

Broadcasting Aug 2



ALICE

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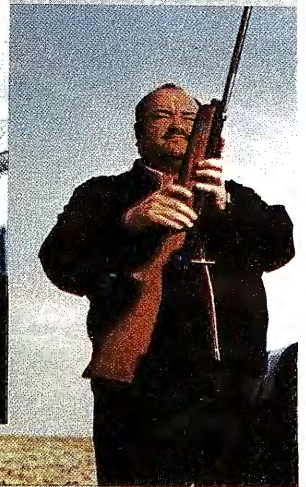
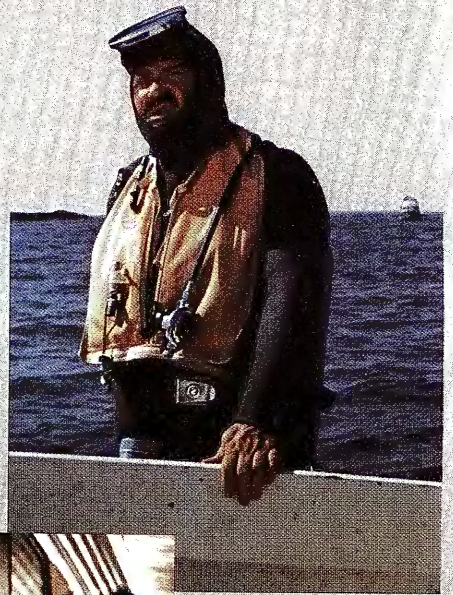
At last: AM stereo on air
 Seven hats in NAB's
 ring Shaker
 'At Large'

HEAVYWEIGHT!

CANNON IS ONE. He's a bear of a man. An unconventional private eye. Unparalleled in investigative savvy. Relentless in pursuit.

In relaxation, CANNON is a gentleman ruled by compassion... and an insatiable appetite for the sophisticated luxuries of a worldly life.

On television, CANNON is a man people watch!



CBS PUT CANNON ON ITS SIDE

You'll get a show that **delivers higher ratings** than prime-time averages for all programs, mystery/suspense programs and hour programs of any format.

Results were superb. Over a five-year prime-time run, CANNON established an average **21.3 rating** and **34% share** audience (which topped ABC's 33% and NBC's 25% shares for the same five-year period).*

NOW YOU CAN PUT CANNON ON YOUR SIDE

You'll get a show that **performs better** than other available action/adventure hours.

HOUSEHOLD RATING	CANNON	21.3
	ALL PRIME TIME PROGRAMMING	19.7
	MYSTERY AND SUSPENSE	19.2
	ALL HOUR PROGRAMMING	19.1
WOMEN 25-54 RATING	CANNON	16.6
	ALL PRIME TIME PROGRAMMING	15.4
	MYSTERY AND SUSPENSE	14.9
	ALL HOUR PROGRAMMING	14.7
MEN 25-54 RATING	CANNON	14.8
	ALL PRIME TIME PROGRAMMING	13.8
	MYSTERY AND SUSPENSE	14.0
	ALL HOUR PROGRAMMING	12.8

Source: Nielsen Television Index, National Audience Composition (NAD) November and February 1971-72 through 1975-76 seasons (original episodes only)
 Note: 25-54 data for 1974-76 only.

HOUSEHOLD SHARES

NO. OF SEASONS

5	CANNON	34
5	KOJAK	32
3	CHIPS	31
8	BARNABY JONES	31
6	ROCKFORD FILES	31
5	QUINCY, M.E.	30
4	INCREDIBLE HULK	30

Source: Nielsen Television Index, National Audience Composition, November / February / May, first season through 1980/1981.

You'll get a show that is **stronger in reruns** than other hours for syndication.

RERUN SHARE AS PERCENT OF ORIGINAL TELECAST SHARE

CANNON	91.2
CHIPS	87.5
LOVE BOAT	89.7
DUKES OF HAZZARD	87.5
CHARLIE'S ANGELS	84.6
WALTONS	83.3
LITTLE HOUSE	77.1
DALLAS	66.6

Source: NTI, Nov./Feb. original, May reruns, first season through 1980/81.

In short, you'll get a quality Quinn Martin show of imposing strength that is now available for the first time in local markets.

CANNON

124 HOURS

Available September 1983



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Source: NTI, National average audience ratings and share. Season to date, original episodes only. 1971/72 through 1975/76.



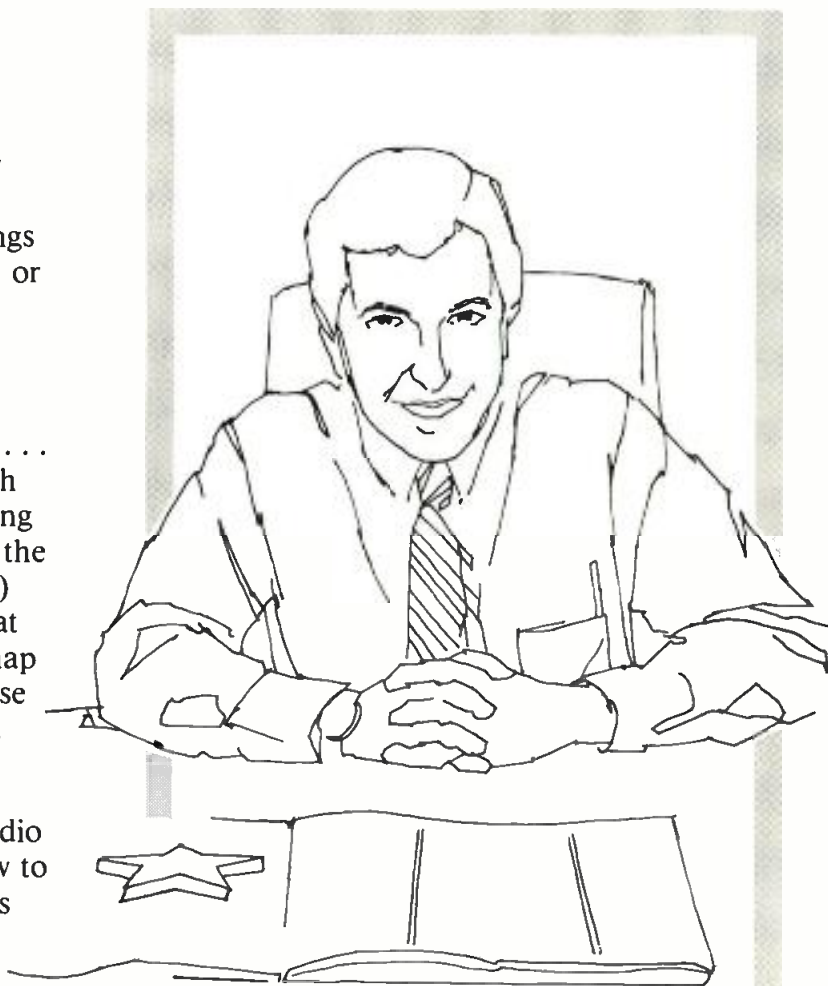
“The Research Group gives me the road map.”

“In my book, consultants who think they have a crystal ball are all wet . . . there just aren't any crystal balls. Great Arbitron ratings don't come from programming on 'gut feel' or 'it worked in another market' formulas. So when I consult a station (or program one) I want to be sure of the right path.

The Research Group gives me what I need . . . what the station needs. Their unique research services and their powerful strategic marketing really *work*. They come into a market, start the research process (which is an on-going thing) and they build a killer strategy based on what they learn. The strategy gives me the road map for putting and keeping my stations on course in all areas of programming and promotion.

Ask the winners . . . they know that the people at The Research Group are skilled radio strategists . . . radio veterans who know how to win Arbitron wars, in *all* formats — markets big and small.”

*GARY BERKOWITZ,
Consultant to large and medium market radio
stations and new Manager of Programming
and Operations, WROR, Boston*



In almost every field there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

Broadcasting **Aug 2**

AM stereo becomes a reality □ Decision time—a look at those with hats in the NAB's ring □ The company broadcasters love to hate—'At Large' with Arbitron's Ted Shaker

AM STEREO ON AIR □ Using Kahn system, KDKA Pittsburgh and KTSA San Antonio claim firsts. Set makers wait to see which method will become industry standard. **PAGE 23.**

TAFT TO BUY WCIX-TV MIAMI □ Agreement in principle with General Cinema calls for \$70 million payment and swap of WGR-TV Buffalo, N.Y.—record for independent. **PAGE 24.**

NAB FIELD STAYS BUNCHED □ Search committee meets tomorrow to review efforts to find new president, but it appears divided on recommendation to make to full board next week. **PAGE 25.**

TRANSPONDER SALES □ FCC votes to permit carriers to sell on noncommon-carrier basis, but reserves right to veto bids if pricing gets out of hand. **PAGE 28.**

ARBITRON RADIO PRICING □ Company wants to discard present system based on rate cards and on Sept. 1 charge according to "market coverage." **PAGE 29.**

NOBODY LOVES THE UMPIRE □ In "At Large" interview with BROADCASTING editors, Arbitron's Ted Shaker answers questions and allegations of critics, some of whom have charged radio audience measurement service with monopoly, arrogance and greed. **PAGE 30.**

RADIO MARTI MISGIVINGS □ U.S. commercial operators restate fears of retaliation during further Hill hearings. **PAGE 40.**

MORE MONEY FOR FCC □ House subcommittee's appropriations bill would give commission \$79.5 million for fiscal 1983, exceeding administration's

recommended budget by \$5 million. **PAGE 41.**

CONCENTRATION CALIPERS □ FCC's Dawson expands on need for index to assure relaxation of crossownership rules doesn't trigger Department of Justice interventions. **PAGE 44.**

DBS SUPER PLAN □ Satellite Syndicated Systems files elaborate proposal for direct broadcast satellite service that would entail four birds. But it's unlikely FCC will consider it until after 1983 RARC. **PAGE 50.**

MEDIA GENERAL GETS CABLE NOD □ It will offer 126 channels to 200,000 homes in Fairfax county, Va., outside Washington. **PAGE 51.**

AS KOPLOVITZ EXPECTS IT □ USA Cable Network president sees fragmentation of audiences cutting shares of both broadcast and cable hook-ups; she says USA will start regional feeds in 1983. **PAGE 54.**

GOOD NEWS FOR SHAREHOLDERS □ Eight major group owners report healthy second quarter. **PAGE 63.**

IMPACT OF TV NEWS □ Garth undertakes ADL-sponsored study of network coverage of Lebanon conflict and test of impact/accuracy in television reporting. **PAGE 64.**

HEAVY UP-FRONT BUYING □ Fall commitments to TV networks are in \$1.8-\$1.9 billion range, 20% ahead of last summer's pace. **PAGE 66.**

HARDWARE TO SOFTWARE □ John Sie was well on his way to successful career in engineering when he "stumbled into the wired nation." It marked beginning of new direction for his energies and brought him to Showtime as senior vice president, marketing and planning. **PAGE 87.**

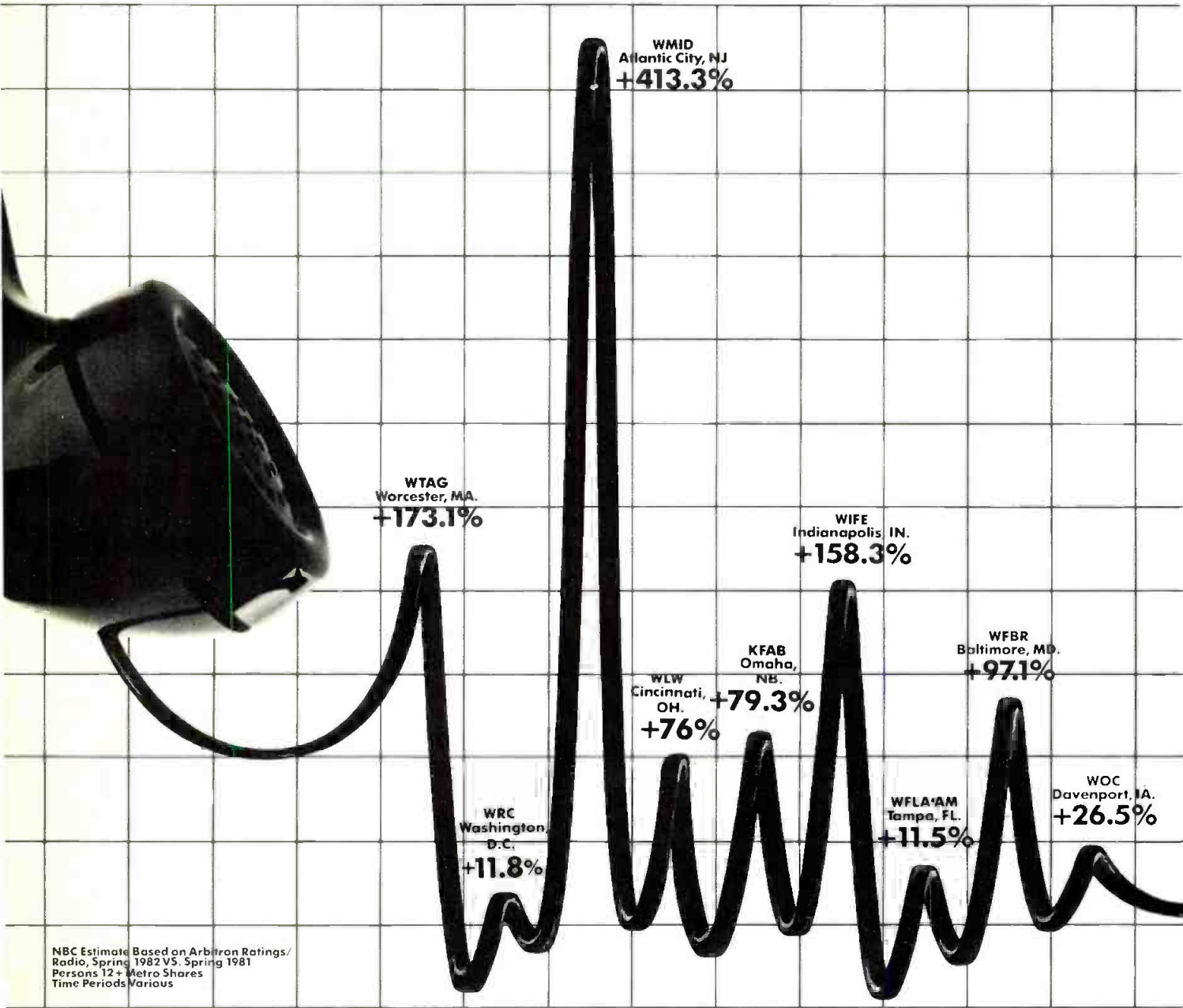
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NIGHTT ME SHARES HAD THEM DOWN. WE TALKED THEM UP.



NBC Estimate Based on Arbitron Ratings/
Radio, Spring 1982 VS. Spring 1981
Persons 12+ Metro Shares
Time Periods Various

Metro Share Increases Spring 1982 VS Spring 1981

Share the wealth. Plug into a one-of-a-kind call-in programming service that keeps your audience up at night. Bruce Williams and Sally Jessy Raphael weeknights. Bernard Meltzer soon on weekends. So distinctive you have to hear it to believe it.

Call Meddy Woodyard at NBC Radio collect today (212) 664-4745. Talknet. The nighttime audience builder.

Talknet
FROM NBC RADIO

Giving NAB more time

National Association of Broadcasters President Vincent Wasilewski has advised senior partners in Dow, Lohnes & Albertson, Washington law firm he will join after retirement from present post, that it will be little longer than originally anticipated before he shows up. Already back on NAB job after heart surgery (and sufficiently recuperated to be out on links at Burning Tree last Thursday), Wasilewski is prepared to stay on job if search for his successor proceeds into September or October. He is not prepared to stay "indefinitely," however. Decision came after soundings by NAB leadership considering continuation of search process beyond original Aug. 9 deadline (see page 25).

Stone wall

As selection process for new president of National Association of Broadcasters draws to close, there's evidence that search for candidates may have been less than exhaustive. Of 22 original prospects whose names were cited by Board Chairman Eddie Fritts as under consideration, five who could be reached by BROADCASTING last week reported they had never been contacted by committee. On no-call list: Jack Schneider of Warner Amex; Larry Grossman of PBS; Representative Matthew J. Rinaldo (R-N.J.), and Richard Leshner, president of U.S. Chamber of Commerce. Another candidate, Collingwood Harris, vice president, director, Advertising Council, sent telegram to chairmen of search committee 10 days ago, renewing bid for job after two earlier attempts brought no response. As of Friday, he had received no reply from committee, which has said it would interview any who desired to be heard tomorrow (Aug. 3).

Chips aren't down

Mura Inc., \$45-million-per-year radio set manufacturer based in Westbury, N.Y., is ready to stake millions that Kahn Communications' AM stereo system will prevail as national standard, but is being kept from market by inability of Kahn to come to terms with Exar Integrated Systems Inc., Sunnyvale, Calif., maker of integrated circuits. Mura president, George Hardy, says that within 30 days of receiving silicon chips he could flood market—Mura's outlets include Sears, Penney's, Ward's, Woolco and K-Mart—with Walkman-type AM stereo/FM stereo radio selling for about \$50.

Exar, however, will not begin producing chips, process that will take at least two months, until agreement with Kahn is

reached. Sticking points appear to be size of initial production run and, ironically, priority Exar assigns to production of chips. Exar and Kahn say their problems will be resolved and production of chips begun shortly.

Any old way

Taking marketplace concept to its logical extreme, staff of FCC is working on proposal that would remove FCC from its traditional role of deciding how spectrum should be used. Proposal would permit low-power television station licensees to use their channels for services other than television, to which channels are now dedicated. Presumably, those other services could include private radio, digital voice and data transmission or point-to-point video or audio links. Proposal, being cooked up by Office of Plans and Policy, is still in formative stages.

FCC shrinkage in dispute

Senate Commerce Committee's proposal to reduce size of FCC and Interstate Commerce Commission from seven and 11 members, respectively, to five may run into opposition when it hits Senate floor as part of budget reconciliation package this week. White House aides say administration is opposed to provision and will "fight" it. What's more, nature of provision could inspire opposition. Some senators regard it as "extraneous," in that principal reason for it is political—part of effort to block full term on FCC for President Reagan's nominee, Stephen Sharp. Senator Ernest Hollings (D-S.C.), ranking minority member of budget committee, is said to have remarked that provision does not belong in reconciliation bill, and Chairman Pete Domenici (R-N.M.) is said to have agreed.

Re-slicing the pie

Arbitron Radio's projected new formula for pricing its local audience-measurement service (see page 29; also "At Large," page 30) seems certain to stir up strong emotions, pro as well as con, but is not likely to be formally opposed or endorsed by Arbitron Radio Advisory Council, which played big background role in its evolution. That's current view of council leaders, after preview given council members. They suggest that most stations will ultimately (some sources say predictably) judge plan according to its pocketbook effects—which will vary widely.

Plan squarely meets council's—and other broadcasters'—objective of getting Arbitron's rates based on something other than stations' own rates, but does not

meet larger objectives of reducing over-all research costs. Arbitron's revenue pie would remain unchanged in size, but would be sliced differently, with some stations paying more than now, others less. If that determines station response, division could affect half to two-thirds of subscribing stations: Arbitron estimates 30% would get bills containing increases of 10% to 50% or more, while 33% would get reductions falling within same range.

Doubled deals

Broadcast rights for this year's football season have surged to about half-billion dollars. Preliminary indications are that BROADCASTING's annual survey, to be reported in Aug. 9 issue, will put grand total at \$493.7 million, 135% increase over last year's \$210.2 million. With cable rights added in, half-billion mark is passed.

Increase is primarily attributable to new National Football League contract with ABC, CBS and NBC believed to total \$414 million this year. Should possible strike seriously alter schedule, however, that figure will change.

Another Cuban problem

FCC will go public this week with its concern over action of International Frequency Registration Board that some interpret as victory for Cuba in latter's effort to win board's approval of shift of 48 AM assignments that U.S. thought it had blocked at Region 2 conference in Rio de Janeiro last December. IFRB, arm of International Telecommunication Union, indicated in March 12 letter that it would accept Cuba's proposed shift, entitling new assignments to protection from U.S. stations. U.S. has not accepted that interpretation, and FCC this week will release copy of IFRB letter along with public notice asserting U.S. position that action requiring protection for 48 assignments would not be consistent with international radio regulations or Final Acts of Rio conference. U.S. has asked IFRB to reconsider its letter and not to implement its pending clarification—request with which IFRB is complying.

Off-year debates

League of Women Voters is arranging two hour-long political debates it will offer for national radio and television coverage next fall. Debates will focus on issues instead of candidates. To be called Congressional Leadership Debates, they'll feature Republican and Democratic party leaders, not specific candidates. League has been arranger of candidate debates in past two presidential elections.

Marketing fodder

Cable subscribers may well end up to be the most researched consumers, as those in the business rush to find out what they will buy and why, and those outside look to find how they can get a piece of the action. Two recently announced surveys, one by Opinion Research Corp., the other by Statistical Research Inc., results of separate telephone surveys of more than 1,000 homes, offer plenty of numbers to mull.

ORC, which looked at subscribers and non-subscribers, said compared with a study it had conducted a year earlier, subscriber growth is now taking place among older viewers. Cable subscribers, ORC found, cannot be "typecast ... as young." Trying to gauge "intent" to subscribe, ORC found 16% of the non-subscribers in its sample "most likely" to take cable in the coming year, 13% "fairly likely." ORC also found the ratio of pay-to-basic subscribers (not units) had risen from 47% to 61%.

SRI's research (which dealt with subscribers only) showed an interesting breakout on pay takers (58% of the sample): 52% had pay service since the start of their cable service; the other 43% had added it since becoming cable subscribers. SRI found subscribers were divided in their opinion of services. Half found it "excellent or good"; half considered it "a fair or poor value."

While 80% of the sample hasn't and doesn't intend to drop any cable service, the 20% who are considering discontinuing some service, cited dissatisfaction with programming or scheduling, a sense of insufficient value, lack of use, limited program selection and repetitiveness and poor reception. SRI also asked subscribers why they had taken cable in the first place. Of the basic-only subs, 43% said "better reception," 39% "variety." Of the premium subs, 41% cited "variety," 27% "reception," 23% "movies and sports." In both cases, there were 19% who said "availability."

For the ad agencies who always seem to want to know if they can slip advertising into premium channels, ORC had some bad news. Those who would tolerate commercials on pay channels "under certain conditions" dropped from 45% to 35% in the year, ORC reported, while among non-subscribers, the percentage that vowed not to subscribe if pay-cable accepted ads grew from 52% to 60%.

Satellite financing

RCA Americom, which has been having trouble leasing transponders on Satcom IV for a single upfront rental fee of \$13 million, has filed a new tariff at the FCC offering easier terms. Customers, which will be taken on a first-come, first-served basis, may now reserve a transponder with a

\$150,000 down payment. Once the tariff becomes effective—expected Aug. 15—the customers will have to come up with a minimum payment of \$1,350,000 and over the next three years make several additional payments until the sum totals \$4 million "net present value at a 15% discount rate." Customers will pay off the balance of \$9 million present net value at a 15% discount rate in monthly installments starting with the first month of service and ending in December 1989 when the satellite is due to expire.

