broadcasters Association, Radio Advertising Bureau, TVB, Station Representatives Association and Association of Independent Television Stations.

Meanwhile, broadcast consulting firm of **Bushyhead, Wortsman & Klein**, San Francisco, said it had **started polling TV stations on their interest in supplying basic revenue data**—on "guaranteed confidential" basis—for compilation by BW&K. Firm said it mailed inquiries to all TV stations Monday and by Thursday had already begun receiving replies—all signifying interest in quarterly as well as annual reports. With enough support, BW&K official said, 1981 financial report might be ready by end of May. Rates pegged at \$300 each for annual report, or four quarterlies for \$1,000.

In amicus brief to be filed with U.S. District Court for District of Columbia April 20, **FCC is expected to argue that provision of consent decree settling suit between Department of Justice and AT&T that bars divested Bell operating companies from offering competitive services isn't necessary.** Several commenters at FCC en banc meeting (see page 38) said placing restrictions on divested companies seemed unnecessary and unfair.

Preliminary report containing **five funding alternatives** has been prepared by National Association of Broadcasters' Task Force on Public Broadcasting Funding. List of funding options has slowly been narrowed from roughly 40 to five (BROADCASTING, Feb. 22). Five alternatives are: restoration of federal funds; national fund-raising effort coordinated through networks (this option still to be refined); commercial broadcasters' assistance to public stations with local fund raising through variety of methods—for example—airing announcements or simulcasting portions of local auctions; tax checkoff, and tax credit. (Last two are low priorities.) Informal review of report by NAB radio and TV boards is likely at convention. However, task force is expected to make revisions with final version ready by end of April. Final report will be sent to Congress along with findings of Temporary Commission on Alternative Funding for Public Telecommunications.



Journalism honors. Annual George Polk awards were presented last Wednesday during ceremonies at New York's Hotel Roosevelt. ABC captured both television honors, with awards to Pierre Salinger (for *America Held Hostage*) and Ted Koppel (for *Nightline*) (see story, page 150). Shown afterward were (l-r): Robert Frye and Robert Roy, executive producers of *Hostage*; Salinger; Koppel, and William Lord, VP-executive producer of *Nightline*. National Public Radio's John Merrow won radio award.

Reagan administration's **proposed cuts in FCC's 1983 budget** would "seriously undermine" agency's ability to carry out its mandate, said House Telecommunications Subcommittee Chairman **Timothy E. Wirth (D-Colo.)** in letter to Representative Neal Smith (D-Iowa), who chairs appropriations subcommittee with jurisdiction over FCC. Proposed cut would mean "reduction of 400 personnel" at FCC, at time when agency trying to "update 40 years of regulatory policy" and "in a probability" faces "new legislative mandate from Congress this year." Energy and Commerce Committee proposal for FCC budget is \$5.5 million higher than that of administration, says Wirth, and would assure FCC has adequate resources to handle responsibilities. Administration proposal would set FCC's appropriation at \$74.4 million, \$2.9 million from present budget of \$77.3 million (BROADCASTING, Feb. 15). Energy and Commerce Committee proposal would set appropriation at \$79.9 million.

Howard Publications Inc., newspaper publisher and licensee of WIVB-TV Buffalo, N.Y., and **Donrey Inc.**, multimedia company with six radio stations and one TV station plus newspapers and cable systems, have agreed in principal to **purchase 40% interest in Los Angeles-based Falcon Communications**, fourth largest independent MSO in California. Falcon is being reorganized into two companies, with 35,000-subscriber northern California systems being owned and operated by Nathanson family and New York-based Falpro (now 60% and 40% owned respectively) as Falcon Cable of Northern California. Second company, all southern California systems with 8,000 basic subscribers and 157,000 homes passed, will be owned by Falcon Communications. Price wasn't revealed, but deal includes acquisition of stock and assets formerly owned by estate of Donald P. Nathanson.

Also on cable front, Denver-based MSO **Tele-Communications Inc.** has picked up **cable system serving Key West, Key Largo, Marathon, Little Torch and Homestead Air Force Base, Florida, for over \$15 million.** System serves 27,000 basic subscribers.

Common carrier bill sponsored by Representative Timothy Wirth (D-Colo.) will **never reach conference with Senate if passes House as presently drafted**, said Senate Telecommunications Subcommittee Chairman **Barry Goldwater (R-Ariz.)** last Wednesday (March 24) in speech before U.S. Independent Telephone Association. Bill (H.R. 5158), which passes

Telecommunications Subcommittee unanimously last Thursday (see story, page 36), would restrain competition by protecting AT&T's competitors, according to Goldwater.