24-hour milestone

On Sept. 13, C-SPAN will expand into a full-fledged 24-hour-a-day cable network. To celebrate the event, the directors of C-SPAN and the National Cable Television Association will throw a big dinner party in Washington for about 150 guests. C-SPAN will have much besides its around-the-clock stature to celebrate. It is just getting over the growing pains it experienced last April when it moved from the USA Cable Network to its own transponder on Satcom III-R to increase its programming day to 16 hours. C-SPAN had reached more than 12 million homes as part of USA Cable, but lost millions when it ventured out on its own. C-SPAN has been working hard the last few months and it is now back up to 11 million homes. The approximately 1,000 cable systems that receive the service include 75 of the nation's 100 largest systems. It's not until you reach the 19th largest system on the top 100 list—The Toledo Blade Co.'s Buckeye Cablevision Co. in Toledo, Ohio—that you find a cable system without C-SPAN.

Radio video

WELI(AM) New Haven, Conn., a news and information outlet owned by Broad Street Communications (Insilco), is going cable. The station has concluded a two-year pact with Storer Cable TV of Connecticut whereby it will produce hourly 60-second local newscasts, and acquires the rights to adjoining 60-second spots of advertising time, on Storer's New Haven-Hamden-West Haven system. The WELI newscasts, which are to commence Sept. 13, constitute the two minutes that Storer receives hourly on CNN. In effect, the MSO has taken the time and leased it to WELI, for a fixed monthly fee and a percentage of the net advertising revenues. (A 48-hour recapture clause is also spelled out in the contract, whereby Storer has the right to repossess any of the commercial spots which the radio station hasn't sold within 48 hours of airtime.) WELI will produce the newscasts itself, and is currently remodeling one of its two studios for video, at a cost of about \$30,000. The newscasts will first appear between 6 a.m. and 10 p.m., seven days a week, but will eventually be expanded around the clock. Fred Walker, president of



A neat trick. Hughes Communications hopes to make its Galaxy I satellite more attractive with a dual-beam feed system, a piece of gear that will enable conventional parabolic dishes, by far the most ubiquitous type of satellite antenna, to receive signals from two adjacent satellites. That is, from Galaxy I, which will be launched in June 1983 to orbit at 135 degrees west longitude, and Satcom III-R, the primary cable satellite at 131 degrees west. Hughes's Jacques L. Johnson, director of marketing (left), and Norman Weinhouse, manager, systems engineering and planning, stand before a dish equipment with dual-beam feed at a demonstration for the press and the cable industry at the Hughes facility in Torrance, Calif.

Now America can look at health in a whole new way. Introducing Cable Health Network.

There's a revolution in America. Feeling good is now a \$30 billion a year business. A remarkable 81% of the viewers surveyed are interested in seeing more television programs on health and medical developments.^{††} And viewers want to see more television programs on health and science as opposed to more programs on news, situation comedy or sports by a margin of more than 2 to 1.^{†††}

DEMAND FOR MORE TYPES OF PROGRAMS ON:

PROGRAM TYPES	Health	Science	Lifestyles	News	Sitcoms	Sports
	64%	62%	46%	30%	26%	23%

The Concept. To fill this information gap, Cable Health Network was created. It became available free to cable operators on the primary cable satellite, RCA Satcom III-R, Transponder 17. Broadcasting the kind of informative, *entertaining* programming America wants to see, 24 hours a day, 7 days a week. Shows cover health and science, keeping fit, healthy relationships, human interest and lifestyles, self-help and medical care, growing up and getting older.

The Team. Cable Health Network is headed by Dr. Art Ulene, well-known for his appearances on NBC's *Today Show*, and Jeffrey Reiss, former head of Showtime, who are working in conjunction with Viacom International Inc. and a team of top professionals including Loreen Arbus, Programming; Ron Friedman, Marketing; Don Andersson, Cable Affiliate Relations; and Bob Illjes, Advertiser Sales. Medical advisory boards of doctors, dentists, psychologists and other health experts will consult on program content.

The Potential. Cable Health Network will have broad appeal and a projected start up audience of millions

of households. And advertisers can accurately reach target prospects through individual shows focusing on specific demographic and lifestyle groups. Besides eliminating the waste inherent in broadcast television, Cable Health Network provides an environment to enhance your corporate image and add credibility to your product message.

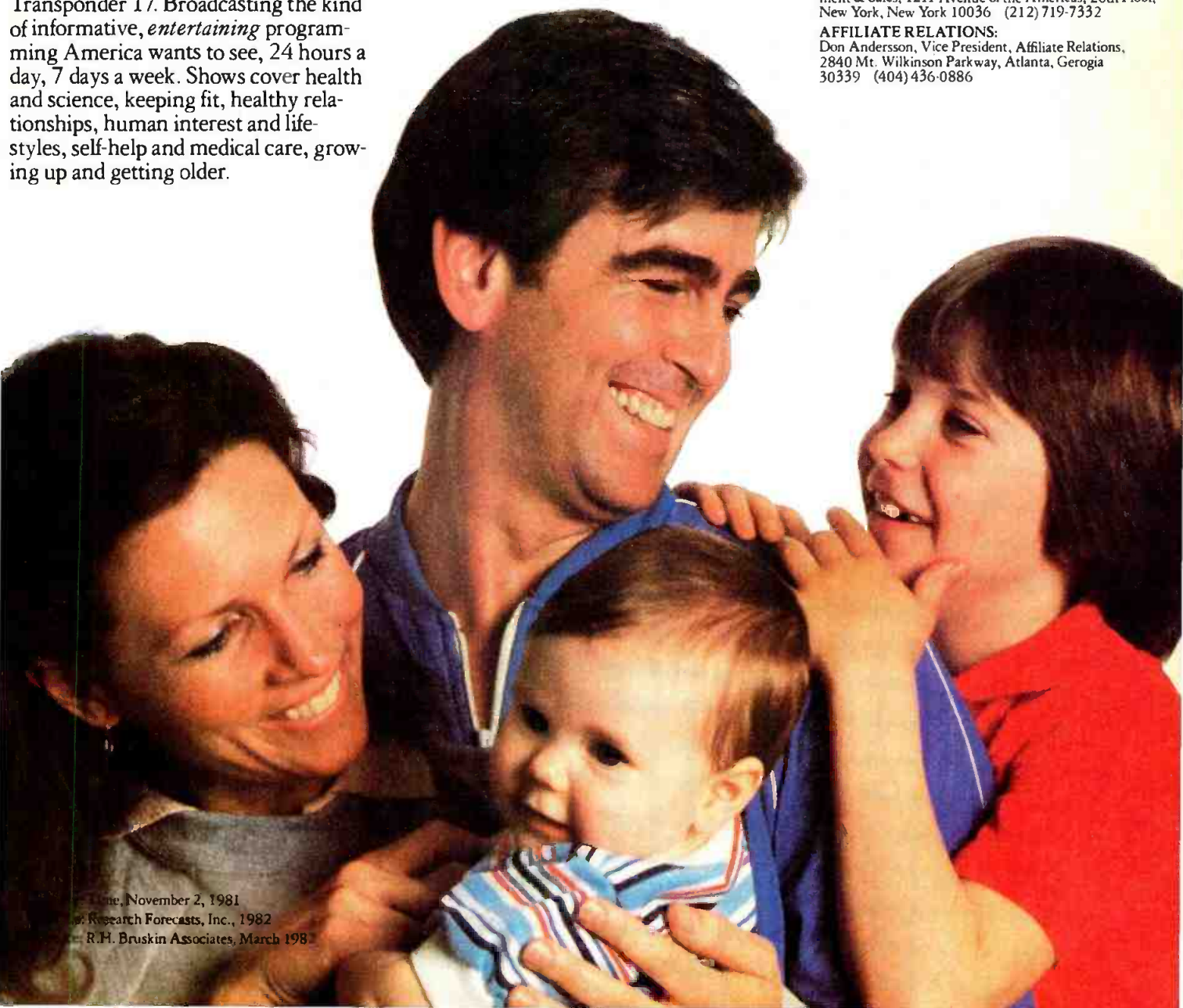
Communicate with us.



Keeping America Healthy™

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Robert A. Illjes, Vice President-Director, Market Development & Sales, 1211 Avenue of the Americas, 20th Floor, New York, New York 10036 (212) 719-7332

AFFILIATE RELATIONS:
Don Andersson, Vice President, Affiliate Relations, 2840 Mt. Wilkinson Parkway, Atlanta, Georgia 30339 (404) 436-0886



Broad Street Communications, told BROADCASTING the company is using the "radiovision" concept initially as a promotional tool for WELI, and that it will probably take most of the two-year life of the contract to turn it into a "profitable venture."

Cable co-op

On the heels of CTAM's Chicago conference, the Boston ADI is where cable operators will look to test cooperative efforts to promote cable. Colony Communications' director of marketing, Alex Papagan, is motorman on the project, and he's studying with ad agencies the media approaches adopted, say, by regional associations of car dealers to push their common product. Papagan says it's not just combating competition from other media such as STV that a joint promotional campaign would aim at, but at building subscriptions in new-build situations and retaining subscribers as well. "As cable is built up," he suggests, "there are economies of scale" operators can realize in advertising. Right now, "we want to see what kind of budget it would take," Papagan says, adding "we hope we'll be the prototype for other ADI's."

Pirating PBS

The Public Broadcasting Service is taking the offensive to stop Canadian cable companies from pirating the noncommercial

2 is 1

What cable television service has the largest audience? The surprising answer is Turner Broadcasting System's CNN2 and the reason is the headline news service is being broadcast by scores of television stations. According to Turner's Henry Gillespie, 76 stations, mostly network affiliates, have signed up to air the service. "CNN2 now reaches a potential broadcast audience of close to 40 million," he said, "and by the fall season, the potential audience will be pushing 60 million." Of the stations now broadcasting or planning to broadcast the service, 25 are NBC affiliates, 23 are ABC affiliates and 12 are independents. Among the independents is WCLQ-TV Cleveland, an STV outlet that plans to broadcast the service unscrambled for one hour twice a day (7 a.m. and 5 p.m. NYT) beginning Aug. 16.

network's signal. Larry Horn, PBS general counsel, has sent letters to 11 cable firms sternly asking them to stop using the programming. Horn also wrote to the Canadian Cable Television Association and sent copies to Francis Fox, Canadian minister of

the Department of Communications, and Dr. John Meisel, chairman of the Canadian Radio Television and Telecommunications Commission. The letter warns that any use of the feeds violates international law. "To the extent these activities are or have been taking place, we ask that you take all necessary measures to insure that they do not occur so that it does not become necessary for us to take any further action to protect our rights," the letter said.

Cable tunes


Satellite Syndicated Systems and John Doremus Inc., the company that introduced music packages on airline flights, have announced a joint venture to market five audio services to cable systems as a pay program service. The packages will be similar to the in-flight Music in the Air packages created by Doremus. The formats—country, comedy, Broadway/Hollywood, big band and hits of the 50's and 60's—will be carried over the unused audio subcarriers on Satcom II, transponder six. SSS recommends a price package between \$5 and \$10. SSS and JDI plan to launch the service at the Western Cable Show in Anaheim, Calif., in November.

Alarming proposal

The National Burglar and Fire Alarm Association and the Central Station Electrical Protection Association have asked the FCC to launch a rulemaking requiring cable operators to make channels available for remote alarm services. Under the proposal, all new urban cable systems would have to have two-way capabilities, all would have to have a minimum of 20 channels, and all would have to reserve at least one 6 mhz two-way channel for remote alarm systems. To "avoid the potential problem of unfair competition," however, cable operators should be barred from offering the alarm services themselves, the groups said. "Commission leadership is badly needed in taking the first necessary steps to solve the most serious and urgent internal security matter facing our government—its failure to fulfill its fundamental responsibility to protect innocent citizens against the violent and capricious attacks of those bent on criminal activity," the groups said.

CTAM setup

At CTAM's Chicago conference (BROADCASTING, July 26), incoming CTAM President Art Dwyer of Cox Cable introduced CTAM's new board of directors and officers: president-elect Edward Bennett, Viacom; secretary Gail Sermersheim, Home Box Office; treasurer Toni Augustine, Communications Trends; past-president Jerry Maglio, Daniels & Associates; Gary Bryson, American Television and Communications; Burt Staniar, Group W Cable; Charles Townsend, United Cable; Bob Bedell, HBO; Doug Wenger, Storer Cable; Larry Miles, Times-Mirror; Bob Siebert, Turner Broadcasting; Gary White, Cox Cable; Tom Willett, Continental Cablevision; John Sie, Showtime, and Char Beales, NCTA.

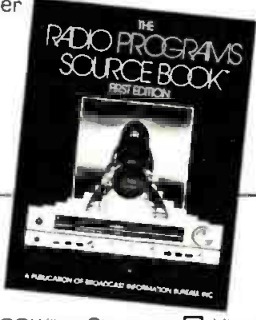


For radio programming professionals...

C

omprehensive information on almost 1300 radio programs and services. • Up to 25 different facts about each listing. 171 information-packed pages to help you every day. • Three different indexes for easy reference: Title Index, Main Category Index, Subject Category Index, plus The Sources section which is a handy listing of Syndicators, Networks, and Producers, complete with addresses, phone numbers and personnel. • A free update is included in the subscription price.

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20 OF THE TOP 20

30 OF THE TOP 30

40 OF THE TOP 40

50 OF THE TOP 50

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It's Hour Ma Best Sweep Ea

Greatest Audience Share in

#

1

**No. 1 in
Total Women
in Its Time
Period in
71% of Its
Afternoon
Markets!**

#

1

**No. 1 in
Total
Households
in 50 Markets!**

#

1

*Two out of three markets improved or
equalled share levels of May 1981.*

*Source: NSI Cassandra May 1982 and dates indicated

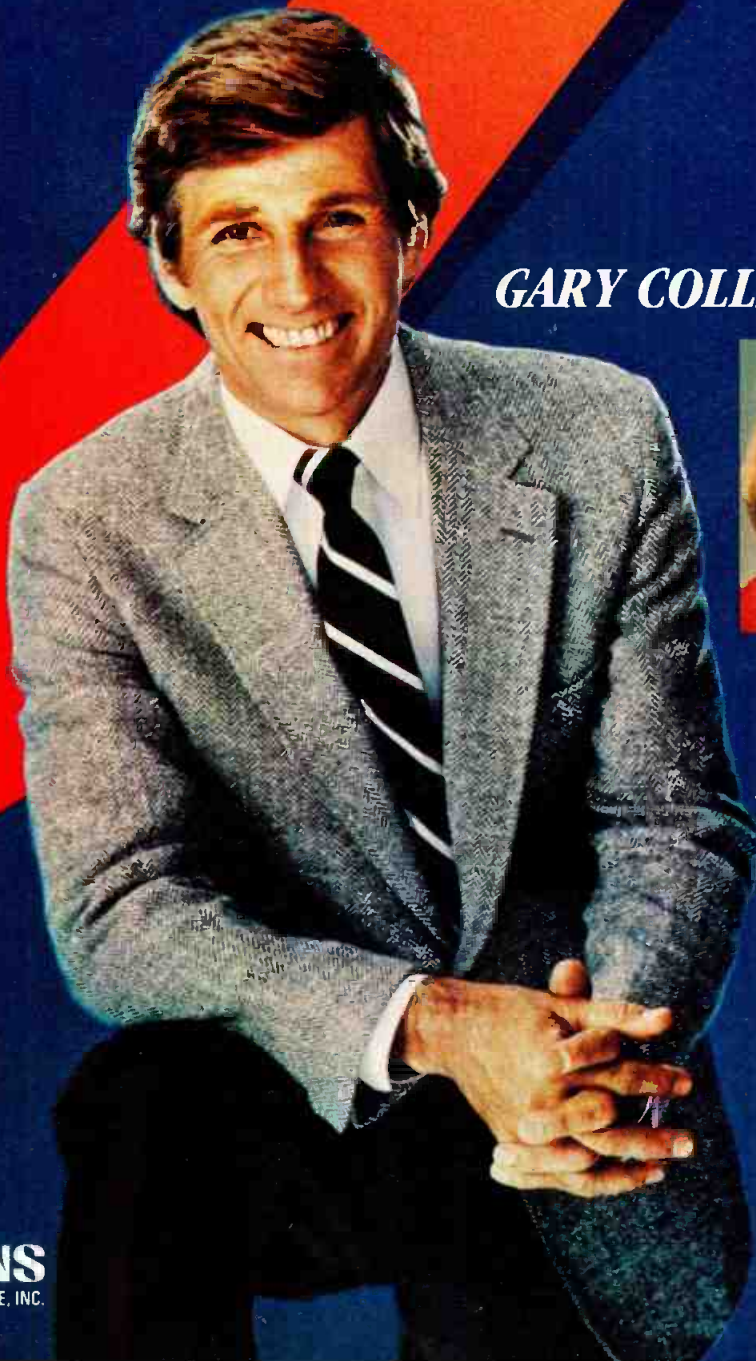
Magazine's er!

our History!

No. 1 in
Total Women
Its Time
period in
9% of All
Markets!

24
FEB. 1982

SHARE
26
MAY 1982



GARY COLLINS *Host*



PAT MITCHELL
Cohost

*And our finest
Hours are yet
to come — on
129 stations
this fall!*

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.
70 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CA 91608
90 PARK AVENUE, NEW YORK, NY 10016

Business Briefly

TV ONLY

R.J. Reynolds Co. □ Test for Timberline moist chewing tobacco. Begins Aug. 16 for 14 weeks in seven markets. Sports, news, prime access, late fringe and weekend times. Agency: Tatham-Laird & Kudner, Chicago. Target: men, 18-34.

Imperial Sugar Co. □ Cane sugar. Begins in mid-August for eight weeks in 15 to 20 markets. Day and fringe times. Agency: Tracy-Locke Advertising & Public Relations Inc., Dallas. Target: women, 25-49.

Jordache □ Kids jeans. Begins this week for six weeks in 40 markets. Day, early fringe and fringe times. Agency: Winner Communications Inc., New York.

Vachon Ltd. □ Puff pies. Begins in mid-September for six weeks in Boston and Providence, R.I. All dayparts. Agency: Arnold & Co., Boston.

Tone's Corp. □ Mr. Pepper (black and red pepper). Begins this week for five weeks in under 10 markets. All dayparts. Agency: A. Eicoff & Co., Chicago. Target: adults, 18-49.

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AdVantage

Schlitz switch? J. Walter Thompson U.S.A., New York, said last week it has resigned three brands of the Jos. Schlitz Brewing Co. account because it did not want to compete with other agencies for future representation of the brands. Involved are Schlitz beer, Schlitz Lite and Erlanger beer with total billings estimated at \$20 million, of which about 90% is in broadcast. A spokesman for Stroh Brewery, Schlitz's parent company, acknowledged that Thompson, Schlitz agency since 1978, had been asked to compete for account. Agencies in running for brand assignment are Benton & Bowles, BBDO and MCA Advertising. Thompson has been handling Schlitz out of its Chicago office.

Spot numbers. SRA's National Radio Marketing Group reported that national and regional advertisers invested almost \$200 million in spot radio during first quarter of 1982, based on reports of 15 representatives of radio stations in more than 150 markets and compiled by Radio Expenditure Reports, Larchmont, N.Y.

UTV avails. UTV Cable Network, Fair Lawn, N.J.-based advertiser-supported network stressing viewer participation in much of its programming, is increasing proposed number of local avails from 48 30-second spots per day to 100 30-second spots. UTV is expected to launch on Jan. 10, 1983 on Westar V.

Blair sizes up spot radio. Blair Radio's analysis of spot radio opportunities in first half of 1982 identifies 25-54 age group as most requested demographic, increasing to 31% from 26.6% in same period of 1981. In second place is 25-49, with 16%, edging out 18-49, with 15.9%. Down significantly in 1982 six-month period is 18-34 group, with requests falling to 10.2% from 14.7% last year.

Sears on ESPN. Sears, Roebuck & Co., Chicago, has signed to sponsor Entertainment and Sports Programming Network's coverage of 1982 AAU Junior Olympics on Aug. 8 from 2:30-5:30 p.m. Coverage by ESPN will be repeated on Aug. 9 at 8 p.m.; on Aug. 11 at 3:30 a.m. and 4 p.m., and on Aug. 12 at noon and midnight. Agency for Sears is Foote, Cone & Belding, Chicago.

CHN response. WATS Marketing of America will handle responses to direct marketing campaigns of six publishers advertising on Cable Health Network, including *Wall Street Journal*; *Smithsonian*; *Barron's*; *Parents Magazine*; *Prevention*, and *Consumer Reports*. WATS Marketing will handle telephone responses to direct marketing ads of six, with service provided free to cable systems.

High-class jeans. Murjani International is using network and spot television to introduce its new Gloria Vanderbilt Black Denim jeans in campaign starting today (Aug. 2). Commercial spotlights beautiful young women at elegant party wearing Gloria Vanderbilt Black Denim jeans. Commercial ends as Gloria Vanderbilt appears on screen to say: "It's a shame to call them jeans." It is first major advertising campaign for Murjani since Doyle Dane Bernbach, New York, acquired account earlier this year.

Health kick. Blue Cross and Blue Shield of greater New York announced start of advertising campaign promoting preventative health care to viewers and subscribers in New York markets. Four-week, \$250,000 campaign, which last week featured New York Yankee pitcher Tommy John, will appear in print, broadcast and cable television spots. Central theme of campaign is to tell people how they can help themselves stay healthier, and thus reduce payouts by health insurance company in this era of skyrocketing hospital and medical-care costs. Campaign was developed by Brouillard Communications, division of J. Walter Thompson. Television spots will appear in two one-week flights and will run on three network affiliates, two independents, CNN, ESPN, USA Cable Network and Sportschannel.

Happy 11th. National Advertising Division (NAD) and National Advertising Review Board (NARB), self-regulatory system established to sustain truth and accuracy of national advertising, noted 11th anniversary this month. System was created in July, 1971 by American Association of Advertising Agencies, American Advertising Federation, Association of National Advertisers and Council of Better Business Bureaus. NAD evaluates and resolves challenges to truth and accuracy of national advertising. During 11-year history, only 2% of NAD's decisions have required appeal.

General Cigar & Tobacco Co. □ Chattanooga Chews (chewing tobacco). Begins Sept. 6 for four weeks in 78 markets. All dayparts. Agency: Stuart Ford Inc., Richmond, Va. Target: men, 25-49.

T-Shirts Plus □ T-shirts. Begins this week for four weeks in approximately 75 markets. Day, fringe and weekend times. Agency: Independent Media Services, New York. Target: women, 18-49.

Edwards Baking Co. □ Frozen pies. Begins Aug. 16 for three weeks in Atlanta, Memphis, and Jacksonville, Tampa and Orlando, all Florida. Day, fringe, prime access and news times. Agency: Austin Kelley Advertising Inc., Atlanta. Target: women, 25-64.

New Balance □ Running shoes. Begins in mid-August for one to three weeks in three markets. Agency: Rizzo, Simons, Cohn, Boston. Target: adults, 18-24.

RADIO ONLY

Just Pants □ Franchise jeans retail stores. Begins Aug. 4 for four to five weeks in about 65 markets. Morning, afternoon and evening drive times. Agency: Cunningham & Walsh, Chicago.

U.S. Army □ R.O.T.C. Begins Aug. 1 and continues through August in about 80 markets. Agency: N W Ayer Inc., New York. Target: men, 18-24.

General Mills Inc. □ Yoplait yogurt. Begins this week for four weeks in four to five markets. Agency: Dancer Fitzgerald Sample Inc., New York. Target: women, 18-49.

Corning Optical □ Corlon contact lenses. Begins in mid-August for four weeks in Atlanta and Greensboro, N.C. Agency: Calet, Hirsch, Kurnit & Spector Inc., New York. Target: adults, 25-49.

Crescent Foods □ Foil mix (packaged foods). Begins Aug. 30 for two weeks in three markets. Agency: Stimpson Associates Inc., Seattle. Target: women, 25-54.

Michigan Apple Committee □ Apples. Begins Aug. 16 for two weeks in nine markets. Morning, afternoon, evening and Saturday drive times. Agency: Baker, Abbs, Cunningham & Klepinger Inc., Birmingham, Mich. Target: women, 25-54.

Peoples Stores. □ Back to school special sale. Begins Aug. 23 for one week in five markets. Morning, afternoon and early evening drive times. Agency: Evergreen Media Inc., Seattle. Target: teen-agers, 12-17.

Naturally Good Foods □ Fresh frozen fruit. Begins in mid-September for one week in three Ohio markets and in Des Moines, Iowa. Agency: Sohigian & Partners Inc., Southfield, Mich. Target: women, 25-54.

Sunoco □ Gasoline. Begins this week for eight weeks in approximately 15 markets. Agency: Wells, Rich, Greene, New York. Target: men, 25-54.

Miller Brewing Co. □ High Life beer. Begins in late August for four weeks in 30 to 150 markets. Afternoon, evening and weekend times. Agency: Backer & Spielvogel, New York. Target: men, 18-24.

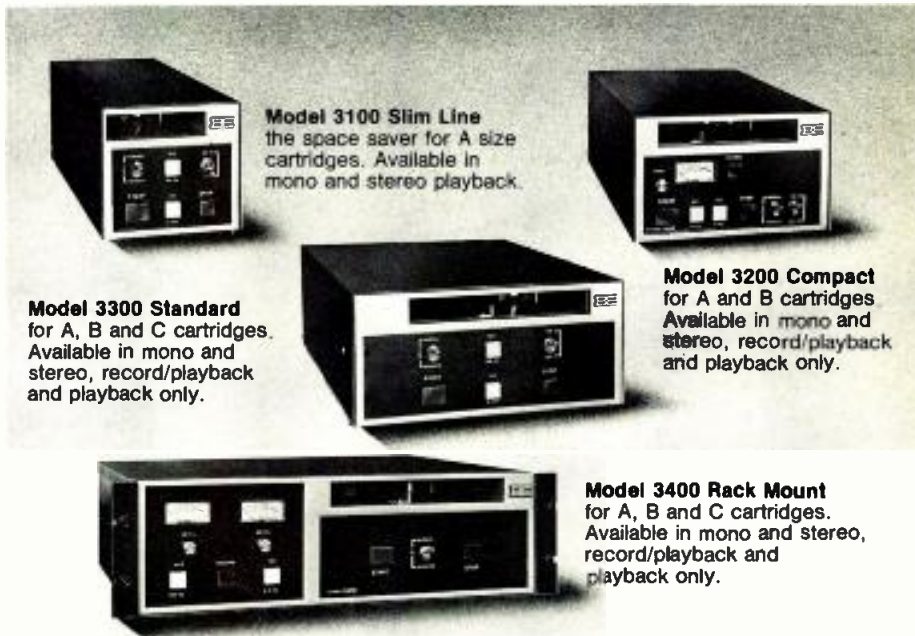
Shoney's Big Boy □ Restaurants. Begins Aug. 16 for four weeks in approximately 30 markets. Fringe, prime and weekend times. Agency: Ogilvy &

Mather, Atlanta. Target: adults, 25-54.

Schlitz Brewing Co. □ Schlitz Malt Liquor. Begins Aug. 9 for four weeks in about 50 markets. Late fringe and sports times. Agency: Benton & Bowles, New York. Target: men, 18-34.

Mountain Bell Yellow Pages □ Begins this week with 14 markets canvassing during August. Agency: Tracy-Locke Advertising & Public Relations, Denver. Target: adults, 25-54.

Howard Johnson Co. □ Restaurants. Begins this week for three weeks in approximately nine markets. Agency: N W Ayer Inc., New York. Target: adults, 25-49.



Model 3100 Slim Line
the space saver for A size cartridges. Available in mono and stereo playback.

Model 3300 Standard
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Features

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Automatic Fast Forward Option with 3 Cue Tones	YES
Models for 1/3 and 1/2 Rack Widths	YES
Rack Mount Model for A, B, & C Carts	YES
Wider Record Input Range	- 24 to + 20
Solid-State Switching Logic	YES
Prompt Delivery	YES

For more information, contact your local Broadcast Electronics distributor, or call:



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This week

Aug. 1-13—*National Association of Broadcasters* 13th management development seminar. Bedford Glen hotel and conference center near Boston.

Aug. 2-4—*Community Antenna Television Association* basic technical training seminar. Boisean hotel, Boise, Idaho.

Aug. 4—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herb Granath, president. ABC Video Enterprises. Copacabana, New York.

Aug. 4-5—*Arbitron* radio workshop. Amfac hotel, Los Angeles.

Aug. 4-6—*Home Box Office* annual north central affiliates meeting for HBO; Cinemax and USA Network affiliates. Lincolnshire Marriott hotel, Lincolnshire, Ill.

Aug. 4-7—*Society for Private and Commercial Earth Stations* first convention and exhibition. Speakers: Senator Larry Pressler (R-S.D.), and Representatives Billy Tauzin (D-La.) and Charles Rose (D-N.C.). Holiday Inn, Omaha. Information: (202) 887-0605.

Aug. 5-8—*Concert Music Broadcasters Association* conference. Tanglewood, Best Western motel. Lenox, Mass.

Aug. 6—Deadline for entries in Maggie Awards, sponsored by *Planned Parenthood Federation of America* for outstanding media efforts dealing with contracep-

■ Indicates new or revised listing

tion, sexuality education, abortion, teen-age pregnancy and other family planning concerns. Information: Mimi Barker, (212) 541-7800.

Also in August

■ **Aug. 12**—"Investment and Growth Opportunities in the Telecommunications/Information Industry," sponsored by *Washington/Baltimore Regional Association* in conjunction with *Greater Washington Board of Trade and Economic Development Council of Greater Baltimore*. Speakers include: Senator Bob Packwood (D-Colo.) and Larry Harris, FCC Broadcast Bureau chief. Quality Inn-Capitol Hill hotel, Washington.

Aug. 17—*Southern California Cable Club* luncheon meeting. Speaker: Burt Harris, Harris Cable Corp. Sheraton La Reina, Los Angeles.

Aug. 18-21—*Michigan Association of Broadcasters* annual convention. Hidden Valley Resort, Gaylord, Mich.

Aug. 19-22—*West Virginia Broadcasters Association* annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 20—*Kansas Association of Broadcasters* seventh annual sports seminar. Royals Stadium, Kansas City, Mo.

Aug. 23-25—*Michigan Cable Television Association* annual convention. Grand Traverse Hilton, Traverse City, Mich. Information: John Liskey, (517) 372-4811.

■ **Aug. 26**—*Ohio Association of Broadcasters* sales

training workshop. New Dublin Stouffer's. Columbus, Ohio.

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

September

Sept. 1—Deadline for entries in 17th annual Gabriel Awards presented by *Unda-USA* for television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

Sept. 1—Deadline for entries for the 1982 Women at Work Broadcast Awards sponsored by *Avon Products, Inc.* in cooperation with *National Commission on Working Women*. Information: Sally Steenland, National Commission on Working Women, 2000 P Street, NW, Washington, 20036.

Sept. 8—*Cable Television and Marketing Society* Eastern show "Track Day" Peachtree Plaza, Atlanta. Information: Emily Burch, (202) 296-4219.

Sept. 9-11—*Southern Cable Television Association's* Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

Sept. 10—Deadline for entries in International Emmy Awards sponsored by *International Council of National Academy of Television Arts and Sciences*. Information: International Council, 1350 Avenue of the Americas, New York, 10019.

Sept. 10-12—*New Hampshire/Vermont Association of Broadcasters* joint convention. Waterville Valley Resort, Waterville Valley, N.H.

Sept. 12—*Nevada Broadcasters Association* fall meeting. MGM Grand hotel, Reno.

Sept. 12-15—*National Radio Broadcasters Association* annual convention. Keynote speech: FCC Chairman Mark Fowler. MGM Grand hotel, Reno.

Sept. 13-17—*London MultiMedia Market*. Tower hotel, London.

Sept. 14—*Southern California Cable Club* dinner meeting. Speaker: Ted Turner, president. Turner Broadcasting System. Beverly Wilshire hotel, Los Angeles.

Sept. 14-15—*Bay Area Cable Club* advertising seminar co-sponsored by *Cabletelevision Advertising Bureau*. St. Francis hotel, San Francisco.

Sept. 15—Deadline for entries in 14th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: SBRTC, 6350 West Freeway, Fort Worth, Tex., 76150.

Sept. 15-17—*Advertising Research Foundation* eighth annual midyear conference and research fair. Chicago Hyatt Regency, Chicago.

Sept. 15-17—*Institute of Electronic and Electrical Engineers* 32d annual broadcast symposium. Washington hotel, Washington.

■ **Sept. 16**—*Radio Advertising Bureau* sales clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 16-17—*Broadcast, Cable and Consumer Electronics Society of Institute of Electrical and Electronics Engineers* 32d annual broadcast symposium. Hotel Washington, Washington.

Sept. 16-17—*National Association of Black Owned Broadcasters* annual fall conference. Washington. Information: Diane Wilson (202) 463-8970.

Sept. 16-18—*American Women in Radio and Television* south central area conference. Driscoll hotel, Austin, Tex.

Sept. 17-19—*Maine Association of Broadcasters* annual convention. Sebasco Estates, Sebasco, Maine.

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

Sept. 19—*Academy of Television Arts and Sciences* 34th annual prime-time Emmy Awards program on

Major Meetings

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. MGM Grand hotel, Reno. Future convention: Oct. 2-5, 1983, New Orleans.

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. 21-24—*CBS Radio Network* affiliates convention. Arizona Biltmore, Phoenix.

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.

Oct. 15-19—*VIDCOM* international market for videocommunications. Palais des Festivals, Cannes, France.

Nov. 7-10—*Association of National Advertisers* annual meeting. Breakers, Palm Beach, Fla. Future meetings: Oct. 2-5, 1983, Homestead, Hot Springs, Va., and Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

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. 29-Feb. 1, 1983—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

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

March 17-22, 1983—*NATPE International* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

April 10-13, 1983—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

April 22-28, 1983—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

May 3-7, 1983—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 18-21, 1983—*American Association of Advertising Agencies* annual meeting, Greenbrier, White Sulphur Springs, W.Va. Future meetings, March 11-14, 1984, Canyon, Palm Springs, Calif. and May 15-18, 1985, Greenbrier White Sulphur Springs, W. Va.

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

ABC-TV, Pasadena Civic Auditorium, Pasadena, Calif. Governors ball honoring nominees and winners follows telecast. Century Plaza hotel, Los Angeles.

Sept. 19-21—*CBS Radio* network affiliates board meeting. Arizona Biltmore, Phoenix.

Sept. 19-21—*National Religious Broadcasters* Western convention. Los Angeles Marriott, Los Angeles.

Sept. 19-21—*Washington State Association of Broadcasters* annual fall meeting. Red Lion Inn, Spokane, Washington.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications. Phoenix Hyatt Regency, Phoenix.

Sept. 20-21—*Arbitron Radio* workshop. Hyatt Regency, O'Hare Airport, Chicago.

Sept. 20-22—*National Association of Telecommunications Officers and Advisers* second annual conference and convention. "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.

Sept. 20-23—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

■ **Sept. 21**—*Radio Advertising Bureau* sales clinic. Hilton Airport Inn, Pittsburgh.

Sept. 21-23—Conference for journalists on "Politics: Who Will Win in 1982?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

Sept. 21-24—*CBS Radio* network affiliates convention. Arizona Biltmore, Phoenix.

Sept. 22—*International Radio and Television Society* opening newsmaker luncheon for 1982-83 season with Vincent Wasilewski, outgoing president of National Association of Broadcasters. Waldorf-Astoria, New York.

Sept. 22—*Broadcast Pioneers* Mike Award dinner. Hotel Pierre, New York.

Sept. 22—*Association of National Advertisers* promotion management workshop. Waldorf-Astoria hotel, New York.

■ **Sept. 22**—*Radio Advertising Bureau* sales clinic. Bloomington Marriott hotel-Airport, Minneapolis.

Sept. 22-24—*National Religious Broadcasters* Midwest convention. Holiday Inn O'Hare-Kennedy, Chicago.

■ **Sept. 23**—*Radio Advertising Bureau* sales clinic. Ramada Inn, Romulus-Airport, Detroit.

Sept. 23-26—*American Women in Radio and Television* Western area conference. Hyatt Regency Phoenix at Civic Plaza, Phoenix.

Sept. 24—*Society of Broadcast Engineers*' central New York regional convention/equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: Gary Hartman, WSTM-TV Syracuse, N.Y., (315) 474-5182.

Sept. 24-26—*North Dakota Broadcasters Association* fall convention. Doublewood Inn, Fargo, N.D.

Sept. 24-26—*Florida Association of Broadcasters* fall meeting. Holiday Inn, Pensacola, Fla.

Sept. 26-28—*Minnesota Broadcasters Association* fall meeting. Radisson Duluth, Duluth, Minn.

Sept. 26-28—*Utah Broadcasters Association* fall convention. Ogden Hilton, Ogden, Utah.

Sept. 26-28—*Kentucky CATV Association* fall convention. Marriott Resort, Lexington, Ky.

Sept. 29-Oct. 1—Ninth annual Spectrum Management Conference, sponsored by *George Washington University's Center for Telecommunications Studies* in cooperation with *FCC* and *National Telecommunications and Information Administration*. Conference title: "Radio Spectrum Management in a Period of Rapid Technological Change: The Government's Role." GW campus, Washington.

Sept. 29-Oct. 1—*National Religious Broadcasters* Southeastern convention, Biltmore hotel, Atlanta.

Sept. 29-Oct. 3—*Women in Communications* national conference. Brown Palace, Denver.

Sept. 30—Deadline for entries in Piero Fanti International Prize, international competition for contributions to satellite communications sponsored by *Telespazio* and *Intelsat*. Information: Gavin Trevitt, Intelsat, 490 L'Enfant Plaza, S.W., Washington, 20024.

■ **Sept. 30-Oct. 1**—"Cable in Context" conference sponsored by *Women in Cable with American Television and Communications*, Jerrold division of General Instruments, Showtime Entertainment, United Video, Warner Amex Cable Communications, in collaboration with *Annenberg School of Communications* and *Wharton School of Business*. University of Pennsylvania campus, Philadelphia.

Sept. 30-Oct. 2—*Radio-Television News Directors Association* international conference. Keynote speaker: Ted Turner, Turner Broadcasting System, Atlanta. Caesars Palace, Las Vegas.

Sept. 30-Oct. 2—Midwest Radio Theater Workshop cosponsored by *KOPN(FM)* and *Stephens College Warehouse Theater*, both Columbia, Mo. St. Stephens College campus, Columbia.

Sept. 30-Oct. 3—*National Black Media Coalition's* ninth annual media conference. Sheraton Washington, Washington. Information: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

October

Oct. 1-2—*Society of Broadcast Engineers*, chapter 40, convention. Hyatt Riskey hotel, Palo Alto, Calif.

Oct. 1-3—National Institute for Low Power Television's LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Shoreham hotel, Washington. Information: Frank Comaro, (203) 852-0500.

Oct. 3-5—*Tennessee Association of Broadcasters* convention. Sheraton hotel, Gatlinburg, Tenn.

Oct. 3-5—*New Jersey Broadcasters Association* 36th annual convention. Speaker: National Association of Broadcasters President Vince Wasilewski, Tamiment Resort and Country Club, Tamiment, Pa.

Oct. 3-7—*National Broadcast Association for Community Affairs* national convention. Warwick hotel, New York. Information: (212) 764-6755.

Oct. 4-6—"Videotex II, Implications for Marketing," conference sponsored by *Management Development Programs, College of Administrative Science, Ohio State University*, Columbus, Ohio.

Oct. 5—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

Oct. 5-7—*University of Wisconsin-Extension* 28th annual Broadcasters Clinic. Sheraton Inn, Madison, Information: Don Borchert, (608) 263-2157.

Oct. 6—*Radio-Television News Directors Association* region seven meeting. Lewis Faculty Center, University of Illinois, Champaign, Ill.

Oct. 6-8—*Indiana Broadcasters Association* fall conference. Marriott hotel, South Bend, Ind.

Oct. 7-8—*Ohio Association of Broadcasters* fall convention. New Marriott North, Columbus, Ohio.

Oct. 7-9—*Information Film Producers of America* national conference. Marriott O'Hare hotel, Chicago.

Oct. 7-10—*Missouri Broadcasters Association* fall

Errata

In July 26 local journalism issue, capsule which began with **investigative report on podiatry** on page 84 was incorrectly identified as being done by WKYC-TV Cleveland. **WKW-TV Cleveland** was station responsible for items in capsule.

□

May 1982 sweeps figure in July 12 issue for NBC households in Traverse City-Cadillac, Mich., market should have been **29,000**.

More Music Congratulates:
Stan, Mark, Phil, Rick & Rose,
PSI-101 - PALM SPRINGS

on ANOTHER
#1 ARB*

PSI-101 (R) 19.4
Station #2 (BM) 18.1
Station #3 (A/C) 8.8

Thank You for Letting Us Participate
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JAY STEVENS

More Music Programming
AUTOMATED FORMATS (213) 681-0144

*Spring 1982 Arbitron Mon-Sun 6A-12:00. Total 12+

meeting. Holiday Inn, Cape Girardeau, Mo.

Oct. 8-12—Texas Association of Broadcasters management and engineering conference. Hyatt Regency, Houston.

Oct. 10-12—Society of Cable Television Engineers fall engineering conference. Don CeSar hotel. St. Petersburg Beach, Fla.

Oct. 10-12—National Religious Broadcasters Southwestern convention. Holidome Holiday Inn. Tulsa. Okla.

Oct. 10-12—Pennsylvania Association of Broadcasters annual fall convention. Host Farm and Corral. Lancaster, Pa.

Oct. 10-12—University of Wisconsin-Extension Communication Programs and Cable Television Information Center of Arlington, Va., conference, "Upgrading Cable Systems: Renegotiation, Renewal, Rebuilding and Refranchising." Sheraton Inn and Conference Center, Madison, Wis.

Oct. 11-13—Electronic Industries Association 58th annual conference. Century Plaza hotel, Los Angeles.

Open Mike

Clear channel complaint

EDITOR: On July 17, 1982, WBDX(AM) 1030 khz, "The Clear Channel Voice of Dickson County, Tennessee," began full-time broadcasting.

In the southern metropolitan area of Nashville, WBDX is the fourth loudest nighttime signal, even though it is located 28 miles farther west than other Nashville area stations.

With WBDX on the air it is now possible to hear all the news in White Bluff, Tenn. (population 516). Little league news, hog reports, local obituaries and a steady stream of local trivia are now our wonderful daily menu along with clear channel country music.

But what we can't hear is more important than what we do hear! No longer can Nashville people hear the nightly *Larry Glick Show* on WBZ Boston. No longer can we hear the worship service of the Shadyside Presbyterian church in Pittsburgh on KDKA. No longer can we fine tune clear channel WHO Des Moines, Iowa.

The debut of WBDX will soon be matched by over 100 other new clear channel stations around the country. With this new network we will have totally succeeded in the following:

(1) Doing away with all clear channel stations. (The 750 mile limit is an illusion in light of added new co-channel stations.)

(2) Making all channels, at the best, regional stations.

(3) Continuing to corrupt the band with more and more interference, thus making FM even more attractive.

On top of this we blame the Cubans for interference. The Radio Marti syndrome is really the story of our own hypocrisy. If WHO on 1040 can be wiped out by a new clear channel station in White Bluff, Tenn., why do we care about Radio Marti located in south Florida? Oh yes, the first song WBDX played was "Take the Memories When You Go." How true it is! How true it is!—*Dan Phillips, broadcast consultant, Brentwood, Tenn.*

More on daytime

EDITOR: I am very happy to see some daytime broadcasters standing up and getting their voices heard. At WCIL we have been seeking nighttime operation for

some time. Within the past few months we have lobbied for H.R. 6306, the Paul Findley bill which would prohibit the FCC from protecting skywave signals, thus allowing many daytime broadcasters nighttime operation and end the big city monopoly on the AM band at night. WCIL sent me to Washington last month to personally lobby for this bill and get our views heard by congressmen, senators, and even the Vice President.

Just this week the Carbondale city council passed a resolution in support of H.R. 6306 which the city said would "serve the public interest and be in the interests of the health, welfare, morals, and safety of the citizens of the city of Carbondale, Ill."

If other daytimers would be active in this issue and inform their congressmen and senators about this issue we could get something done. But if they continue to be passive nothing will ever get done.

The ears in Washington are open if we take time to keep on talking in them.—*Matt McCann, program director, WCIL(AM), Carbondale, Ill.*

MDS debate

EDITOR: Some interesting points surfaced in Mr. Steinert-Threlkeld's "Monday Memo" in your July 5 issue. Temporarily putting aside MDS unrightly being regarded as a common carrier service, the discussion as to its competitive nature in top markets with cable lacks one very important statistic—channel availability.

It is true one would believe, that this type of program conduit would prove complementary as well as competitive to the cable industry. However, the 2500 - 2690 mhz band as would be allocated to the MDS user, yields so little room in the markets inferred that the new competitor is snuffed before its outset.

Markets exist where this service will find itself a niche; they just don't happen to be the areas implied in the Steinert-Threlkeld article. Before these areas can be seriously penetrated by the multichannel MDS and OFS users, the FCC must decide how and to what extent the now-saturated 2500 mhz band will be distributed to the new users.—*Michael Roosa, applications engineer, Emcee Broadcast Products, White Haven, Pa.*

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A media planning commentary from Stuart Brotman, Communication Strategies Incorporated, Cambridge, Mass.

Long-range planning in the new media era

Media such as broadcasting and cable television traditionally have fostered successful business ventures because of an ability to project and achieve results. In most cases, short-range planning and implementation have been sufficient to create enviable profit pictures.

As the movement toward deregulating these industries continues, however, it is apparent that deregulation will be accompanied by increased competition within each industry, among existing industries, and among old and new competitors. In a business environment now characterized by emerging technologies and service offerings, a different message is being heard: Short-term planning alone may not be sufficient for survival in "the new media era."

The critical aspect to better long-range planning for existing media businesses is not merely a resolve to do more in the future, but also a willingness to consider new planning approaches that can help them adapt to rapidly changing circumstances. Below, I will suggest one such approach that industry executives in the new media era may find helpful.

Perhaps the best way to begin a description of it is to imagine a three-dimensional tic-tac-toe board, with the horizontal planes representing hardware, software, and distribution. Intersecting this board are two vertical planes; the first representing regulatory developments at the federal, state and local level, and the second representing international developments in the western hemisphere, Europe and Asia.

With this model in mind, the first step is to define the areas that each of these places will encompass. For example, within the hardware plane, it would be important to track technological developments in broadcasting and cable, and in subscription and low-power television, teletext and interactive videotext, MDS and satellite master antenna systems, DBS and satellite networking, and videocassettes and videodisks as well. The software plane would include a range of video, audio and text services aimed at the commercial and/or the consumer markets, including feature films, series and events that are supported by subscriber fees, advertising revenues or some combination thereof.