NBC-TV premieres three comedy series in April for limited runs: *Teachers Only*, *Shape of Things* and *The Joke Book* (see page 125), it was announced last week by Brandon Tartikoff, president, NBC Entertainment. *Teachers Only* features Lynn Redgrave and Norman Fell in Carson Productions' half-hour program slated for Wednesday, April 14 at 9:30 p.m. (NYT); George Schlatter Productions' *Shape Of Things* debuts Tuesday, April 6, 10-11 p.m. (NYT); animated series, *The Joke Book* produced by Hanna-Barbera begins its run on April 23, 8-8:30 p.m. (NYT). Also announced was return of *Harper Valley* starring Barbara Eden, Saturdays, 6-6:30 p.m. (NYT) starting April 10; Other schedule changes are: *Barbara Mandrell and the Mandrell Sisters* now on Tuesdays at 10-11 p.m. (NYT) moves to Saturdays, 9-10 p.m. beginning April 17; *NBC Magazine* currently Friday 8-9 p.m. (NYT) slot moves to Saturdays, 10-11 p.m. (NYT) as of April 24; *McClain's Law*, Saturday, 10-11 p.m. time period will be on Fridays, 10-11 p.m. (NYT) starting April 3; *Chicago Story* currently Saturday, 8:30-10:30 p.m. time period moves to Fridays beginning April 26 with special three-hour episode broadcast 8-11 p.m. (NYT); and *One of the Boys* now aired on Saturdays at 8-8:30 p.m. (NYT) will be presented one half hour later starting April 10.

National Association of Broadcasters has asked U.S. district court in Washington to permit appeal of court's entire opinion, on March 3, regarding NAB's television code (BROADCASTING, March 8). Court held multiple-product announcement ban to be illegal, but set for trial remainder of suit brought by Justice Department—provisions setting time and interruption standards. NAB said full appeal would permit U.S. Court of Appeals to review entire decision "at this early juncture" and, in process, eliminate need for "duplicative subsequent appeals." NAB says district court's opinion unduly restricts proof it may introduce at trial. Court's focus on relationship, if any, between alleged restraint and price of allegedly affected product or service "is inconsistent with the long history of rule of reason cases," NAB said. Question normally asked in such cases, NAB added, "is whether a restraint which affects price is nevertheless justified as reasonably necessary" to achieve broader interest in maintenance "of an efficient, competitive market."

National Association of Broadcasters will allow present and prospective low-power TV station operators to join association as associate members. Dues would be \$250 per year. Associate members would not be eligible to vote for NAB directors and

Turnaround. Noncommercial WKPC-TV Louisville, Ky., withdrew from proposed public television advertising experiment last week. Louisville station was one of 10 public TV stations selected to participate in ad experiment (BROADCASTING, March 22). Station's board of directors, however, reversed its earlier position favoring experiment and voted last Wednesday (March 24) not to proceed. WKPC-TV was slated to broadcast commercial messages by mid-April. Number of events preceded board's decision. Chairman, Bill Summers of Summers Broadcasting, licensee of WLou(AM) Louisville, resigned Feb. 25 on grounds that experiment created conflict of interest for him as commercial broadcaster. Summers said he did not speak against experiment earlier because he thought WKPC-TV would not be chosen to participate. Also local radio and TV commercial stations have voiced strong opposition to experiment. One, Louisville Area Radio Station (of which Summers is member) sent strong letter of protest to WKPC-TV, and two TV stations said they would not simulcast or allow any of their employees to participate in WKPC-TV auction as they have in past. Board members, however, deny that opposition had any bearing on decision.

officers. However, once LPTV is widely in use, chances are full membership will be offered.

Larry King, who conducts Mutual Broadcasting System post-midnight talk and phone-in show, and Post-Newsweek Productions are reported negotiating on unspecified project.



Goodman Ace, 83, radio and television writer and humorist, who, with his wife Jane, hosted radio programs *Easy Aces* and *Mr. Ace and Jane* from 1931 to 1945, died Thursday, March 25, at his home in New York. Mrs. Ace, who died in 1974, was known for enlivening her conversation with malaprops such as "up at the crank of dawn" and "words of one cylinder," written for her by her husband. In 1952, Ace went into television, writing for Milton Berle. He went on to write for comedians including Danny Kaye, Sid Caesar, Milton Berle and Bob Newhart, and in 1960's had regular column in *Saturday Review*. He is survived by two sisters.

Cokie Boggs Roberts, National Public Radio's Capitol Hill correspondent and immediate past president, Radio-TV Correspondents Association, turned over gavel to incoming president, Carole Simpson, ABC Washington's national correspondent, at annual dinner held at Washington Hilton last Thursday (March 25).

David Poltrack, VP, marketing services, CBS-TV network sales, named VP, research, CBS/Broadcast Group. He succeeds Jay Eliasberg, key CBS research executive for past 27 years, who at age 62 is taking early retirement but plans to remain active in broadcast research.