The second step in this planning approach is critical—utilizing the structure to initially analyze a new business opportunity. Suppose, for example, that you are a broadcaster interested in initiating a teletext operation within the next year or two. Because teletext is, at best, an infant



Stuart N. Brotman is president of Communication Strategies Incorporated, a research, planning, and venture development firm for new communication technologies and services, based in Cambridge, Mass. He received undergraduate and graduate degrees in communications from Northwestern and Wisconsin Universities, respectively, and a law degree from the University of California, Berkeley. During the Carter administration, he served as special assistant to the director of the National Telecommunications and Information Administration, and also has served on the staffs of the Aspen Institute's Program on Communications and Society and the National News Council.

industry, such traditional tools for short-range planning as historical market and financial data may not be adequate in approaching this type of problem. The model that I have sketched out above in contrast, could be more valuable in generating better information upon which a meaningful decision about market entry and long-range profitability projections can be made. Here is how it would work in this instance:

■ Starting on the hardware plane, one would look at the potential competitors who could offer teletext, such as cable systems, satellite networks and low-power television. What attributes and liabilities would they bring to such a venture, and how do these compare with yours?

■ On the software plane, the possibilities for advertiser support would be investigated, as well as the costs of obtaining rights to existing print resources, generating new teletext information, and formatting all information in a way that will attract viewers and advertisers.

■ An analysis of the distribution plane would deal with the possibilities of distributing the teletext service in other media to create additional revenue

sources, or to arranging a joint venture operation that could spread the financial risks and take advantage of the specialized resources of each participating entity.

■ Since teletext regulation will be pre-empted by the FCC from state and local authorities, the analysis on the regulatory plane would focus on the status of the commission's activities in setting technical standards, allocating lines in the vertical blanking interval, deciding what content regulations for broadcasting will also apply to teletext, and in determining whether any outside party will be able to delete the teletext service in the course of retransmitting the broadcast signal.

■ Finally, on the international plane, information about technical developments, consumer demand and pricing for teletext and videotext systems in Canada, the United Kingdom, France, Germany, and Japan may be useful for general comparison, and for designing market research that can deal with American broadcasters and the preferences of their viewers.

After this multidimensional analysis has been completed, the third, and most crucial step is to analyze how an action on one plane may affect a development on another. For example, in the teletext scenario, what effect will the FCC's role in setting technical standards have in determining which hardware will be utilized? How can software that is produced for the international teletext market be repackaged for domestic use? What will be the optimum time-frame for selling teletext software to other media? By comparing the developments in each plane, a series of critical questions about the venture should emerge. If these questions can be answered satisfactorily, the idea of starting a new venture could develop into an operating enterprise. If not, a potential business disaster could be averted.

Major industry participants such as CBS, Warner Amex, and Westinghouse are utilizing sophisticated long-range planning techniques before launching various new media enterprises. Scaled down to size, long-range planning can be utilized successfully by much smaller media businesses that also wish to expand or diversify their interests. The planning approach that I have presented here can be adapted by national and local media businesses alike to evaluate new media business opportunities, and to establish performance benchmarks for a new venture if it becomes operational.

Although following this approach will not be as much fun as playing with Rubik's cube, I think the ultimate payoff to the bottom line for mastery of it will extend beyond the psychic rewards of that equally challenging puzzle. ■

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TOP OF THE WEEK

FIGHTING FOR EQUALITY BETWEEN THE RADIO BANDS

AM stereo goes on the air

Using the Kahn system, KDKA and KTSA both claim to be first to use new technology; receiver manufacturers are waiting to see which system will become industry standard

Here's another entry for historic dates in broadcasting: July 23, 1982, when KDKA(AM) Pittsburgh, which claims to be the nation's first commercial radio station, earned the further distinction of being the first AM stereo station. At 6:03 p.m. NYT, the Group W station interrupted its regularly scheduled programming to switch briefly from the monaural to stereophonic mode.

Like its claim to being the first commercial station, however, KDKA's claim to being the first AM stereo station may be forever disputed. Because KDKA's inaugural stereo broadcast only lasted about 10 minutes, time enough to play the "Star Spangled Banner" and announce what was happening, KTSA(AM) San Antonio, Tex., which shifted permanently into stereo 11 minutes after KDKA's temporary switch, has also laid claim to being the first.

Regardless of which came first and despite the fact that there are no receivers available, AM stereo broadcasting became a reality last week. Besides KDKA, which will broadcast in stereo intermittently, and KTSA, RKO's KHJ Los Angeles and KFRC San Francisco, Bonneville's KMBZ Kansas City, Mo., and ABC's WLS Chicago and WMAL Washington also went stereo. All the stations had installed and tested Kahn equipment long ago and had only to wait for type acceptance by the FCC to go forward. It's expected that several additional Kahn-equipped stations; Group W's WBZ Boston and WOWO Fort Wayne, Ind.; Meredith's WOW Omaha; LIN Broadcasting's WFIL Philadelphia; Bonneville's KSL Salt Lake City, and NBC's WNBC New York—will sign on in stereo this week or next.

The number of AM stereo stations will multiply rapidly in the weeks ahead if the Harris system, another of the four processes vying to become the de facto standard in the U.S. by winning the acceptance of broadcasters and receiver manufacturers, wins type acceptance soon. Roger Burns, director of strategic planning for Harris, was sanguine that would happen

this week. Jefferson-Pilot's WQXI Atlanta has been lined up to be the first station to broadcast in stereo using the Harris system, Burns said. Within a month of WQXI's stereo premiere, he said, 10 to 15 other Harris-equipped stations would begin stereo broadcasting.

The dawning of AM stereo was not as dramatic as it might have been simply because there are no AM stereo radio sets available to consumers. Manufacturers will be reluctant to build any set until a standard has been fixed. Kahn and Burns hope to provide a temporary solution to the set shortage by authorizing the manufacture of adapters that can convert AM/FM stereo radios into AM stereo/FM stereo sets. (Crutchfield Corp., Charlottesville, Va., is overseeing the manufacture of the Harris adapters, Burns said.) Kahn said that Mura Corp., a Westbury, N.Y., manufacturer, will have Walkman-

suit. Magnavox and Motorola, the other two proponents of AM stereo system, have been unable to convince many broadcasters of the merits of their systems. Their best hope is that the broadcasters will be unable to come to a consensus on either the Kahn or Harris system and that the receiver manufacturers, to which they have closer ties, will take the lead.

Leonard Kahn, president of Kahn Communications and a promoter of AM stereo for more than two decades, is certain that although stations may go on with the Harris system, they'll only stay on with the Kahn system. "All the other systems will degrade the mono signal and I don't think the AM broadcaster can stand to make that sacrifice," Kahn said.

Harris's Burns is equally certain that, despite Kahn's lead of at least a week, Harris will quickly catch and surpass Kahn in the number of stations using its system. After Harris begins quantity production of its exciters in September or October, he said, stations will begin broadcasting the Harris stereo signal at a rate of 50 per month. (Harris currently claims about 110



Getting the promotional jump in San Antonio

type units capable of receiving the Kahn signal available in large quantities some time this fall. According to Burns, mass production of Harris radios will not begin until next spring when Harris-produced integrated circuits are available.

Because of the nature of Kahn's system, its signal can be received by spacing two mono receivers and slightly detuning them, one slightly higher, the other slightly lower. The detuning creates distortion, but, as Kahn stereo broadcasters have testified, the technique produces a stereo effect and is not without its promotional value in the otherwise receiverless marketplace.

The ability to get as many stations as possible to go on and stay on with their systems is crucial to Kahn's and Harris's strategy to become the owner of the nation's stereo standard. If most broadcasters adopt one system, they believe, the receiver manufacturers will quickly follow

firm orders.) Once receiver manufacturers count 200 or 300 Harris stations, and only 50 or 60 Kahn stations, he said, they "will consider the battle over and begin building Harris receivers."

Kahn was able to beat Harris off the starting line by making exciters available for testing three or four years ago and by being the first to file for type acceptance after the FCC authorized AM stereo broadcasting last March. The stations had varying reasons for turning the exciters on.

Everybody wanted the promotional advantage of laying claim to be the first AM stereo broadcaster in his market and most also wanted to give a boost to AM stereo, which is seen by many as the savior of AM broadcasting. "We've looked forward to stereo for so darn long," said KMBZ's Walt Lockman, "that it's sort of a dream come true."

AM stations have been steadily losing

listenership over the past decade to their better-sounding FM competition, and it is hoped, as KHJ's Bob Kanner said, that AM stereo will "stem the tide." The shift to AM stereo will not only put AM broadcasters on a technical parity with FM, the AM stereo broadcasters felt, but also encourage manufacturers to make high-fidelity AM sets. The reason AM "sounds as muddy as it does," said Kanner, is due solely to the low quality receivers. "Only the audiophile will be able to tell the difference between AM stereo and FM stereo if the receivers are made properly," he said.

High-fidelity AM receivers will "revolutionize" AM radio, agreed KTSA's Lee Randall, and their production will also be in the best interest of receiver manufacturers. "Someone is going to produce a high-fidelity receiver and that's the one who will make a lot of money."

Not all the pioneer AM stereo broadcasters were completely committed to the Kahn system. Charles DeBare, president, ABC-owned AM stations, said the only reason WLS went on with the Kahn system was that the Kahn exciter is the only one available and type accepted. ABC "is not pushing one system over another," he said. "If another system ultimately proves superior to Kahn's," he said, "we would go with it."

DeBare's comments were echoed by Kanner and Harrison Klein, director of radio engineering, Group W. Kanner said he still hasn't had a chance to test the Harris system. If another Los Angeles station goes on with Harris and it sounds better, he said, KHJ will switch. Although Group W will soon have three stations—KDKA, WBZ and WOWO—broadcasting at least occasionally with Kahn's exciter, Klein said that Group W will not commit to one until it has tested them all. (KDKA's premiere stereo broadcast lasted only 10 minutes, Klein said, because the station has to undergo some "technical fine adjustments" before it can make the permanent switch to stereo.)

On the other hand, some of the stations said that their use of the Kahn system was indeed an endorsement of the Kahn technology. Dom Fioravanti, vice president, general sales manager, WNBC, said NBC's adoption of the Kahn system—WNBC will go stereo within two weeks and the other NBC AM's will follow—was based on the belief that the Kahn system was technically superior to the rest in terms of distortion and protection of the monaural coverage area. KTSA's Randall said his station is "strongly committed" to Kahn and expressed the hope that other stations would adopt the Kahn system. Although KMBZ's Lockman wants other stations in his market to follow his lead, he said he can't call them up and encourage them for fear of antitrust retaliation. (The National Association of Broadcasters has advised its members not to get together and agree on a system because of the antitrust implications.) Bruce Holberg of WFIL, which plans to go stereo with Kahn this week or

next, would also like other Philadelphia stations to follow WFIL's lead, but so as not to lose the promotional edge hoped that they "would wait a respectable period of time."

Regardless of how strongly they felt about the Kahn system becoming the standard, the broadcasters were pleased with its performance. WLS's John Gehron said the station has experienced no reduction in coverage or quality of the mono signal. "We did a lot of testing," he said, "and we are very pleased with the results." To hear the stereo, Gehron said, the station set up the separated mono radios. "It sounds great," he said. The quality isn't there yet because of the limited frequency response and distortion of the sets, he said, "but the stereo effect—the separation—is, and that's very important."

Not only has KMBZ gotten word back from its listeners that the two-radio receiver "sounds tremendous," said Lockman, but it has also received unexpected calls about improved mono reception.

The broadcasters have different ideas about how to promote AM stereo. Because no receivers are yet available, some stations were taking a low-key approach, telling their listeners that they were in the stereo mode and leaving it at that. Kanner said KHJ is not even mentioning the two-

radio reception to prevent listeners from getting the wrong idea about what AM stereo sound can and should be.

Other stations, despite the lack of receivers, have decided to promote their novel capability heavily. KMBZ's Lockman said the station reminds its listeners repeatedly that it is broadcasting in stereo and explains four times an hour how to set up the two-radio receiver. KTSA's engineers were working on prototype receivers, Randall said, so that the station can demonstrate stereo at locations throughout San Antonio. To kill two birds, Randall said some of the demos could be set up on the premises of advertisers.

If Harris receives its type acceptance shortly, the country will be faced with the prospect of multiple stereo systems, creating confusion in the minds of receiver manufacturers, broadcasters and the public. How it will all shake out is anybody's guess. What is certain is that broadcasting will see a lot more firsts in the coming months. So far, KDKA is the first AM stereo station, KTSA is the first regular AM stereo station and on Sept. 5 KSL says it will become the first AM station to broadcast in stereo a live musical event: the Mormon Tabernacle Choir on the 50th anniversary of KSL's affiliation with CBS and CBS's carriage of the choir. □

\$110 million deal for Miami independent

Taft pays \$70 million plus WGR-TV Buffalo for WCIX-TV

The largest price ever paid for an independent television station was announced last week when Taft Broadcasting reached an agreement in principle to buy WCIX-TV Miami from General Cinema Corp. in exchange for WGR-TV Buffalo, N.Y., plus \$70 million.

The parties declined to put a value on WGR-TV, but estimates put it around \$40 million. Taft acquired WGR-TV when it bought the Transcontinent TV Corp. group of two AM's, two FM's and three TV's in 1964 for \$26.9 million. Taft currently owns six AM's, six FM's and seven TV's and is awaiting FCC approval to sell KQV(AM) Pittsburgh for \$2 million. Among its seven TV stations, Taft owns the maximum five VHF's allowed under FCC rules, and must give up one before acquiring another.

GCC Communications, the broadcasting subsidiary of General Cinema Corp., also owns WIFL(FM) Philadelphia and 80% of WHUE-AM-FM Boston. Alexander Tanger, GCC Communications president, owns the other 20% of WHUE-AM-FM. Early this year GCC Communications also sold WEFM(FM) Chicago for \$9.2 million to Richard Marriott and family. General Cinema Corp. owns a chain of movie theaters and is a leading independent soft drink bottler. Although WCIX-TV has been on the air since 1967, GCC Communications did not acquire positive control until

1972, after gradually buying up stock in exchange for working capital it provided to the previous owners, according to GCC's Tanger.

J. Atwood Ives, senior vice president for finance at parent General Cinema Corp., would not comment on when the decision was reached to put WCIX-TV up for sale, other than to say consideration had been given "for some time."

Charles S. Mechem Jr., chairman of Taft, said he would not comment on arrangements because the deal was only a "preliminary agreement" and a definitive agreement had not yet been settled. Mechem added that they would be moving towards a definitive agreement "very promptly."

Besides being the highest price ever paid for an independent station, WCIX-TV also marks the second highest price paid for a TV station of any kind when WGR-TV's estimated worth is figured in to the price. Metromedia this year closed its purchase of ABC affiliate WCVB-TV Boston for \$220 million, as well as selling KMBC-TV Kansas City, an ABC affiliate, to the Hearst Corp. for \$79 million.

WCIX-TV is on channel 6 with 77.6 kw visual, 13.2 kw aural, and antenna 1,449 feet above average terrain. WGR-TV is an NBC affiliate on channel 2 with 100 kw visual, 20 kw aural, and antenna 1,050 feet above average terrain.

Brokers were Howard Stark of New York representing the seller and R.C. Crisler & Co. representing the buyer. □

Week of decisions for the NAB

On eve of search committee meeting, the possibility of delaying the election grows larger; executive committee is expected to pick interim chairman to replace Eddie Fritts

Divided. That's how the committee charged with finding a new president for the National Association of Broadcasters appears to stand as it prepares to decide—at a meeting tomorrow (Aug. 3)—whether to recommend one or more candidates for election by the NAB board or to continue its search in hopes of finding additional prospects. Not only is the committee divided, but the 48-member NAB board, which is scheduled to meet six days later to act on the committee's recommendation, appears to remain far from a consensus on which of the three leading candidates—NAB executive vice president and general manager, John B. Summers, former NAB joint board chairman, Donald A. Thurston or Edward O. Fritts, who recently took temporary leave of his post as the association's joint board chairman—should be chosen.

At least five members of the search committee, which consists of the present and immediate past NAB executive committee, four industry representatives and the president of the Federal Communications Bar Association, said last week they favor recommending finalists to the board. Three members plan to argue for delay and four more are undecided although two of the latter said they lean toward favoring delay. FCBA President Herbert Forest sits ex officio on the committee and outgoing NAB President Vincent T. Wasilewski is expected to decline to vote on the issue.

The NAB executive committee, which has held the responsibility of running the association since Fritts announced his leave of absence 10 days ago, plans to meet immediately before and after the search committee meeting. It hopes to finalize an agenda for the full board meeting the following Monday or, if the search committee recommends delaying an election, to decide whether to postpone the board meeting. In addition to electing a new president, the board, which plans to meet in Chicago, is scheduled to hear a report from a special futures committee on possible changes in NAB operations.

The executive committee is also expected to elect an interim chairman that day to head the NAB until the issue of the presidency is resolved. Fritts, who resigned as chairman of the search committee upon becoming a candidate for the job and later took leave of the chairmanship, has said he will finish his term as joint board chairman if he is not elected president. That is, if there is no perception of conflict between him and the new president. Should there be, he would step aside permanently, Fritts told BROADCASTING last week.

NAB Radio Board Chairman William L.

Stakelin, executive vice president, Bluegrass Broadcasting, Orlando, Fla., and immediate past radio chairman Cullie M. Tarleton, senior vice president, Jefferson-Pilot Broadcasting, Charlotte, N.C., have, since Fritts's announcement, been candidates for the interim chairmanship. More recently, support is said to have developed for electing Thomas E. Bolger, president, Forward Communications Corp., Madison, Wis., and immediate past joint board chairman, to the interim post.

With the committee all but evenly divided, its members predict a difficult, perhaps tumultuous, meeting this week. In addition, there remains the sentiment on the part of some members that their role in the selection process has been neutralized by Fritts's entering the race and that the NAB board, many of whom have made it clear they are anxious to elect a new president, is on the way to choosing a new president through its own internal politics.

"The search committee is not a big factor in the process," said one committee member. "The simplest thing would be to certify all the candidates as acceptable and let the board decide."

These are the 14 men who make up the two key committees meeting in Washington this week:

Executive committee—Stakelin; Martin F. Beck, Beck-Ross Communications, vice chairman of the radio board; Gert H.W. Schmidt of Harte-Hanks TV, chairman of the television board; Gerry Holley, Stauffer Communications, vice chairman of the TV board; Donald D. Wear Jr., CBS Washington vice president, and NAB President Vincent Wasilewski.

Search committee—the executive committee plus Mark Smith, KLAS-TV Las Vegas, former TV board chairman; Tarleton, former radio board chairman; Bolger; William F. Baker, Group W Television; Stan McKenzie, Seguin Broadcasting; Forest; Wilson Wearn, Multimedia Inc., and Wade Hargrove, North Carolina Broadcasters Association. □

The men who ...

The field of candidates for a successor to outgoing National Association of Broadcasters President Vincent T. Wasilewski includes three broadcasters (one of whom is a former FCC commissioner), three association executives (one of whom has been NAB's number-two man for the last six years) and a retiring member of Congress. It is from these seven that the NAB board of directors, unless it receives a recommendation from its search committee this week to delay its decision, is likely to choose a new chief staff executive for its association.

Among the earliest candidates to be nominated were former NAB Joint Board Chairman Donald A. Thurston, president, Berkshire Broadcasting Co., North

Adams, Mass., and the NAB's executive vice president and general manager, John B. Summers.

Thurston, 52, received the association's Distinguished Service Award during his tenure as its top elected officer in 1977-78. He was instrumental in founding the NAB's Broadcast Capital Fund Inc. (BROADCASTCAP), a nonprofit venture capital firm that invests in minority broadcast ownership, and in bringing about a major reorganization of the NAB staff that is credited with significantly increasing its effectiveness.

A small-market radio station operator who put his first station on the air at age 21, Thurston believes the NAB presidency would be "a natural extension" of his "33 years in the business" and of his "long record of involvement and dedication" to his industry. As he has said since he was elected chairman of NAB's radio board in June 1976, Thurston would like to see the association become more "pro-active than reactive" by restructuring its administrative operations for more advance planning.

"My leadership style is to be up front," says Thurston, who points to NAB's increased involvement in promoting minority ownership and in international communications issues as accomplishments of his term as NAB's joint board chairman.

For Summers, 52, the NAB presidency is a job he feels he has earned. NAB has undergone "tremendous changes in direction and vision" since he took over as its manager, says Summers, but many people have not recognized how extensive those changes have been. The NAB is "way out front" on advising its members of opportunities in new technologies, says Summers, and it is positioning itself for the future by expanding its research department.

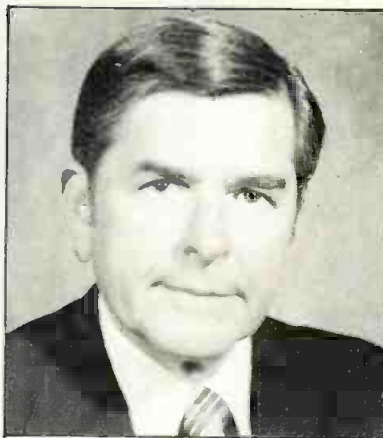
To the argument advanced by many NAB directors that the industry's trying times call for a broadcaster as the association's next president, Summers says that broadcasters "have a substantial presence" in NAB decisionmaking, with a joint board chairman who spends much of his time on association activities, an executive committee that meets every month and several key staff members who have been broadcasters.

"Anyone familiar with what the job ought to be would understand there's nothing magic about having a broadcaster as NAB's president," he says.

Summers has been a member of NAB's staff since 1969, serving as its chief counsel until 1976 when he assumed the number-two post. He has also been assistant general counsel at the FCC and prior to that, was a communications analyst for the Central Intelligence Agency. He is a graduate of Georgetown University Law School in Washington and St. Bonaventure University, Olean, N.Y.

A second broadcaster in the field of candidates is Edward O. Fritts, of Fritts

**The seven men
who have emerged
in NAB's
search for a
new president**



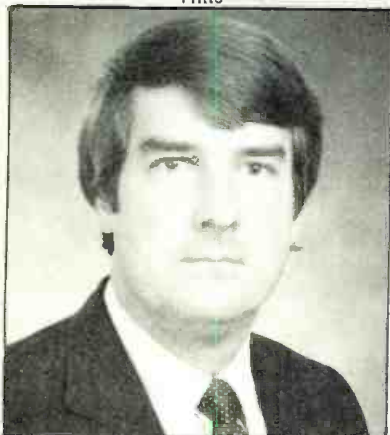
Bell



Fritts



Marks



Sawyer



Summers



Thurston



Wells

Broadcasting, Indianola, Miss., who at 41 may be the youngest broadcaster ever elected to the post of NAB joint board chairman. The operator of eight small-market radio stations in Mississippi, Kentucky, Louisiana and Arkansas, Fritts has been highly popular as joint board chairman, having distinguished himself as a careful manager of NAB finances and operations and also as a politically savvy leader of the NAB board.

Fritts has been the subject of much controversy since he stepped down as chairman of the search committee appointed to find Wasilewski's successor and applied for the job himself. Although some on the NAB board claim Fritts has the votes to win the presidency, others maintain it is a toss-up between Fritts and Thurston for a majority of the board. According to NAB bylaws, a simple majority of the board is required to elect an NAB president.

Fritts has said he became a candidate for the NAB presidency because none of the other candidates in the field has the overwhelming support of the industry and because he believes he can provide the industry with inspired leadership in the coming years.

■ The third broadcaster in the field is Robert Wells, vice president, general manager of broadcast properties for Harris Enterprises in Garden City, Kan. Wells, who is 63, is also chairman of Broadcast Music Inc., president-elect of the Associated Press Broadcasters and one of three broadcasters on the board of directors of the Associated Press. He has been in broadcasting most of his life, starting out at KIUL(AM) Garden City, Kan., while still in college. He served as commissioner on the FCC from 1969 to 1971, and is a well-known figure in the entire broadcasting industry.

"Anybody who has devoted his life to broadcasting should be interested in the job of NAB president," says Wells, who sees NAB's greatest challenge in the coming years in trying to keep its membership abreast of the problems and opportunities in new technologies.

In addition to Summers, two association executives have been considered contenders for the NAB presidency, Thomas Sawyer, executive vice president, Ohio Association of Broadcasters, and Howard Bell, president, American Advertising Federation.

■ Sawyer, 37, has campaigned aggressively for the job, generating what board members have called an avalanche of mail and telephone calls from public figures and broadcasters, most of them from Ohio, in his behalf. Prior to assuming his present position at the OAB in 1975, Sawyer was minority counsel to the House Communications Subcommittee for two years and before that, was marketing and editorial director at W.H. Anderson Inc., a public relations firm in Cincinnati. He has managed the political campaigns of a number of Republican congressional candidates in Ohio and, in 1969-70, was chief speech writer and spokesperson for Ohio

Republican gubernatorial candidate Roger Cloud.

Sawyer maintains the NAB presidency would be a "logical progression" from his present post as a state association executive and his life-long involvement in politics. His years on Capitol Hill have given him a perspective on how the NAB could improve its effectiveness with policymakers, he says. A key challenge for the NAB in the coming years is to secure enough deregulation for over-the-air broadcasting to permit it to compete equally with other media, says Sawyer. It must also "help its members cope with new technologies" and address such issues as changing copyright conditions and the growing impetus among federal and state regulators to collect spectrum fees and advertising taxes.

The NAB "must work very hard to maintain its leadership among broadcast trade and professional associations," says Sawyer. Many broadcasters "have only a peripheral interest in NAB" in part because "there has been a vacuum in leadership in recent years," he said, and groups such as NATPE International, Radio-Television News Directors Association and the Broadcast Financial Management Association have eroded some of the NAB's influence in the industry as a whole.

■ Bell, 56, who has been president of the AAF since 1968, began his career in broadcasting as promotion manager at WMAL-AM-FM Washington. In 1951, he joined the NAB and served in a variety of capacities, including director of its Code Authority and assistant to the president, for the next 17 years. Bell holds degrees from Catholic University Law School in Washington and the University of Missouri in Columbia, Mo.

In Bell's mind, the NAB's biggest challenge lies in "preserving and protecting free broadcasting" in the coming years of intense competition from other media. The NAB must "enlist the public's support" as well as that of policymakers to demand that free broadcasting remains an option among the growing number of pay TV offerings, he says.

The NAB's next president must be able to effectively communicate his industry's message to the public and on Capitol Hill, says Bell, and he should also have a proved track record in managing a large association.

■ Although his bid for the NAB presidency has been considered a long shot, Representative Marc Lincoln, Marks, 55, (R-Pa.) has campaigned energetically for recognition as a contender. A member of the House Communications Subcommittee since he won election to Congress six years ago, Marks announced plans to retire from Capitol Hill several months ago, when a back injury cast doubt on his ability to mount an effective re-election campaign. Since then, the problem has subsided and Marks, who says he never planned to make a career of serving in Congress, has set his sights on the NAB presidency as a logical next step.

"I have taken a concentrated interest in broadcasting for the past six years," and "have met the real problems and challenges of the industry, both domestic and international, on a day-to-day basis," he says. "There are not too many broadcasters who can say that."

As does Sawyer, Marks believes his experiences on the receiving end of the NAB's lobbying efforts have given him a unique perspective on the weaknesses in that effort. He believes he can forge a much better relationship between the NAB and leaders of the House Energy and Commerce Committee and Telecommunications Subcommittee than has been accomplished in recent years by the NAB. Marks believes the relationship between NAB and the chairmen of those panels has not been what it could have been in recent years.

Marks, who recently became a co-sponsor of a bill to eliminate comparative renewal proceedings for broadcasters, says he'd actively participate in formulating policy at the NAB, but that once a position was established "would work very hard and long" to convince the public and legislators that that position is not only best for broadcasters but in the public interest.

An attorney who practiced law in Sharon, Pa., before election to the Congress, Marks worked as a radio announcer during his years as an undergraduate student at the University of Alabama and is considering an offer to do some radio and TV commentary after he has retired from Congress. □

Pierce steps up another rung

ABC executive VP is given responsibility for all the firm's operating divisions

Frederick Pierce, executive vice president of ABC Inc., has moved a step closer to the corporate presidency—the job Leonard Goldenson, ABC chairman and chief executive officer, has said Pierce eventually will have.

Effective this week, Pierce now is responsible for all ABC operating divisions. That adds the ABC Radio, ABC Publishing and ABC Scenic Attractions divisions to his purview. Pierce already had been responsible for ABC News, ABC Sports, the ABC-owned TV's, ABC Television and ABC Video Enterprises.

In a memo to ABC department heads, Elton Rule, ABC president and chief operating officer, called the move "in keeping with the previously articulated plan of continuing senior management development and future succession." Pierce's three new divisions had been reporting to Rule.

Pierce continues to report to Rule who is directly responsible for corporate staff.

Goldenson, 76, Rule 65, and Pierce, 49, all have contracts running through Aug. 31, 1985. □

Captain Kangaroo is hopping mad

He sees a decline in children's programming and blames it on broadcasters' reaction to deregulation from the FCC

Children's television is in trouble—even on the verge of extinction—and the fault lies with the FCC and its chairman, Mark Fowler, according to Bob Keeshan, who is better known to generations of television viewers as Captain Kangaroo. Keeshan made his remarks in Washington last week during a taped interview for National Public Radio, a block from the FCC.

Keeshan, who has been the Captain for 27 years on CBS-TV, said that current FCC deregulation threatens to kill any reason broadcasters have to air children's programming. "There's something ironic about Mr. Fowler's attitude," Keeshan said in the interview, adding that Fowler "was appointed by a President who has told the nation that in this age of economic cutbacks, private sources would have to take up the slack to fill the vacuum which public programs met before. Mr. Fowler is saying something quite different. He is saying 'You in the [private] sector don't have responsibility for children's television.' Two weeks ago he told executives of public television they have the natural responsibility to program for children, while at the same time their budgets were being severely curtailed and their resources lessened. There's some kind of strange difference of opinion between the President of the United States and the man he appointed chairman of the FCC."

Next to a child's home setting, Keeshan said, television is probably the most influential force in his development and therefore certain programs, especially those with mature or confusing themes, like soap operas or game shows, should



Keeshan/Kangaroo

not be programed when children are most apt to be watching television. Keeshan cited early afternoon programing as such an example, with its proliferation of game shows with people "dressed in silly costumes, all in the pursuit of money, greed exhibited and rewarded and cheered on by a wild and enthusiastic audience."

When asked whether he thought cable may be the new horizon for children's television, Keeshan replied he hoped so. "I don't mean to suggest that cable operators are any more altruistic than commercial broadcasters," Keeshan stressed. "Cable removes the clock from the whole equation," he said, explaining that instead of one channel during one time period, there can be 100.

Since it was announced that CBS will move *Captain Kangaroo* from its weekday slot to Saturday and Sunday to make room for an expanded *CBS Morning News* (BROADCASTING, June 28), Keeshan said the disapproving feedback has been loud and clear. Instead of witnessing a weakening of children's programing, as Keeshan sees it, he would like to see it strengthened for broader educational services. "We ought to have programs that should be entertaining for young people but also programing that's value oriented and could be done in conjunction with school systems, that could be curriculum oriented. I don't mean to suggest that it should be another session of school, because you're not going to be able to attract children to that. [The programs] have to be done artistically. We have to tell stories and tell them well. With the cooperation of schools we could for the first time be using television as it should be used."

Keeshan reported that plans are in the works for him to do some afternoon and prime time specials. He wouldn't elaborate on a possible children's program for cable.

After the interview, Keeshan talked about his apprehensiveness about broadcasters' commitment to children's programing. He said he once stumped for broadcasters, but with the way they have acted since deregulation, he said, he's not so sure now. "I spent many years in the last decade going about this country and talking to all kinds of groups and testifying in Washington both before the FTC and the FCC saying that I thought broadcasters were responsible and that they did not need to be regulated and that industry self-regulation was appropriate here. I believed in broadcasters. I'm not so sure I still believe . . . because I see that now that the threat [of having a license taken away] is removed from above their heads many of them are not acting responsibly." He continued, "All of what Peggy Charren [head of Action for Children's Television] was saying in the 70's, that you can't trust broadcasters—while I was saying that you can—she's being proven right now." Keeshan warned that broadcasters risk becoming their own worst enemy if they continue to relegate children's programing to the back shelf. "Regulation is coming back," he said, "there's no question." □

Getting to be a habit? FCC Chairman Mark Fowler found himself standing alone for the second time in two weeks when a 6-1 majority of the commission, over Fowler's objections, last week directed its staff to draft an order denying the application of West Michigan Broadcasting Co. for a new FM station in Hart, Mich., and granting the competing application of Waters Broadcasting Corp., which is wholly owned by a black woman, Nancy Waters. (The commission majority voted 5-1 against Fowler the week before insisting that the staff draft a notice of proposed rulemaking aimed at requiring television manufacturers to reduce UHF noise figures (BROADCASTING, July 26)).

The commission's proposed action would overturn a decision by the FCC Review Board, which had granted West Michigan's application, concluding that that company would provide better service to the community because of "superior local residence and civic participation of its owners" (BROADCASTING, Jan. 18).

At the closed meeting, Fowler reportedly argued that case law supported the grant of West Michigan's application. According to FCC officials, Fowler said the commission should weigh minority preferences in relation to the minority presence in the proposed community of license. Since Hart's minority population is slight, Waters's minority preference should have been weighted accordingly, he said. With less weight for the minority preference, West Michigan's application should have prevailed because its principles lived in Hart and had a record of service to the community. The commission majority, however, said Waters's minority preference should have tipped the scales in her favor.

The Review Board's action overturned an initial decision by Administrative Law Judge Edward J. Kuhlman. Kuhlman, in April 1981, had selected Waters as the better comparative applicant on the basis of a "slight preference for quantitative integration and a clear preference for qualitative enhancement."

Although the Review Board said that the Waters application had received "substantial merit" for minority ownership, it also said that such merit wasn't dispositive in comparative cases. It said the concept of localism continues to be an important element of service in the public interest. "Thus, the result here is consistent with this fundamental commission objective and a grant of West Michigan's application will better serve the public interest, convenience and necessity."

FCC leaves sale of transponders up to marketplace

It will still consider them on case-by-case basis and reserves right to veto if it sees need for price regulation

Leaving another matter predominately to the marketplace, the FCC last week voted 6-1 (with Commissioners Joseph Fogarty dissenting and Anne Jones concurring) to permit carriers to sell transponders on a noncommon carrier basis. Nonetheless, the commission emphasized that authorization of such transponder sales won't necessarily be automatic. Instead, the commission said, it would consider applications for transponder sales authority on a "case-by-case" basis, making it clear that it had retained the option of denying such requests if its "marketplace" theory fizzled and the need for continued price regulation arose in the future.

At the same time the commission granted the first batch of carriers authority to sell transponders. Western Union Telegraph Co. received authority to sell transponders on Westars IV and V. (While it had also applied to sell transponders on Westar VI, the commission said it would defer action on that request until the carrier's request to build and launch the satellite had been addressed.) RCA Americom received authority to sell five transponders on Satcom IV. Hughes Communications Inc. received authority to sell transponders on Galaxys I and II. (Although it had also sought authority to sell transponders on Galaxy III, the com-

mission deferred action on that request until Hughes's request to build and launch that satellite had been addressed.) While Southern Pacific Communications also had requested sales authority, the commission deferred action on that request until the public has an opportunity to comment on the carrier's proposal, which was amended two weeks ago, according to an FCC official.

At the meeting, the commission staff argued for authorizing the sales, contending that the domestic satellite market was becoming competitive. Several parties commenting on the proceeding had argued that transponders currently were scarce commodities and that by authorizing transponder sales, the commission would permit satellite operators to reap abnormal profits (BROADCASTING, March 22). "But we believe that any shortage is in its final stages," said Robert Mazer, who presented the item for the Common Carrier Bureau.

Officials for the bureau said there were currently 204 transponders in operation; that 216 more should be operating by the end of 1984, and that applications were pending that could result in another 480 transponders being available by 1987. The officials also said the commission's pending proposal to reduce orbital spacing for C-band satellites from four degrees to two—and to reduce spacing for K-band satellites from three degrees to two—and moves toward more sophisticated transponder technology, should contribute to

an increase in the number of transponders.

Commissioner Abbott Washburn said he supported the item, which he said would "encourage" more satellite operators to enter the market and stimulate technical innovation. Nonetheless, at Washburn's request the commission agreed to strengthen language in the order to make it more explicit that the commission was going to monitor the domsat market, leaving open the option of reverting to price regulation, if the need for it arose.

Commissioner Henry Rivera—as did other commissioners—expressed concern about what effect the FCC's competitive carrier rulemaking might have on its domsat decision. That rulemaking, which is still pending, proposes that the commission either "forbear" from regulation of "nondominant" common carrier services—those with little or no market power—or drop those carriers' status as common carriers altogether. When that rulemaking is finally resolved, Rivera said, he hoped it wouldn't "blow out of the water" the commission's plan to monitor—and revert to price regulation—if the need arose. (FCC officials explained that if the commission in its competitive carrier rulemaking dropped domsats from common carrier status, the commission might no longer be able to impose price regulation on the domsats.)

Commissioner Anne Jones said that while the commission hadn't been able to come up with a different "allocative mechanism," she wasn't sure the FCC "wasn't ducking our job" of assuring that the spectrum was being used efficiently for the benefit of the public as a whole.

Fogarty said the commission had made an unwarranted "leap of faith" in postulating that the marketplace would protect the public interest. He urges the commission to "continue to regulate what continues to be a scarce commodity." According to Fogarty, the commission didn't have a record to demonstrate that there wasn't a scarcity of transponders currently, or that there wouldn't be a scarcity in the future. "The issue today is whether the commission is going to protect the public's interest in getting access to transponders, and the answer is no; we're going to leave it to the marketplace," Fogarty said.

While Chairman Mark Fowler said the commission was "grappling with a very difficult subject," he thought the majority's action represented the "dynamic, forward-looking way" of dealing with it.

After the meeting, Jack Smith, deputy chief of operations for the Common Carrier Bureau, told reporters the commission was "hopeful that the dynamics of the marketplace will keep transponder prices at a reasonable level." Smith also said that while the commission hadn't established a standard to help it determine when, if ever, it should deny transponder-sales applications and insist upon price-regulated transponder offerings instead, he said the commission might come up with one if the

need arose.

In another action stemming from its competitive carrier rulemaking the commission voted unanimously (with Fogarty concurring) to affirm that it had the authority to "forbear" regulation of carriers that had limited or no market power.

At the same time, the commission took what it said was a "first step in exercising

that discretion by noting that it would not regulate resellers of terrestrial communications services—carriers that don't own transmission facilities but obtain basic services from carriers for resale. As a result, the commission said, terrestrial resellers won't have to file tariffs or meet other common-carrier requirements of the Communications Act. □

New pricing plan for Arbitron Radio

'Market coverage' method would replace 'one-minute' rate; company hopes to begin Sept. 1

Arbitron Radio has developed a new pricing formula, based on each subscribing station's "market coverage," to replace the much-criticized current system based on the station's highest one-minute rate.

The new plan, developed after lengthy consultations with the Arbitron Radio Advisory Council, has been submitted to the council as a proposal that Arbitron hopes to put into effect beginning Sept. 1.

The "market coverage" of a station would be the total of population, age 12 and over, of those counties in the total survey area (TSA) where the station achieves net weekly circulation of 3% or more. To determine the dollars involved, the percentage of U.S. coverage represented by a station's coverage would be applied to the total revenues Arbitron has received from all its syndicated-service radio subscribers. That is a station with X percent of national coverage would pay, annually, X percent of what Arbitron has been receiving annually.

Arbitron's total take thus would not be affected. But the payments of many of its subscribers would be. According to Arbitron's calculations for the advisory council, 17% of all subscribers would pay from nothing more to 10% more than under the old system; 12% would pay 10%-20% more, 14% would pay 20%-50% more and 4% would pay over 50% more. On the other hand, 20% of all subscribers would pay from nothing to 10% less than they pay now; 19% would pay 10%-20% less; 13% would pay 20%-50% less and 1% would pay over 50% less than they now pay.

Generally, Arbitron said, the new structure tends "to bring stations' rates closer together within a market," and "stations in smaller markets would experience slightly more decreases that increases, while the opposite would occur for stations in larger markets."

Since FCC has stopped collecting market revenue figures, Arbitron looked for a new yardstick with which to determine rate changes from year to year. It settled on the radio billing figure of the top 100 advertising agencies as published annually by *Advertising Age*. Arbitron's rates will go up or down with the year-to-year changes in those totals. At least for the next year, however, subscriber stations will be given the option of using instead of this figure, a fixed 11% increase in the

base rate.

The proposed new system also would make provision for AM-FM station combinations that are sold in combinations: "All AM-FM stations [that] are willing to verify that 90% of one of the station's inventory is sold in combination [with the other station], then the smaller of the two stations with less market coverage will receive a 50% discount on its base rate."

Arbitron will continue to offer one-year, three-year and five-year agreements. This and the other features of the new plan, Arbitron said, meet the four key issues specified by broadcasters during the two-year period that development of a new formula has been under "discussion and investigation."

Arbitron hopes to offer the new rate structure as of Sept. 1 on all expiring and new contracts. On the anniversary date of all long-term contracts now in effect, stations involved may elect to freeze their current base rates and choose either of the specified determinants for annual increases for the rest of the contract, or they may continue with the old contract as is. Arbitron also would provide that: "Upon expiration of an existing contract, and recognizing that the new rate structure will cause some dramatic ups and downs of rates, should the new market-coverage net rate be 20% or greater than the rate paid in the last year of the expiring contract, then the increases in excess of 20% will be equally divided over the entire term of the new contract."

Arbitron said it recognized that, as the new system goes into effect, stations "will be paying varying amounts for Arbitron services." But "we do not feel that his disparity in rates violates the concept of our 'most favored nations' policy," and "in the long run the concept of 'same charge for same service' will prevail."

Michael T. Membrado, Arbitron vice president, station management relations, who sent the proposed plan to members of the advisory council, said: "Based upon our interpretation of the radio station marketplace and our own evaluations, we believe that [this] addresses the key items."

Members of the advisory council, which is headed by George Green of KABC(AM) Los Angeles, were asked to submit their comments by Aug. 6. □

A BROADCASTING "At Large" interview with Ted Shaker, president of Arbitron, appears in this issue on pages 30 through 39.



Arbitron President Ted Shaker

No one loves the umpire

Among radio broadcasters, few subjects call up as much spontaneous animosity, just by being mentioned, as Arbitron's radio audience measurement service. It's called, among other things, monopolistic, arrogant and greedy. Prices are part of the trouble. They're based on each station's rates and, according to Arbitron, range from \$2,633 per station per year to \$85,000 a year, with the average for all stations about \$17,000. But prices, though a big part, are not the whole problem. The feelings are so widespread that an "all-industry" committee has been set up to see if something can't be done. Yet some critics detect hopeful signs. A broadcaster-officer of the Arbitron Radio Advisory Council, for example, reporting last month on the council's May meeting, told his station constituents that "the most important development" of the entire three days was that Arbitron officials were "very conciliatory and very reasonable." He called it "an almost complete change in attitude," and credited it to "the hue and cry from the broadcast industry."

Arbitron officials certainly would like to change the industry's attitude toward them. They have already virtually completed a new pricing formula, which they hope will help a lot (see page 29). Beyond that, they feel they have been unjustly put upon and feel that the hue and cry would subside if people would listen to their side. Thus their enthusiasm for BROADCASTING's suggestion that its editors sit down with Ted Shaker, Arbitron president,

after soliciting questions from among Arbitron's severest known critics. Shaker himself, in fact, contributed an "enemies list" totaling about a third of the critics ultimately consulted. (He was not, however, briefed on the questions before the interview, or told who contributed them.) Without exception, the broadcasters invited to suggest questions did so with enthusiasm, in some cases bordering on relish. Highlights of the interview, which dealt only with radio, follow:

Why do broadcasters dislike Arbitron?

When I joined the company almost 11 years ago I was told that stations are angry at their network, their rep, the FCC and their rating company all of the time. On any given day it just depends upon which they're most angry about. It just comes with the territory. It's like the teacher who sends out a report card. If you get all A's, people are happy with you.

What are the biggest complaints?

The biggest complaints are about pricing—or rates. And there's a difference between pricing and rates. The rate is a zone rate, and the pricing, to us, is how we arrive at that figure.

They also are concerned with our methodology. If a station goes down in audience, normally, whether it's radio or television,

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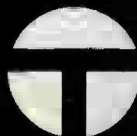
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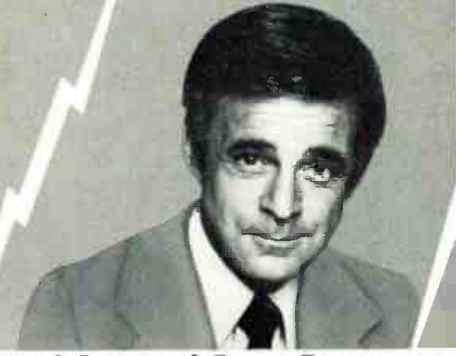
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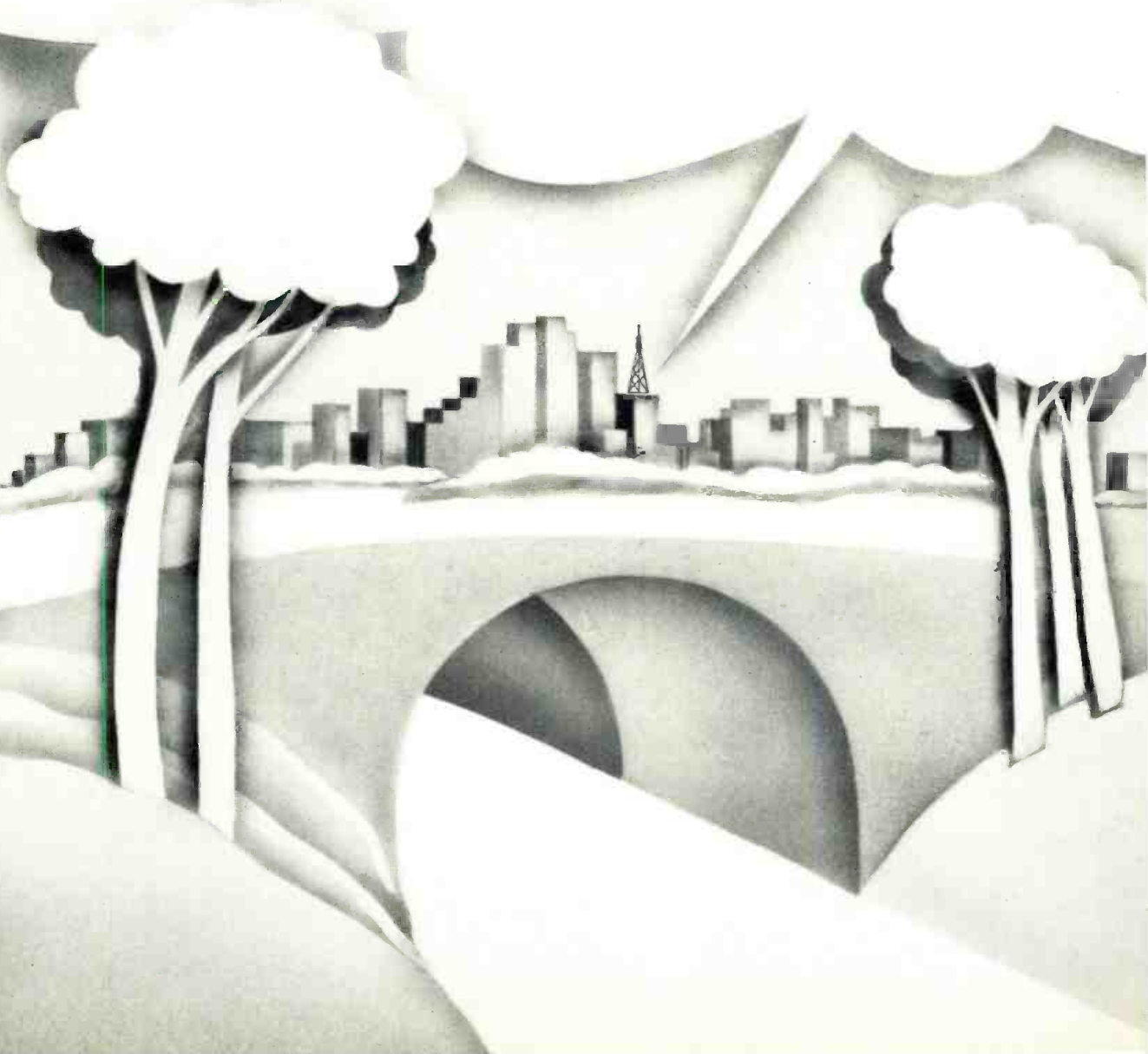
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There's Owen Spann. His "take charge" style captivates listeners. Whether he's interviewing a world leader or a local celebrity, his imaginative wit is a sure audience builder.