Upcoming

At FCC: Open commission meeting Thursday will consider expanding frequencies available for use by television pickup stations; consider petition to deny application to assign WCVB-TV Boston from Boston Broadcasters Inc. to Metromedia Inc.; consider amendment of its rules delegating authority to Broadcast Bureau to designate renewal and mutually exclusive construction permit applications for hearing, and to act on petitions to deny filed against renewal, assignment or transfer of control applications when there are no new or novel issues or other matters presented warranting evidentiary hearing; consider National Conservative Political Action Committee application for review of Broadcast Bureau ruling that NCPAC couldn't be deemed to have affirmative right of access to broadcast facilities to express views, and consider Henry Geller's petition for reconsideration of commission's Nov. 9, 1979, report and order concluding fairness doctrine inquiry. **Also in Washington:** Two-day Infotel '82 Conference on "Government Developments and Business Opportunities for the Telecommunications Industries" featuring industry leaders plus legal, government and Wall Street experts, opens today at DuPont Plaza hotel. **National Citizens Committee for Broadcasting** will hold conference on proposed breakup of AT&T and its impact on consumers, Westpark hotel (Rosslyn, Va.), starting at 9 a.m., today. **In Dallas:** International Association of Satellite Users Satcom '82 conference opens Thursday at Hyatt Regency Dallas at Reunion. **National Association of Broadcasters** 60th annual convention starts Sunday (see page 45). **In New York:** Norman Lear will receive International Radio and Television Society's Gold Medal award at anniversary banquet Friday at Waldorf-Astoria.

Doomed documents

There seems to be general agreement in the advertising community that commercial standards will continue to be upheld by broadcasters despite the suspension of the National Association of Broadcasters radio and television codes. The confidence will prove to be well placed. It is in their own interests that broadcasters remain alert to public tolerances for commercial content and quantity.

Not until the NAB acted to suspend the advertising standards in the codes (BROADCASTING, March 15) was it generally recalled that the association had suspended the programming standards back in 1976. The standards haven't been missed. In nearly six years of operation without external rules, radio and television programming has been responsibly presented under the broadcasters' individual understanding of audiences' tastes and desires.

The programming suspension of 1976 and advertising suspension of 1982 were involuntary actions, taken in response to court decisions that, absent reversal on appeal, all but assure that suspension will turn into abandonment. In 1976 a U.S. district judge in Los Angeles found that the family-viewing standards inserted in the television code at the behest of the FCC violated the First Amendment. Three weeks ago a U.S. district judge in Washington found that the multiple-product restrictions in the television code violated the antitrust laws. Of the two decisions, the latter presents the larger threat. The NAB had been warned that conviction could expose it to suits by advertisers claiming to be damaged by code restrictions.

The NAB has been spending a million dollars a year and employing 33 people to administer its codes. Those resources may now be redirected or reduced as the bureaucracy faces the ultimate truth that the codes are a lost cause.

No rush to judgment

Among the important decisions to be faced by the FCC this summer, according to the list put out last week by the agency's Broadcast Bureau chief, Larry Harris, is one on the rulemaking initiated in September 1980 to drop a lot of short-spaced VHF stations, perhaps as many as 140, into the table of television assignments. The proposal has attracted unanimous opposition among broadcasters.

Reporters present at Harris's news conference last week got the impression that his bureau would recommend a good many of the drop-ins. Its choices, he said, would be made purely by engineering standards. Economic protection of the existing service would be ignored.

No one who admires the free enterprise system can object to the standards of selection announced by Harris last week. Broadcasters cannot ask for deregulation without also agreeing to compete in whatever marketplace deregulation creates. But in the case of the VHF drop-ins technical protection and economic protection get blurred.

The blurring is especially noticeable when the effects of VHF drop-ins on operating UHF's are considered. UHF's function with a technical handicap in the existing television station universe. The handicap is inherent in the FCC's television allocations plan which designed the disparate UHF and VHF services and intermingled them. It is a technical handicap that translates directly into an economic handicap.

Would VHF drop-ins be at a technical advantage over UHF's and if so, would the technical underpinnings of the FCC's alloca-

tion plan be further compromised? Those questions cannot be ignored by the FCC.

As to the effect of drop-ins on established VHF's, the FCC has been given a mountain of evidence that interference would be widespread if any number approaching 140 short-spaced VHF's were allowed to go on the air. Interference automatically translates into loss of service to the public. Is it in the public interest to risk technical debasement of the present system in pursuit of a marketplace ideal?

If Harris and his bureau abide by engineering standards, he need pay no attention to the economic protection he forswears. The technical evidence will tell him to proceed on drop-ins with utmost care.

Together

The National Association of Broadcasters and National Cable Television Association are at last cooperating to obtain passage of legislation reflecting their compromise on copyright. The final compromise was reached after long negotiations, frequently interrupted by disavowals of the negotiators by their constituencies. There are still members of each association who think theirs gave too much to the other. In the interests of both, the compromise should be preserved.

The probable alternative to the Kastenmeier bill that represents the NAB-NCTA compromise is no legislation in this Congress. That would mean defeat for broadcasters in the short term but could trigger stronger support for the total copyright liability for cable that has been advocated by, among others, the Justice Department, the National Telecommunications and Information Administration and the chairman of the FCC. Kastenmeier's measure gives both the NAB and NCTA about as much as either can expect.

The cable interests get protection against the threat of total liability at the relatively little cost of modest increases in fees under the compulsory license. Their use of distant signals is relatively uninhibited.

The broadcasters get reasonable protection against cable importation of syndicated programs to which they have territorial rights. Almost all local broadcasters get assurance of carriage on cable systems in their own markets no matter what other cable services there may be.

If the NAB and NCTA genuinely want the Kastenmeier bill, the guess here is that they can see it through a Congress that, for the first time, will find the associations on the same side.



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