And Dr. Irene Kassoria, leading psychologist, best-selling author, and one of the country's most influential women. Her insight and expertise has earned her the respect of colleagues and celebrities the world over.

Michael Jackson, a talk radio giant. He knows everybody worth knowing and interviews them with a provocative and entertaining style.

Then there's Dr. Toni Grant—the original radio psychologist. Brilliant. Eloquent. With a national reputation as an expert in human behavior—and an extensive following.

And Ira Fistell—the "human encyclopedia." His phenomenal store of knowledge on every possible

subject from sports to philosophy and his conversational ease build nighttime audiences.

And finally Ray Briem, the "king of all-night radio." He brings the world to his listeners, keeps them in touch. Provocative, controversial, and entertaining, Ray attracts one of the largest overnight audiences in the history of radio.

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Honolulu	KGU	Portland, Oregon	KLIQ	Santa Barbara	KTMS	West Palm Beach	WJNO

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they figure there's something wrong with our procedures, and they often go to great effort to figure out what that is—they try to discredit the book.

Delivery is something else they feel should be speeded up. I'm sure another big item is the client service and why there can't be more. They also complain about the fact that stations pay more than advertising agencies. That's an age-old problem that keeps being repeated and repeated.

One of the complaints we hear is that the rates are just too darn high. What is your profit margin on the radio side?

I can't release that information to you. I can just tell you that about two or three years ago the Television Bureau of Advertising hired Booz, Allen & Hamilton for hundreds of thousands of dollars to look into the broadcast rating business and they concluded that it was not a very profitable business. The interest in our profits is amazing to me since the rating business is a very, very risky business. As you probably know, there are a lot of old bones standing or lying beside the highway of the rating business. Just in the last couple of years there have been Pulse, and Audits & Surveys and Burke, all of which had pretty good opportunities, and had a lot of cash to put into something like this. And there's been a big, high failure rate.

How about revenue? It's estimated at about \$66 million a year.

Well, last year it was about that. But that, of course, is the first year it's ever been that high.

How does that break down between TV and radio?

Radio is about 25% behind TV as I recall. That's a guess.

What is your pricing concept?

In radio, a station's base rate is a one-minute open rate. And then for long-term contracts, for three-year or five-year contracts, because of inflation, you have to have some sort of an increase on top of the standard rate. So there was a CPI [consumer price index] adjustor in three- and five-year contracts. There also was a 30% increase based on a station's raising its own rates. So if a station tripled its rate, ours would go up one-third. That's what the pricing for radio has been.

A lot of the stations think that you're taking a part of their normal inflationary increase. . . .

That's true.

Then taking the CPI on top of that—they call double dipping.

I've heard that term a lot. And when you really think about it, we had the base rate and the CPI in television rates. We found out four or five years ago that the CPI was not enough to do it. Just with the CPI at that time, it wasn't a large enough kicker to keep pace with inflation and with our costs. So in the middle of a three-year contract, we went back to the stations and said, "Hey, folks, we're not making it. If you want to see us continue, because we're losing money in television, would you please help us out and contribute 17% more right now, or if you want to wait until the end of the contract, which would be 18 months, there would be about a 30% increase." It was sort of a Hobson's choice. And this was just stations in markets 3 through 100. And I'd say that 90% of those stations went along with us, and put in more money, because they didn't want to see our service go under. And it really would have gone under. And if television had gone under, then radio would have been impacted also, because there's a good deal of critical mass in producing both for radio and television.

How is your pricing for television different than for radio?

In television the base rate is predicated on the size of the FCC revenue in that market. And then there's an additional factor on top of that: if the market goes up, the television rates go up, if the market goes down in FCC revenue, then TV rates go down.

It was suggested by Fred Walker of Broad Street, and he had mentioned this to Perry Ury [WTIC(AM)] up in Hartford when he was on our advisory council, that we ought to do more in radio as we do in television—get off that highest one-minute open rate.

Every time a station increases—let's say it's a really hot property—every time it increases its rate the station says, "My gosh, Arbitron's in business with us." What we've tried to do now, in concurrence somewhat with the advisory council, is use the coverage of that station. So that if a station has a come audience at the end of a week that is 3%, it gets credit for the people in that county. So if it has eight counties or 20 counties, it gets credit for those counties, and that's what the base rate is going to be predicated upon.

We also said there has to be something else—another dip in there, if you will. And that would be revenue and CPI, and we said it would be about 32% of the revenue, plus the CPI. And at the council meeting, the stations all said, "Gee, don't get CPI in there. If you can keep it out of there, that's the best thing for us." So we said well, if that's the case, then we'd have to put revenue in, and of course at that time, the [FCC] revenue figures were about to be voted out. So that lost us our big gauge to know how much the industry was going up. But if we drop the CPI, which is not a big problem with us, we would want to have a match of the revenue increases. Let's say the revenue goes up 10% a year, that would mean the rate also would go up 10%. We wanted to do that on a market-by-market basis, so that if a place like Detroit or Flint is having problems, and the FCC revenue is falling off, then we'd give those people a decrease. Or say one of the Sun Belt markets like Phoenix or Tampa or Orlando is going up, then we could charge more there, and it would even out and make it fairer.

Can you tell us what percentage of your revenue comes from television, and what from radio? We read that your revenues break down to about \$29 million from radio and \$38 million from television. Is that reasonable?

I think that's a ballpark figure.

One gentleman said that any professional researcher could calculate the cost of duplicating your methodology. He wanted us to ask if you can possibly deny that your charges are "incredibly exorbitant."

I think if somebody tried to duplicate our methodology, it would take them many years to do so, and many, many millions of dollars. And after he did, it would take that person a long time to get the acceptability of the advertisers and the advertising agencies, and the credibility that this company stands for. It would take them a good deal of time to get the Broadcast Rating Council approval—it's now called the Electronic Media Rating Council—and it would take an incredible amount of money to do it, and it would cost considerably more than we charge [for them] to get there. And we have all of that experience behind us. And something that this gentleman or lady who presented that question hasn't really thought about is the fact that our company spends—I'll use his word—an incredible amount of money each year calling on advertisers and advertising agencies and giving seminars to teach them how to better plan and how to better buy radio. In just the last couple of years we have spent half a million dollars with Dr. Frankel and others doing a reliability study, a replication study for radio that not only will help the research industry, but will help the credibility of radio, in my opinion, because when people question the reliability of the ratings, there is a simple formula now that can be used rather than the nomograph or the hypothesis that mathematicians have used for years.

So, I don't really buy what that gentleman says. And if it were that possible, why aren't there a lot of other companies competing against us? There is one, RADAR [Statistical Research Inc.] that does network radio, and has done a magnificent job for a number of years. The RAM Company is still in business, I guess. Mr. Birch [the Birch Report] is trying to find a place for himself in this business, and I wish him well. But it's going to be a long, hard pull for him. You have to spend a lot of money and time—we have 15 people calling on advertisers and agencies that do nothing but sell radio, and sell our service to agencies.

Does the fact that you have competition, the Nielsen Co. in television, make your approach to your pricing of your television

service different from your approach to pricing your radio service, where you don't have a national competitor?

We feel we do have national competition. Mediatrend was measuring over 200 markets, and Birch is measuring over 200.

But, to answer your question, we're going to a pricing system that's somewhat similar to television. But you have to remember how we got into radio measurement. This company was founded 33 years ago in 1949 by Jim Seiler, and we've been in radio only since 1966, so that's 16 years versus 33 years. In television, the research people and the station management are more aware of audience measurement and ratings and have lived with them all of their lives; that hasn't always been the case in radio. For a while, radio was floundering and no one was measuring it. Then, in 1966, RKO came to Jim Seiler and said please measure radio. And our company went into it. But they could never have done that without television.

And you have to consider how the business has changed, the way radio has grown and the number of reports this year versus five years ago or versus seven years ago. It's rather outstanding. In 1977, for the spring report, we were measuring 167 markets; that's the big sweep. This year, we'll measure 261. That's an increase of almost 100 markets. In the fall of 1977 we were measuring 76 markets. This year, we'll measure 135. There were a dozen winter reports in 1977; there will be 25 this year. There were eight summer reports in 1977; there will be 12 this year. So you go from 263 measured markets to 433—not the number of markets, but the times they're measured. That's a good deal more.

My point is this. In 1977 there were 263 market reports, and now there are 433. And now we have continuous measurement in radio, which I think makes their methodology a heck of a lot more credible than television's methodology, because television still has four sweeps a year, in the majority of markets. And with radio having all 10 and 12 week sweeps, there is far less hyping, far less chance to promote the station and make an unnatural kind of an occurrence apparent in the reports.

Do you think any company can ever give you a run for number one in radio in the United States?

I don't believe it can happen in the next five years—if we continue to listen, as we hopefully do, and we continue to give to the industry what we think we do.

We catch a lot of grief because we are good, because we are considered to be number one, and so a lot of people resent that. But if broadcasters would just think about what has happened in the last five years since they've had these old five-year contracts, what has happened in our kind of services, the kind of things we have brought about—putting the ADI into radio so planners can really plan radio as they do television and magazines and newspapers and every other kind of medium they have. And AID—Arbitron Information on Demand. I mean, we have computerized so many things that they didn't have before. Putting working women into the book, coming out with out-of-home listening.

This company got started because it was willing to measure total station area, which had never been measured in radio before. And this company got started in radio because we put in FM. Where would FM stations be without measurement? Look at where some cable systems are now without measurement. They want to sell something, but it's pretty hard for them to find something to sell, because advertisers are saying: "What the heck are you reaching out there?"

Radio and television and cable are unique businesses. Nobody knows who's out there until somebody counts them, and we're the people that count them. So we catch some hell for that.

Some broadcasters say you give them a lot more than they want but they have to pay for it. AID is one.

Well, they only pay for AID if they want it. They don't pay anything on AID if they don't want it. But they think that the book is too big, and I think that's true. But you know, if you put six different kinds of formats into a room, and say: "OK, what do you folks want?" My gosh, the beautiful music station, or the talk sta-

tion, is going to want demographics for the older people. The rock stations are going to want the 18-to-24 or younger, or 18-to-39. The country and western stations are going to want something else. Every format wants something else. So if you put six different formats in a room, you're going to get a book that's somewhat like ours. And, God knows, that's not perfect. And we'd love to thin it out.

But there are so many things that we have done that make our service more expensive. Faster delivery. My God, our delivery schedule is one-half of what it was a year ago. Do you want some numbers on that? In 1981, the winter report was delivered in 50 days. It's going to be 30 in 1982. In 1980, we delivered the spring report in 106 days. In 1981, it was 64 days. And we're going to probably bring it in in around 50 days. So that's one-half of what it used to be two years ago. That's going back just two years. And that takes a lot of time and a lot of effort, a lot of planning and a lot of dollars to do it.

You know, the response to advance ratings shows that one of our biggest problems is delivery. That's one of the things subscribers want. They want to be able to use that book longer, and get that delivery out faster, and we're trying to do just that.

We are told that very often you force stations in a market to take three books instead of two. That is, when you get one station willing to buy the third book, you require all of them to buy three.

It's pretty hard to force a radio station to do anything. But I can think of a market in the Midwest where we had the head of a group call us, where there's a new station for this particular group, and say: "We want a winter book, and we're willing to pay for a winter book for the whole market to put it in," and we say: "Well, we don't really think a winter book is necessary or perhaps we don't want to do that." He says: "If you don't do that, I'm going to sue you." And then we soon get a call from the other people in the market saying: "If you do that, we're going to sue you." And you're sort of on the horns of a dilemma. We are in the business of measurement, and so if there is someone that wants to do something like that, we certainly listen to them, but we don't force the other stations to buy that book.

What's the general response rate overall? And how many diaries are unusable?

In the fall 1981 radio measurement, 13.2% of the diaries were unusable. That compares with 13.4% unusable for television in the February 1982 sweep. The response rate differs from year to year and from survey to survey. In 1980, the figure was 43.6; in 1981, it was 41.5—and I understand we're up a few percentage points in the spring sweep, the spring quarterly measurement, which is our big one.

What's the timetable for the new pricing structure?

Soon. We really would like to get it out of the way. We want radio to grow because as radio grows, then we grow. Everything we do is to improve radio's growth and that's why we believe in Qualidata, we believe in AID. Even though there are some things that are not perfect, and there are some things about the syndicated report that are not perfect—a lot of things. The whole diary system is not perfect. The telephone system is not. But I find it interesting that the believability in radio research has grown with quarterly measurement and with this reliability study that we're doing, and they really are better measured than most television markets. The metered television markets are better measured, and some of the television markets that have six or seven reports a year, but other than that, the radio markets are really doing better.

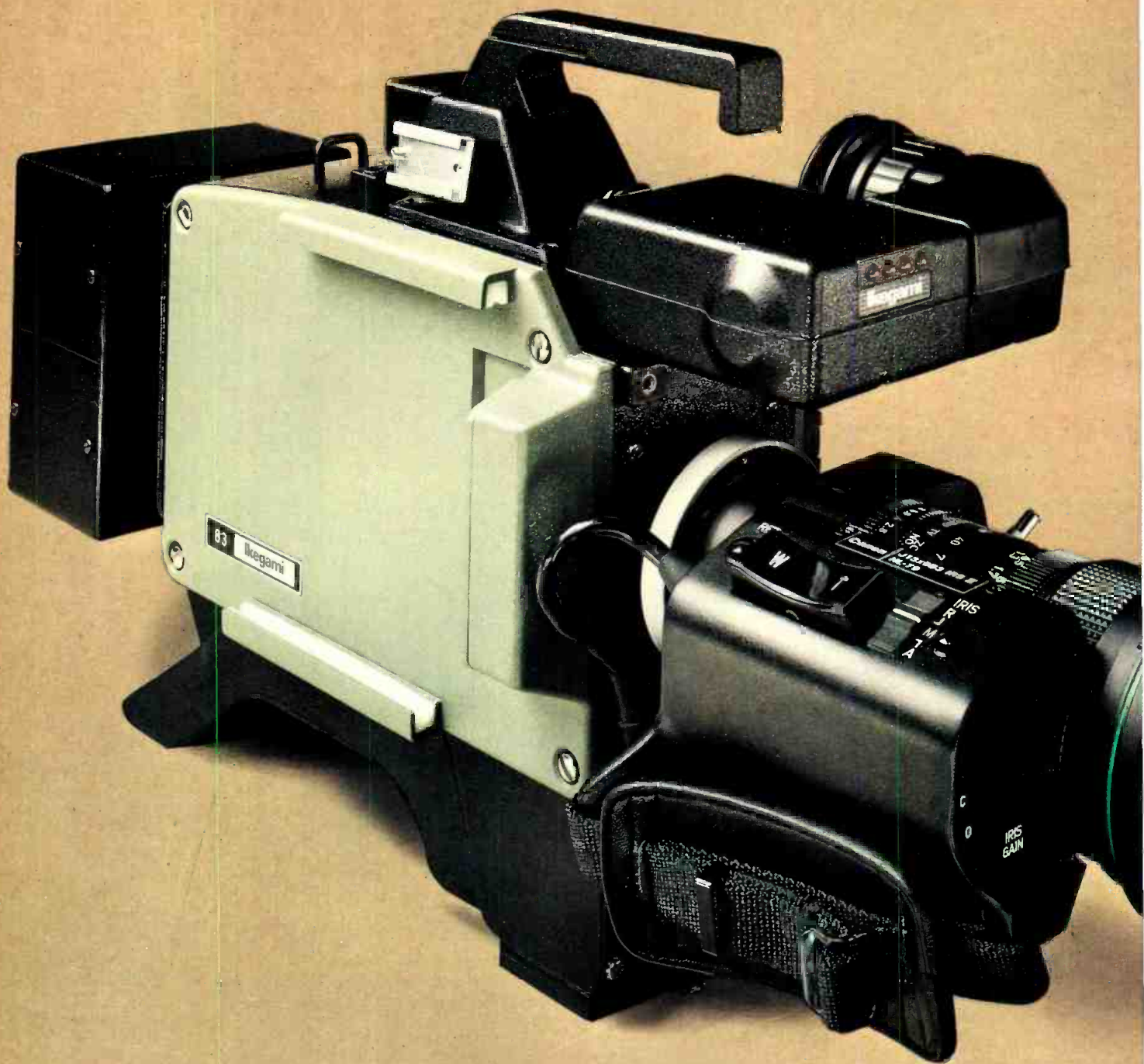
What's the next quantum leap?

Qualidata. Or Prism. I mean qualitative measurement.

Then there's another thing that we have, and that would be mechanical delivery . . . There are a lot of radio stations that have terminals. And the next thing we would like to do is be able to have a terminal in one station able to talk to a terminal at Arbitron so that we don't have to have printed reports.

Being part of a large computer company is a real big help. I was

Today's top compact



is ready for tomorrow

The leader in ENG cameras has just redefined the performance standards. Meet the Ikegami HL-83. It's destined to become the premier compact ENG camera. First, it puts legendary Ikegami picture quality and dependability into the smallest, lightest (10 lbs with viewfinder), easiest-handling package we've ever made. What's more, the HL-83 is the heart of a total, flexible system that's ready to accept new technology as it becomes available. So the state-of-the art HL-83 will stay that way.

For starters, the HL-83 is extremely compact and well balanced. It's about the size of competitive one-tube cameras—yet, it's a top quality, three-tube, prism optics design that's truly up to the highest broadcast standards. And it uses proven, readily available components. Inside are $\frac{2}{3}$ " Plumbicon* or Saticon** pickup tubes coupled to

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The HL-83 can easily adapt to your changing needs. For ENG there's direct interface to existing $\frac{3}{4}$ -inch VCR's. And with adaptor, there's interface to either on-board or hip-mounted component recording $\frac{1}{2}$ -inch high-speed VCR's.

For EFP it can be connected to a full feature remote control unit through 150 meters of multi-core cable with individual RGB as well as encoded outputs.

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Put the HL-83 on your shoulder. You'll be amazed at how little it weighs. How well it handles. And how much picture it delivers. It's the compact top performer with a very bright future. Contact Ikegami for full details.



Ikegami HL-83

looking at a memo from Bill Behan, who is the vice president of operations and production in Beltsville, to Rick Aurichio, who is the chief operating person at Arbitron, about an electronic questionnaire. This is where we'd like to go, to have hand-held electronic questionnaires. This device would eliminate the paper questionnaire that is currently used to perform limited editing and store results for delivery to the processing system. It could prompt our interviewers and it would be an expanded memory.

How far off is this?

I hope in the next five years. A potential opportunity exists to develop a low-cost electronic diary to replace the existing paper diary. The benefit would include the reduction of labor-intensive editing and data conversion functions. That sort of thing would be really helpful. And our parent company, Control Data, has bought the rights to a hand-held pad that would be no more expensive than a hand-held calculator and that might be able to be turned into a calculator for somebody. We could send it to that household, they could keep track of what they've listened to or what they've watched, in the diary form, and then that memory could be sent to us in some way.

Some subscribers say they're "revolting." How many are not going along with you, are not renewing?

I can't really tell you, when you have 1,800 radio subscribers. But I tell you that our renewal rate so far this year is as good or better than it was last year. I know there are some that have dropped out. But there are others that have replaced them, or new clients that haven't been with us before, or that were out for a year or two. It has not affected our revenue base; it hasn't affected our subscriber count. I mean, we're not aware that this is going on.

And there are going to be stations that drop out, and some that say, "To heck with it, we don't need Arbitron. Our national business is off, or our local business; we don't want to use their reports." Usually they are stations that don't have very good audience numbers or very good estimates. But sometimes they do have good estimates and they say they want to go it alone. And we don't blame them for that.

One broadcaster said he was paying Arbitron \$17,000 in 1977; he's now paying \$60,000 although he's getting no more service, no more books, no extra service. And he says the way things are going, you'll be asking him to pay \$120,000 five years from now, and he's going to cancel.

I don't blame him. But I wonder how he's figuring it. I wonder what he thinks the cost of living is going to be. And I wonder what's happening to his billing, if his rate has gone from \$17,000 to \$60,000 in a period of five years.

If that was the last five years and he had an FM station that was paying one-quarter of what the AM station was paying, and he's had to catch up in FM for five years, so that FM has to stand on its own feet, and if he has two stations that are sold separately and are both doing a heck of a lot better than they were five years ago, it's possible that his rate could go up that high. But the consumer price index was going up at about 11% for a couple of years, right? And if we go up one-third of what his rates go up, I don't know how in the world he can get to \$60,000 unless he has really taken over that market. I'm not saying it isn't possible. I'm just saying that, boy, he's doing a heck of a job.

Some people want to know how you think you can continue to be successful when most of your customers are antagonistic. Unless you are a monopoly.

Well, I don't buy the fact that we're a monopoly. There's RAM, there's RADAR, there's Birch and there was Mediastat, so I don't buy the fact that we're in this business all by ourselves. But what we're doing now in radio measurement, to my way of thinking, is comparing a jet plane with a prop plane—I'm an old pilot.

There's something I haven't mentioned: county coverage in radio. This will be the third year we've had one. And this is something that advertisers and agencies use and pay for. Very few stations really use coverage to sell with. And that's something that

was brought to radio so we could help agencies and advertisers better plan how to use radio. That has been a really good thing that we've done.

In 1978, we established a policy and procedures department with three people. There are now 12 people in that department. There's a hot line so people can have a question about methodology or procedures or call letters or slogans or slips or that sort of thing. All customer service, all that sort of thing, there are now 12 people that do that exclusively. We also added somebody we call CSR, client service rep, so that each of the offices have added an extra person. There will be seven to nine extra people just doing that.

But to answer the question: Are we going to price ourselves out of the business or something like that? This company, in 1980, 1981 and 1982 will have spent \$2,200,000 in research funds to better our service. Now, if you've got a bunch of broadcasters in the room, and said we needed some money for research—as a matter of fact, the Radio Advisory Council said to us: "The RAB and the NAB both have been trying to get some money for a come research, a four-week come study, and there was supposed to be several hundred thousand dollars for the study; we can't get it." We said, "We'll do that. I mean, that's part of our job—we're trying to help the industry grow." So we'll do a test of that and see how much money it will cost, and whether it's worthwhile, if it makes sense to do it. So instead of making profit dollars for us or for our owners, we're putting it back in. You have to put a lot back in to get to a jet from a prop plane.

The stations tell us that they have to have you. Some of those that did not renew you said they came back and signed on because no agency would take any other numbers except Arbitron numbers.

Well, maybe there's a reason for that, and I don't know if I can believe that statement. We have hundreds of seminars a year for advertising agencies that teach them how to use our reports and why our reports are good and why our methodology is good, and they believe us, and I do think they feel that whether they use us for local and spot and regional buying and use RADAR for network buying—and some of them are now using some of our network studies for network buying, too, in radio. But it's because we have sold for 15 years on how open this company is and how good it is and how good our procedures are, so that no radio station needs to go out and sell us to an advertiser or an agency. They're aware of us. So all he has to do is go in and sell his station and sell his availability and say this is what the estimate shows, and they will believe that estimate, I think, in most cases.

But a situation like that, isn't that pretty much a monopoly?

Well, that's your term, not mine. But if it is that kind of a situation, it's been created by the radio stations that have not supported other services or don't have as much faith in the other services' numbers, or there's something wrong with the methodology that someone else uses, or that they don't want to spend money for two services, or they don't want to spend money for three services, or they believe us, too. You have to ask them that question, I guess. Not everybody likes us. There's no question about that. And I feel very sorry for the people who work for us, because they have to take a lot of grief from somebody who just had a—you know, a report that is not exactly what he wants to hear. But that comes with the territory, and that's part of the job. And all we can say is we're doing the best we can. And we really do the best we can.

I'm sure that you have said all the things you've said today to your advisory council. Why are some of them still unhappy with you? When I say you, I mean Arbitron.

Well, I guess a lot of people on the Advisory Council vote their format, vote their power and their coverage, and we have to try as best we can to have a middle road that will not favor one format over another format, will not favor the ethnics over the nonethnic stations or vice-versa, won't favor one geography over another

geography.

There are 9,000 radio stations and we have fewer than 20% of them that subscribe to us. Probably a lot more than that use our service and don't pay us for it. And that's something we try to keep from happening so that everybody is treated fairly. We have a rate structure—the moment you say there are different rates in the same market, the moment you say that, you're in trouble. If everybody were to be charged the same price in that market, and that's a question that comes up all the time, why doesn't everybody pay the same, and the problem with that is we would lose an awful lot of subscribers, because a 5,000 watt station compared to a 50 or a 10 that's up on one high side of the dial and has only so much coverage is not going to be able to pay the same as a big clear-channel station. So we have said you're going to pay by your rate card—you're going to pay by that one-minute open rate, which we think is the fairest way to do in radio. Not everybody



“ Nobody knows who's out there until somebody counts them, and we're the people that count them. So we catch some hell for that. ”

agrees with that. So we're going to change it. We're going to go back into the coverage thing, and there's going to be some reversals, and there will be some people that say: “God, that isn't fair.” So it's awfully hard to find the fair thing.

What's another reason for the big price increase?

One of the biggest reasons, of course, is the increase in sample size this year. The sample size is 25% bigger than it was in 1981—25% on the average. And we also increased the premiums. That's another reason for the cost going up, because it's harder for us to get people to return diaries, and we found out if you do increase the premiums, go from 50 cents to a dollar, that the response rate goes up in a commensurate fashion. So it's well worth the expense to do it. And we've increased the telephone follow-up. All of this has been to try and get our response rate up.

Have you figured out the rates—is it possible that with the new rate structure going in, that there's going to be enough of a

swing that there'll be so many stations dissatisfied with the new structure you're going to have a whole groundswell starting up again from another side? Or have enough of the calculations been figured that only this percentage of stations are going to be part of that swing?

I can't answer that for you, but there is going to be a swing, and there will be dissatisfaction. That's just human nature, I guess. Of those that are affected, some will go up and some will go down.

Another problem in radio—and, of course, in television, too, but more in radio—is that so many station managers are paid on the bottom line, and this is one reason that you've got a lot of really good managers in radio, because they are bottom-line oriented, and if they can boost the cash flow in a station, they're paid that way. So if their rates go up—and even though their ratings go up—if their costs go up, that comes out of their pocket, and they worry about that. And we've had some complaints about our five-year contract because people say it's harder to sell a station if there's a five-year contract, which we think is maybe not exactly correct. There are all kinds of objections.

Are you personally bottom-line oriented?

You're darned right. We're all on an incentive.

Is there a lot of pressure from Control Data to increase profit?

There's certainly pressure from Control Data for profits, as I'm sure every manager of Control Data has, and every manager here has, and every manager of every radio station has. There are very few who are in it for altruistic reasons. But I think fair is the proper word, and because perhaps our market share is generous, people think we're greedy. We're not greedy. We're not as greedy as many of the station operators in radio and television. Our profits are nowhere near that. And I'm sure the Nielsen Co.'s profits are nowhere near that. And I'm sure RADAR's profits are nowhere near that. It's not anywhere near as profitable a business as radio and television station operation.

By 1981, radio did \$4.2 billion, according to McCann-Erickson's estimate, and if Arbitron did \$66 million of that—that ballpark figure you gave me—what percent would that be? It has to be something less than point zero something. And if there are 1,700 or 1,800 radio stations paying us out of 9,000, it's hard to look at us as in the term you apply.

You keep talking about the users, the 1,700 out of the 9,000. Is it possible to talk in terms of coverage? Because I think that you've got the major stations in the 1,700, and it gives a little bit of a distorted perspective when you talk—

You mean that's most of the radio station revenue? Most of this \$4 billion that we talked about are in those 1,700, is that your point?

Yes.

Well, I don't think there's any question about it. I think the bigger stations and the more productive stations use our service, and one reason they do is because they are more sales minded, and more promotion minded—a lot of those stations spend an awful lot of money on promotion.

What you're really talking about are bigger stations in bigger markets that use our service to sell with and to program with—and of course there are a lot of different things that a station does with ratings rather than just sell with them. I mean, they program with them, they pay talent with them, they pay managers with them, they pay salesmen with them, they pay sales—they are what the station is worth in value if they want to sell it. It's all of those above, plus other things. Ratings are used for network compensation levels. I mean, that's the way they get compensated from networks. They set the value of make-goods. They determine the value of tradeouts with our service. They evaluate personalities, talent, they negotiate talent. They schedule on-air promotions. All of those things are part of the things they do with our service, where an advertising agency just uses it to evaluate the station in the buying. How about that?

Going around again on Radio Marti

As hearings continue on plan to set up AM broadcasts to Cuba, commercial operators restate fear of retaliation

The Reagan administration's proposal to establish a radio station in the Florida Keys to broadcast news of Cuba to that country continues to generate considerable uneasiness among American broadcasters who feel the project puts their patriotism to an unfair test. They appear unwilling to sacrifice their commercial ventures in the interest of a foreign policy project they regard as of dubious value—or that might be reached by other means. What's more, even presumed experts invited to testify by the Senate Foreign Relations Committee have conflicting views on the subject.

The committee last week held a second round of hearings on the administration bill (S. 1853) that would authorize creation of the station—and provide \$17.7 million for its costs over 1982 and 1983. And, as in previous hearings in the House, where a companion measure (H.R. 5427) has already been approved by the Foreign Affairs and Commerce Committees, broadcasters expressed concern about the effects of the proposal on the American system.

As in the past, Palmer Communications Inc., licensee of WHO(AM) Des Moines, played the major role in opposing the proposal, since the administration plans to establish the station on clear channel 1040 khz, on which WHO operates as the dominant station. Robert J. Engelhardt, vice president of Palmer Communications, expressed concern about "Cuban retaliation against Radio Marti," retaliation, he said, that would not only "override Radio Marti but also reduce WHO's presunrise and nighttime coverage by over 99%." He was referring to Cuban plans to establish a 500 kw station on 1040 khz. Engelhardt noted that Cuba has said it will "jam" the station and that the FCC, the National Telecommunications and Information Administration, the International Communication Agency and several congressional committees agree Cuba "can and will jam or interfere with Radio Marti." He said jamming a single AM station is simple, and added, "Thus, Cuba will make Radio Marti nothing more than an ineffectual but expensive symbol which will worsen the interference problem."

Palmer officials say their efforts to keep WHO's frequency out of the crossfire of a power war between the U.S. and Cuba has caused their patriotism to be called into question. They say Kenneth Giddens, a former director of the Voice of America

who is serving as a consultant to the administration on Radio Marti, once told them that they should be happy to "sacrifice" the station in a confrontation with Cuba, and suggested their reluctance indicated a lack of patriotism.

Giddens, who is a broadcaster himself—he owns WKRQ-AM-FM-TV Mobile—said he does not recall making those remarks, at a meeting with Palmer officials, including Robert Harter, the president, in Washington. But he did say last week, "If I were in their shoes, I'd be ashamed of myself. It's putting personal matters ahead of the national interest. Maybe I'm more idealistic." He noted that WHO is not Palmer's only property—that it also owns two other AM's, three FM's and three television stations, as well as cable companies in Florida and California. "They're not so bad off," he said.

And Yale Newman, director of programming for the Presidential Commission on Broadcasting to Cuba, has expressed his own sense of wonder at Palmer's position. "I find it fascinating that a radio station in the Midwest could have precedence over the national interest," he told the *New York Times*.

Giddens said all broadcasters, including himself, "are at risk" in the developing confrontation with Cuba. "It's a gamble we all take," he said. "Any soldier who goes to war might be shot." Palmer officials, however, insist they have not volunteered.

In fact, Engelhardt, in his testimony, suggested that the government establish Radio Marti on the Voice of America's Radio Marathon, a 50 kw station on Marathon Key, in Florida, that broadcasts on 1180 khz, or on a shortwave frequency, which would be more difficult to jam. In either case, he said, commercial broadcasters would not be put at risk by broadcasts from the Marathon station.

Palmer received the support of Iowa's senior Republican Senator Roger Jepsen, who had had lunch with Palmer officials in the Capitol before the hearing. "The

Cubans need to hear the truth," he said, introducing Engelhardt at the hearing. But the effort to provide it, he said, "shouldn't be at the expense of commercial broadcasters in this country when there are alternative means available." And in an apparent reference to the questions raised about Palmer officials' concern for the national interest, Jepsen, one of the Senate's more conservative members, said, "my credentials are acceptable."

Other broadcasters echoed Jepsen's view. James R. Eddens, vice president and general manager of WOW(AM) Omaha, said he was appearing as the representative of one of the 200 AM stations "that has been or will be affected by Cuban interference." He was referring to the National Association of Broadcasters study showing that some 200 stations in 32 states and the District of Columbia could be subjected to ruinous interference if Cuba chooses to retaliate for Radio Marti by turning on the 188 stations—many of them of high power—it has proposed.

Palmer Broadcasting did what it could to bring home to the members of the Senate Foreign Relations Committee the effect of a Cuban effort to retaliate. Of the stations in the NAB study, Engelhardt said, 52 are in 13 states represented members of the committee—seven in Illinois, the home state of Senator Charles Percy (R), the chairman, who has been cool to the administration's proposal.

However, the impact on a senator's state is not necessarily a guide to the senator's position. Senator Jesse Helms (R-N.C.), who presided at the hearing last week, is an enthusiastic backer of Radio Marti. He said he hopes Radio Marti "will be an element in a continuing effort to bring peace and freedom to the rest of the hemisphere." And 11 stations that could be affected are in North Carolina.

Indeed, it seemed the closer one was to Cuba, the more sympathetic one was to the Radio Marti proposal. Senator Paula Hawkins (R-Fla.), who is not a member of



Engelhardt, Eddens, Bahakel, Summers, Leibowitz



Jepsen



Helms

the committee but sat with it during the hearing, said, "Radio Marti is long overdue. We should do all we can to give Cuban people an alternative to the daily diet of Communist propaganda."

And the only broadcasting industry representative who appeared sympathetic to the Radio Marti proposal was Matthew L. Leibowitz, counsel for the Florida Association of Broadcasters and the South Florida Radio Broadcasters Association. The South Florida association has endorsed the administration's proposal, and the Florida association backs the House bill (H.R. 5427), as passed by the House Committee on Foreign Affairs.

But Leibowitz said the Senate bill should be amended to include two provisions added in the House—to provide compensation to broadcasters "who are victims of illegal Cuban radio interference" and to create a presidential task force to deal with the interference problem. Some critics of the compensation proposal say it would cost the government \$40 million, in view of the number of stations that might be affected. But Leibowitz called that a "total distortion"; he said "only a small number of stations" would be eligible to obtain relief from the FCC.

Cy N. Bahakel Jr., of Bahakel Broadcasting, concerned about the impact of Cuban interference on the company's KXEL(AM) Waterloo, Iowa, and WDO(AM) Chattanooga, Tenn., noted that the problem of interference is not new—Florida stations have been complaining for 13 years—but said the effect of Radio Marti would be to raise the danger of interference "to an unprecedented level."

John B. Summers, executive vice president and general manager of the NAB, restated NAB's position on the issue: "The implications [of Radio Marti] for American radio stations are alarming. No longer are broadcasters in the Southeast the only ones to experience Cuban interference. All across the nation, broadcasters and the public can expect substantial radio interference as the Cuban government expands its broadcast operations."

As he has in previous testimony on the Radio Marti-Cuban interference problem, Summers said Congress and the administration should seek a diplomatic solution.

He said Cuba's "choice of location, power and frequency of radio stations stems from political rather than technical considerations," and, he added, could be accommodated "by proper and not necessarily expensive engineering."

If the broadcasters, in testifying at one panel, were virtually unanimous in expressing concern about the "devastating" impact, as some described it, a panel on the effectiveness of U.S. broadcasting to Cuba was evenly divided.

For instance, Dr. Dorothy Dillon, former assistant director for Latin America for the old U.S. Information Agency, from 1973 to 1976, said that if it is the hope of those backing Radio Marti that the government will be made responsive to public opinion, it should be kept in mind that the Cuban people, "living as they do in a totalitarian state ... are hardly in a position to throw the rascals out in the next election no matter how disenchanted they may be." She also noted that Cuba now receives broadcasts of U.S. commercial stations, as well as the VOA, so is "not isolated from non-Communist sources of information." Her bottom line was that there was no justification for committing "very scarce resources, both human and financial," to Radio Marti.

But Philip Nicolaidis, who had a brief, controversial tour as deputy director for commentary and analysis at the Voice of America, saw things differently. "The neutralization of Cuba as a Soviet military and intelligence base, as a breeding farm for cannon fodder for Soviet interventionism in Africa and elsewhere, as a training ground for guerilla and terrorist movements would be an incomparable victory for the cause of freedom ... Radio Marti would be a signal that we see this as something that *can* happen if the Cuban people are determined and kept informed."

The committee even found conflicting views among the Cuban-American community—although most of that group appears to favor Radio Marti. Frank Calzon is the executive director of the Cuban American National Foundation, which, he said, "promotes an objective view of Cuba and Cubans." He said the administration proposal is needed to counter the Cuban government's "comprehensive [media]

campaign to indoctrinate the citizenry along the lines dictated by Castro and his Soviet patrons." On the other hand, Manuel Gomez, president of the Cuban-American Committee for the Normalization of Relations with Cuba, said the proposal is based on incorrect assumptions. Among other things, he said that even if the U.S. does not intend to encourage Cubans to emigrate to the U.S., that would be the effect and that, while the station might intend to broadcast objective and verifiable information about Cuba, the source will inevitably be the Cuban-American community. "Such information," he added, "will necessarily be filtered by the more militantly anti-Castro sectors of our community." □

\$79.5 million sought for FCC

More-than-Reagan-wanted amount for fiscal 1983 may avoid expected personnel layoffs

Raising the possibility that the FCC may not have to implement layoffs and furloughs next year, the House Appropriations Subcommittee on Commerce, Justice, State and the Judiciary last week marked up an appropriations bill that would approve \$79.5 million for the commission for fiscal 1983 (which begins Oct. 1).

The \$79.5 million represents \$5 million more than President Reagan had recommended for the agency (BROADCASTING, March 8). To meet the President's budget, the commission had, among other things, proposed to implement reductions in force (RIF's) of 296 of its employees and to furlough the employees remaining for 2.6 days in fiscal 1983. While the Senate Appropriations Committee has not yet scheduled a markup for the commission's 1983 appropriation, Edward Minkel, FCC managing director, noted that if the commission ultimately received the \$79.5 million it wouldn't have to implement RIF's or furloughs. Nonetheless, he said, the commission would still either have to request budget supplementals or reallocate positions in the agency to fund its existing staff levels and bankroll existing programs—such as Computer II and low-power television—and any other new programs the FCC authorizes in the coming fiscal year.

In other budget matters, the commission voted unanimously to request \$80.76 million for fiscal year 1984 (which would begin Oct. 1, 1983), \$6.3 million more than the administration has recommended for the commission in fiscal 1983. The commission also requested authority for 1,727 employe positions, 115 more than the administration has recommended for fiscal 1983.

According to Minkel, who presented the budget estimate at an open commission meeting last week, his office had concentrated its recommendations "on those areas

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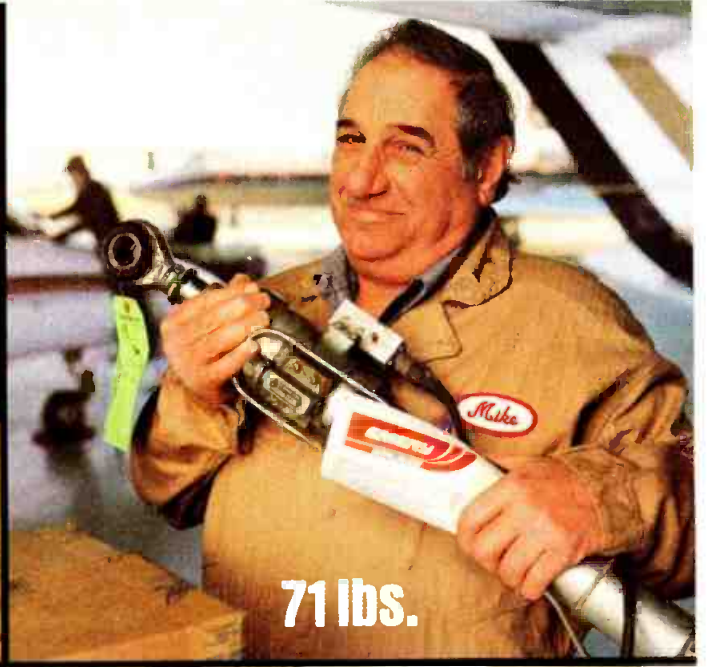
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where we believe that new capital investments can improve productivity." As a result, he said, his office had recommended increases of 22 positions and \$1.3 million for the commission's automated data processing program. Those funds and positions, along with a base of \$3.16 million and 79 positions, would enable the commission to "continue expansion" of its automation work requirements "and expand our automated licensing program in the Broadcast and Common Carrier Bureaus," Minkel said.

He said the majority of the 115 additional positions requested were aimed at restoring positions targeted for elimination to meet Reagan's budget for fiscal 1983. But 32 of those would be earmarked to meet "expanding workloads" for processing applications in the Private Radio and Broadcast Bureaus, automated data processing for all bureaus, and policy and rulemaking in the Private Radio Bureau, he said.

Minkel said the budget estimates for fiscal 1984 had assumed that Reagan's budget of \$74.5 million for fiscal 1983 ultimately would prevail and that the commission wouldn't be forced to relocate its headquarters to Alexandria.

Minkel said the staff would prepare the estimates to submit to the Office of Management and Budget by Sept. 1. □

FCC says no to WNYC and WCCO bids to change facilities

New York station is denied increase to 50 kw, while taller tower in Minneapolis is vetoed

Meeting in closed session, the FCC has directed its staff to draft a decision denying an application by the City of New York Municipal Broadcasting System to increase the power of noncommercial WNYC(AM) New York to 50 kw, to operate from 6 a.m. until 10 p.m. and to change its transmitter site.

At the same time, the commission directed the staff to draft a decision denying the application of WCCO Radio Inc. for authority to change its antenna site and install a new antenna for WCCO(AM) Minneapolis. The two stations have been in contention over use of 830 khz for years.

The commission's proposed action would partially overturn a 1978 supplemental initial decision by Administrative Law Judge Frederick Deniston that granted WNYC's application but denied WCCO's on the grounds the proposed antenna would create an aerial hazard.

While WNYC is licensed to operate on 830 khz as a 1 kw daytimer, it has been operating from 6 a.m. to 10 p.m. under special service authorization (SSA) since 1943.

Although WNYC's operation during those SSA hours has caused interference

to WCCO—a clear channel station that operates on 830 khz—the FCC has, over the years, continued to grant WNYC SSA's, over WCCO's objections.

In 1963, WNYC applied for permanent SSA authority, an increase in power to 50 kw and a change in antenna site that it said could lessen interference to WCCO. WCCO opposed the application, and in 1971 applied to move its own antenna site and install a new antenna, one the FCC said would "increase its interference to the WNYC signal in the New York City area."

In his 1978 decision, Deniston said that denying WNYC's application would indeed decrease interference to WCCO, but he found it in the public interest to grant the application. He said there were "strong" public interest considerations in the city's operation of a service for its

citizens on a noncommercial basis. He said that by moving the transmitter to the new site, WNYC would decrease its interference to WCCO. He also noted that granting WNYC a boost in power would be in the public interest by increasing WNYC's coverage area. At 1 kw, Deniston said, WNYC was able to cover only about half of the city; with 50 kw, WNYC would be able to serve almost all of the city, Deniston said.

Nonetheless, an FCC official said, the commission decided that WNYC hadn't met the "very high standard" a station must show to receive a permanent authorization to operate on a clear channel. According to the official, WNYC would have had to demonstrate that its programming was "unique and distinctive" to meet that standard. And the commission had determined that WNYC's programming fell short of that. □

Dawson's Herfindahl proposal

Commissioner offers plan for implementing rulemaking to loosen ownership rules

Shedding more light on how she thinks the FCC should move in re-examining the need for its multiple and crossownership rules, Commissioner Mimi Weyforth Dawson last week released a statement amplifying her position on the FCC's notice of proposed rulemaking aimed at permitting the television networks to buy cable systems.

When the commission adopted the proposed rulemaking, it decided, at Dawson's suggestion, to seek comment on an index it could use to determine when the video distribution market threatened to become too concentrated (BROADCASTING, July 19). Dawson said such an index could serve as a "safety net" and an "underpinning" for any moves the commission made toward relaxing its ownership rules.

In her statement, Dawson said that while she supported the commission's review of its network-cable cross-ownership restrictions, she also was concerned that the commission "couch its analysis in the proper framework," defining not only the part of commerce it had under consideration, but also the geographic area in which the relevant firms were competing.

The "proper" geographic market boundary for study of the network-cable cross-ownership rule should be the national market, she said. The "appropriate" line of commerce, she said, would appear to be the "video distribution market" (including over-the-air TV, pay TV, multipoint distribution service, low-power TV, direct broadcast satellites and satellite master antenna systems).

To determine how much concentration in that market is too much concentration, the commission first needed a measure, she said. She proposed that the concentration be measured by net weekly circulation (the number of households that watched a particular station for at least five minutes a week in a survey period) for services provided without any direct charge, and by



Dawson

the number of subscribers for pay services. Under her proposal, each communications firm would receive a unit of ownership for each home that it reached with a separate video distribution mechanism. (For example, an entity that provided both cable and DBS to one household would be counted as having two units of ownership.) Each firm's concentration ratio would then be derived by dividing its number of ownership units by the total number of ownership units of all communications entities.

To determine when concentration in the national market was too high, Dawson said, the FCC could rely on the principles of the Herfindahl-Hirschman Index used by the Department of Justice to calculate merger effects. "Any acquisition of properties or licenses that would increase concentration beyond generally accepted levels would require intensive commission scrutiny before approval," she said. "On the other hand, the commission may adopt streamlined processes for considering ownership issues in the context of license and merger applications when the concentration index for the relevant market is within a zone of reasonableness. However, I would like commenting parties to discuss whether any downward adjustment to the Justice Department's standard is appropriate here in light of external benefits that may flow to society from diversely owned

video outlets," Dawson said.

The Department of Justice uses the Herfindahl-Hirschman Index (HHI) to measure market concentration when it considers proposed mergers. It is calculated by summing the squares of the individual market shares of all of the firms included in a particular market.

For example, in a particularly concentrated industry comprising four firms with market shares of 30%, 30%, 20% and 20%, the HHI would be $30^2 + 30^2 + 20^2 + 20^2 = 2,600$. The HHI can range from 10,000 (in the case of a pure monopoly) to a number approaching zero (in a market where a large number of firms are in competition for a very small share of the market).

According to the department's June 14 merger guidelines, markets with an HHI of 1,000 and less, generally can be characterized as unconcentrated; markets with HHI's between 1,000 and 1,800 are considered to be "moderately" concentrated, and markets with HHI's of 1,800 and above are considered "highly" concentrated.

In evaluating horizontal mergers, the department considers both the post-merger market concentration and the increase in concentration resulting from the merger. According to the department's guidelines, if the post-merger HHI is below 1,000, that market would generally be considered to be unconcentrated. In that case the department would be "unlikely" to challenge such a merger on concentration grounds.

If the post-merger HHI falls between 1,000 and 1,800, the department would still be unlikely to challenge the merger, unless the merger produced an increase in HHI of more than 100 points.

If the post-merger HHI is above 1,800, the department still would be unlikely to challenge the merger if it produced an increase in HHI of less than 50 points. If that merger increased the HHI by from 50 to 100 points, the department would base its decision on whether to challenge the merger on the post-merger concentration in the market, the size of the resulting increase in concentration, and other factors. But if the merger increased the HHI by 100 points or more, the department would be "likely" to challenge it, the merger guidelines said.

"I offer these suggestions merely as an inducement to the development of a robust record for the commission to consider when analyzing its video ownership policies as they relate to the nationwide geographic market," Dawson said. "I'm sure that the commenting parties will have various recommendations covering the appropriate measure or measures of concentration and the level at which concentration becomes detrimental to the public interest. I look forward to studying these recommendations. However, at this point in time, I believe that such an approach of adopting a 'safety net' is essential to insure a procompetitive transition to a deregulatory marketplace," the commissioner said. □

FCC goes to bat for cable rules

In two appeals court cases, commission seeks to retain franchise fee limitations and nonduplication exemption

The FCC is defending two of its cable television rules in separate U.S. courts of appeals. In one, it is seeking review of a U.S. District Court's decision the commission contends has the effect of overturning the commission's cable franchise fee limitation rule. In the other, the commission is defending its right to exempt from the nonduplication rule a television station that, while "distant," is considered significantly viewed in the cable system's community.

The franchise fee rule is designed to limit the amount a local community can impose on a cable system to 3% of a system's gross revenues—5% if special circumstances warrant it. However, at issue in the Seventh Circuit Court of Appeals is the declaratory ruling of a U.S. district court voiding the fee-limitation rule and requiring General Electric Cablevision Corp. to pay the city of Peoria 10% of its gross revenues, as required by a 20-year franchise agreement signed in 1966. The commission's rule, as revised in 1977, requires the 3% limit to be imposed in the case of existing franchises within 15 years of the date they were signed.

GE began paying the 3% fee on April 5, 1981, at which time Peoria sought a ruling from the U.S. District Court for the Central District of Illinois that the commission rule has no legal effect. The court issued the requested order, declaring that the commission's authority "does not extend to direct interference with pre-existing contracts or licenses."

The commission, in its appeal, contends that the district court exceeded its jurisdiction. It said exclusive jurisdiction to determine the validity of the commission's cable franchise fee rests with the court of appeals after the exhaustion of administrative remedies available at the commission.

The district court's action, the commission said, "demonstrates the very situation Congress sought to avoid" in fashioning the Communications Act of 1934—"the intrusion of a federal district court into an area of telecommunications regulation entrusted by the Congress to the FCC." The court may purport to have done no more than resolve a contractual dispute, the commission said, but it has, in fact, voided "a duly promulgated rule of a federal agency."

The district court had relied on a Supreme Court decision handed down in 1950, *Regents v. Carroll*, which it read as meaning that the commission's authority is limited to those matters specifically mentioned in the Communications Act. But, the commission said, the Supreme Court, in the landmark *Southwestern Cable Co.* case, issued in 1968, rejected the

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earlier decision's narrow view of the commission's authority.

The commission also maintained that, even if the district court has jurisdiction, the appeals court should affirm the franchise fee rule "as a reasonable exercise of the commission's authority to regulate cable television." The commission said the rule was designed to prevent communities from imposing fees so burdensome as to prevent a cable system from playing "its part in the development of a national telecommunications policy."

In the second case, being reviewed in the U.S. Court of Appeals in Washington, the commission is contending not only with Storer Broadcasting's KCST-TV San Diego, Calif., which is seeking non-duplication protection against the importation by cable of KNBC-TV Los Angeles's NBC programming. It is also dealing with the Department of Justice, which normally appears in court in defense of the FCC, but which said the commission's action in this case was "arbitrary."

At issue is an exception to the rule requiring the San Diego cable system to black out KNBC-TV's network programs when they are being aired by KCST-TV. The exception applies to "distant" stations that are "significantly viewed," that is, have a 3% share of total noncable television viewing and a noncable net weekly circulation of at least 25%. The exception was adopted in 1978 in response to criticism of anomalous commission rules that both required carriage of local signals and barred carriage of duplicating network signals.

But the criteria had been formulated in 1972. And at that time, the commission compiled a list of stations coming within the "significantly viewed" definition in all of the counties of the country. The commission said it did not intend to delete any stations from the list, because it wished to avoid disruption of established viewing patterns.

But KCST-TV, in seeking relief from the rule exception, supplied data it said showed that KNBC-TV no longer measured up to the criteria contained in the definition. It also alleged that it and KNBC-TV were not "local competitors" in San Diego county in any other sense, either.

The commission, however, said those arguments were "irrelevant." It said the focus of the commission's concern—when asked to require a cable system to afford special protection—was the economic impact on a television station. And KCST-TV, it said, had not offered "a scintilla of evidence" concerning such impact.

To KCST-TV, the commission's argument is "arbitrary and capricious." The Justice Department said the "commission's blind disregard for evidence attacking a rule's factual premise exemplifies the perfunctory treatment of waiver petitions for which [the appeals court] chastised the commission" in an earlier case. The commission failed even to address KCST-TV's arguments, let alone take the required "hard look," Justice said. Accordingly, it added, the court is "compelled to reverse." □

FTC chairman leads lonely parade on ad deception issue

He's only member of agency to testify in favor of redefining standard, although advertising industry supports proposal

The advertising industry and FTC Chairman James Miller have joined forces again in asking Congress to curtail the agency's authority over deceptive advertising. At a Senate Commerce Committee hearing, Miller and spokesmen from several advertising trade associations made a pitch (as they had done at a House hearing [BROADCASTING, April 26]) to redefine the commission's deceptive advertising and trade practices standard.

Although Miller garnered support from the advertising industry, he was alone among his colleagues. Commissioners Patricia Bailey, Michael Pertschuk and David Clanton all stated their objections to redefining the standard, as they had in March during a House hearing. Miller proposed that deception be measured as "whether reasonable consumers are likely to be deceived, not by whether any consumers might be deceived." He emphasized pursuing "statements or representations of fact, not opinion."

Clanton said he didn't think statutory change was necessary but that he had no objections to establishing an agency policy statement on deceptive advertising. Clanton, however, called any legislative action "premature."

Bailey feared that redefinition would "paralyze enforcement and eliminate the agency's ad substantiation program." Pertschuk argued that until now there hadn't been any clamor to change the agency's deception standard. Miller's proposal, he said, could do nothing but "weaken FTC authority."

Representatives from the Consumers Union, the Coalition on Smoking and Health, and the Brown & Williamson Tobacco Corp. also spoke against Miller's proposal. Vermont Attorney General John Easton Jr., who was representing the National Association of Attorneys General, was opposed too.

Miller presented the committee with a newer version of his definition that would make an act or practice deceptive only when it includes a material representation that (a) is likely to mislead consumers, acting reasonably in the circumstances, to their detriment, or (b) the representer knew or should have known would be misleading.

Miller attacked the current standard and called it unclear and broad. The chairman argued for a more concise definition that would focus commission resources "away from trivial cases and protect the consumer." Miller stated that problems occur when the agency challenges truthful statements that consumers interpret reasonably. "By prohibiting such statements," he

said, "the commission makes it more difficult for consumers to receive truthful and useful information about goods and services they might purchase."

When asked by Committee Chairman Bob Packwood (R-Ore.) just how narrow a standard he is looking for, Miller replied that he was seeking a new definition with discretion but not broad discretion.

Advertising spokesmen repeated their support for Miller's proposal. David S. Versfelt of the American Association of Advertising Agencies cited inadequacies in the current standard, and said the result has been "an unstructured and often aimless series of agency undertakings that too often restrict advertising without showing that the ads are in fact misleading or harming consumers." Versfelt also testified on behalf of the Association of National Advertisers and American Advertising Federation. □

NAB encourages FCC to take second look at FM assignment revision

Organization says May decision could hurt local service concept

Contending that the FCC has gone too far in streamlining its FM assignment policies, the National Association of Broadcasters has asked the commission to reconsider, in part, its May decision (BROADCASTING, May 31).

Under its new FM assignment policy, the FCC changed its FM priorities, which ranks the relative importance of the service to be provided. First aural service will be given highest priority, with second aural service and first local service sharing the same priority.

The commission also changed its preclusion policy, which holds that the assignment of a given channel precludes the assignment of that same channel and adjacent channels in the same general area. Under the new policy, however, if no interest is shown in the community where the preclusion would occur, the proposal will be considered without regard to its preclusive effect.

The commission also deleted criteria that limit the number of FM channels available to a given size community; deleted the policy calling for making only Class A FM assignments to smaller communities and Class B or C to larger ones; dropped its policy against assigning two different classes of FM stations to a particular community; dropped its policy of not assigning a channel to avoid a comparative hearing, and eliminated its requirement for demographic data for cases where the status of a community isn't an issue.

According to NAB, however, while the FCC has an obligation to reduce its regulatory costs and become more efficient, it can't ignore the Communications Act in reassessing its own policies and procedures. In particular, the NAB said, the FCC must address the concepts of local

service and the equitable distribution of station allocations. "Abandonment of these principles at this time not only would foreclose the benefits of additional local service but, in many cases, would result in the loss of locally oriented service provided by existing facilities," the NAB said.

NAB said the commission should provide priorities for daytimers seeking full-time authority as FM broadcasters: minorities proposing to serve communities with minority populations, and those parties seeking to provide noncommercial service in communities where none exists. "NAB also suggests that an FM priority be given licensees of Class IV AM stations and that the FCC consider establishing FM acceptance criteria for those petitioners and applicants given such a priority," NAB said.

NAB also urged the commission to retain a flexible waiver policy for population criteria and use computer studies to determine the least preclusive channel assignments. The NAB also said that allowing Class B and C stations to operate in communities where Class A stations already were providing service was premature.

In a separate petition for reconsideration, the National Black Media Coalition said it "generally" supported the commission's action, but urged it to reconsider its "failure" to include "eligibility criteria for minority ownership of new FM channels" in its decision. □

FCC unleashes DEMS service

New digital electronic message device is said by first five licensees to be the start of something big

In authorizing a new communications service known as digital electronic message service (DEMS), the FCC has done for digital communications something akin to what Alexander Graham Bell did for voice communications with the invention of the telephone, according to some companies interested in the new technology. While demand for the service may not be earth shattering right now, that demand is expected to increase markedly in the future, they said. And the biggest beneficiaries of the new service should be the current users of data transmission services. For once the DEMS services are in place, those users—mostly large corporations that transmit data from computer to computer—will be able to transmit that data more cheaply than they can now. That, anyway, was the consensus among the five companies—ISA Communications Services Inc., Satellite Business Systems, Contemporary Communications Corp., MCI Telecommunications Corp. and Tymnet Inc.—the FCC has authorized to construct DEMS systems thus far (BROADCASTING, July 19).

DEMS is a common carrier microwave service intended for two-way transmis-

sions of digital data, voice and low-grade video. The most attractive characteristic of the service, according to data and long-distance carriers, is that it will allow them to bypass local telephone companies.

While some companies offering data transmission services currently have the capability to transmit data long distance over their own facilities, they generally have to interconnect with the local telephone system to send their users' signals to their ultimate destinations. With DEMS, however, the carriers would have their own local distribution units in place, giving them the ability to bypass the telcos for both inter- and intra-city communications.

The typical city served by a DEMS system would be divided into several segments, each with its own "node" or digital termination system (DTS) facility, a transmitter-receiver operating on an assigned frequency in the 10 ghz band (BROADCASTING, June 7). The node would be used to transmit messages from "user stations" on top of buildings within the node's range. The individual nodes would then be linked by microwave with a central station—the city node—that would act as a switching point for communications among nodes and for interconnection with microwave networks and satellites for intercity communications.

Under the FCC's order, 13 different DEMS operators could compete in any given community, where seven 10 mhz channels would be reserved for "extended networks" (those serving 30 or more cities) and six 5 mhz channels for "limited networks" (those serving fewer than 30 cities).

While 30 applications were filed for DEMS applications—seeking authority for 918 channels in all—the commission decided to grant the five it did separately to "get the service out there," according to an FCC official. While the commission is working on the other applications—and hopes to grant more soon—it picked the ones it has authorized for two major reasons. First, the official said, those five were among the first applications filed. But they were also among those which had at least 30 channels that weren't encumbered by mutually exclusive applications, the official said.

Two DEMS applicants, Tymnet and Data Source Inc., had contended that ISA Communications's application shouldn't be granted because it is owned by United Telecommunications Inc., which has regular, wireline telephone company interests.

ISA Communications was granted authority to construct DEMS in 38 out of the 40 markets for which it had requested authority; MCI was granted authority in 41 out of 46 markets for which it applied; SBS was granted authority in 30 of the 32 markets for which it had applied; Contemporary Communications Corp., which is licensed to provide multipoint distribution service in 19 markets, was granted DEMS authority in 47 of the 50 markets for which it applied, and Tymnet received authority in 48 of the 50 markets for which it applied. □

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SSS lofts DBS plan to FCC

Satellite resale carrier plans four operational birds by 1992; will have programing service up for sale to cable and STV outlets before then; action at FCC, however, appears unlikely until after 1983 RARC

Satellite Syndicated Systems Inc., Tulsa, Okla., has asked the FCC for permission to launch a direct broadcast satellite system that would offer primarily pay-per-view and pay-per-series programing and give cable operators an opportunity to become a part of the medium's future.

The DBS system, as described in SSS's filing to the FCC, would comprise five, six-transponder satellites. Each of the four operational satellites would serve one time zone. The fifth would be a spare. The system, which would cost \$523 million to build, launch and insure, would be unfurled over four years (one operational satellite a year starting in the summer of 1988).

Although SSS will have six transpon-

ders at its disposal, it plans to program only four and to lease the remaining two "on a noncarrier basis." The service's primary channel will consist solely of PPV programing; the other three will include pay-per-series movies, foreign programing, electronic mail and teletext.

SSS has extended an "open invitation" to cable operators to join it in its DBS venture. According to SSS Vice President Jack Mann, SSS would accept cable operators as full equity partners or joint venturers. Moreover, it is hoping that cable operators will provide the local operational support—the handling of marketing and the installation and maintenance of the small, home earth stations needed to receive the service—through various business relationships.

(In areas outside cable franchises, SSS will recruit companies that now market and install large earth stations designed to pick programing off the cable satellites.) Subscribers in remote areas, SSS said, will have the opportunity to buy and install do-it-yourself earth stations.

By the time SSS puts its first satellite in orbit, its programing service should be well established. According to the filing, SSS will phase in the service over the next

six years. It is now in the process of developing and packaging PPV programing and will offer it first to its STV subscribers in Detroit (WHT Ann Arbor, Mich.) and Tulsa (KGCT) and, beginning in 1984, to cable systems via its transponder on Southern Pacific's Spacenet 1 fixed satellite. Two years later, SSS will begin delivering the service directly to homes in the Eastern time zone via a transponder leased from one of the pioneer DBS operators. (Mann said SSS has talked with Direct Broadcast Satellite Corp.) And in 1988, SSS will move to the first of its own DBS satellite and serve the same time zone.

The FCC is now considering granting eight DBS applications that came in prior to July 16, 1981, the first cut-off of DBS applications. Realizing that it would not be considered with them, SSS asked the FCC to invite a second round of applications and process and grant the acceptable ones conditioned on there still being spectrum available after the first-round grants and the Regional Administrative Radio Conference next summer. The RARC will allocate spectrum and set technical standard for countries in North and South America.

An FCC official said there is currently no plan for handling a second round of applications and that it's likely no action will be taken on SSS's application or subsequent applications until after the RARC.

SSS envisions a large potential market for its four-channel service in 1990, including the 20 million homes in rural areas unpassed by cable and 26 million homes passed by cable but not subscribers to it. The latter group, SSS said, includes many light television viewers who are "excellent prospects" for the diversity of programing and services possible with a DBS system. Edward Taylor, president of SSS, said that 20 million homes can be counted on to subscribe to cable and to a DBS service. According to the filing, cable will serve 46 million homes in 1990, 49% of the total.

SSS has proposed a good mix of programing and services. SatVue Channel I will be dedicated to PPV programing—motion pictures, Broadway plays and other theatrical productions, ballet and modern dance and classical and popular musical concerts. SSS hopes to show movies before they are released through conventional pay television outlets and possibly theaters. "The motion picture industry will make a window for an earlier release of PPV when there are enough addressable home boxes to make it financially attractive," the filing said. SSS believes that PPV is the key to narrowcasting. Because of the high cost of program production and distribution, SSS's filing said, programing aimed at small audiences cannot be supported adequately by advertising or conventional monthly subscriber fees.



Moving. KOAM-TV Pittsburg, Kan., will switch its affiliation from NBC to CBS under a contract signed last week. Pittsburg and Joplin, Mo., together form the nation's 117th market, but officials of CBS, which has been affiliated with channel 16 KTVJ(TV) Joplin, saw the signing of KOAM-TV, on channel 7, as something bigger than mere market rankings. KOAM-TV, they said, "dominates" the market, delivering total-day audiences comparable to—and local news audiences larger than—those of its two local competitors combined. They estimated KOAM-TV would add 30,000 homes to the *CBS Evening News* and more than 20,000 homes to both CBS prime time and CBS daytime audiences. For its part, KOAM-TV hailed CBS and looked forward "to this new partnership as the best way to serve" its viewers. KTVJ(TV) will move to NBC and change its call letters to KSNF(TV). NBC said the move "enhances and strengthens the bond between NBC-TV and the Kansas State Network," which is headed by George Hatch and already has five stations in NBC affiliation. Target date for changes: Sept. 5. At KOAM-TV/CBS signing were (l to r) Scott Michels, CBS-TV vice president, affiliate relations; Bill Bengtson, vice president and general manager of Mid-Continent Telecasting, KOAM-TV licensee, and Tony Malara, CBS-TV vice president and general manager.

PPV, on the other hand, SSS said, "provides the ability to make available to the maximum extent specialized programming to narrow groups." An opera on commercial television attracting 300,000 viewers, the filing cited as an example, has the revenue potential of only a few thousand dollars—"not sufficient to begin to cover the time and programming costs"—but the same opera viewed by 300,000 PPV homes paying \$3 each would generate nearly \$1 million. According to Mann, it would be premature to talk about the retail cost of a PPV program. It could range from \$1 to \$20, depending on the program and when it was aired, he said.

SatVue Channel II would contain what might be called mini-tiers or pay-per-series movies. SSS will offer seven distinct movie packages during different dayparts or days of the week: *Matinee Theater* (mornings and early afternoon), *Children's Theater* (later afternoon and fringe), *All Night Theater*, (late night and early morning), *Classic Theater* (prime time, Monday, Wednesday and Saturday), foreign films (prime time, Tuesday, Thursday and Sunday), horror films (prime time Friday) and adult films (between the prime time movies and *All Night Theater*). Price of the tiers would range from \$4 to \$14 per month.

SatVue Channel III would feature foreign films at night and would be used for the Home Satellite Mail Service during the day. The foreign programming would be the evolution of the SPN International Network that SSS hopes to offer cable systems in 1984. Using the same addressable technology that makes the PPV possible, HSMS will allow customers to deliver teletext information to specific homes. SSS suggested that the service is particularly suited to the delivery of electronic editions of special interest newsletters.

SatVue Channel IV would be used for educational programming and for the transmission of data, electronic game programs and teletext services. As SSS noted in its filing, it has experience in teletext. It is planning to distribute a national teletext service this fall in cooperation with Keycom, a joint venture of Field Electronic Publishing, Centel Communications and Honeywell Computers.

To enjoy all the fruits of the SSS DBS system will not be cheap. In addition to the monthly service charges, the home subscriber will have to come up with around \$1,200 to buy the earth station, the addressable decoder, a system timer and a printer. Subscribers interested only in entertainment would presumably not have to buy the timer and printer.

The SSS filing contains financial projections that show that in 1993—the first year SSS hopes to pay a dividend—the DBS venture will generate \$539 million in revenues, count \$377 million in operating expenses and end up with operating income of \$162 million and net income of \$70 million. Despite the great detail of the projections, programming costs are not included. Instead of actually producing or buying programming, Mann said, SSS would compensate programmers on "some kind of

fee or participation basis."

SSS said it plans to buy its DBS satellites from Astro-Electronics. Not surprisingly, SSS's satellites are similar to those proposed by RCA Corp., one of the original DBS applicants. Each of SSS's transponders will generate 230 watts, enough to produce 50 dbw of effective isotropic radiated power in one time zone and a signal strong enough to be received in a dish as small as two feet across. SSS also asked the FCC to divide the available DBS spectrum into channels 24 mhz wide.

SSS is primarily a satellite resale carrier (it delivers superstation WTBS(TV) Atlanta and CNN to cable systems for the Turner Broadcasting System), but is also a cable programmer (Satellite Program Network) and has expanded into subscription television.

Taylor and members of his family own more than 60% of the stock. Among the minority stockholders are the five companies that formed Premiere, a pay television service that was disbanded after its existence was brought to court on anti-trust grounds: Getty Oil Co., Columbia Pictures, Paramount Pictures, 20th Century-Fox and MCA Inc. An attorney for SSS said their modest ownership interest (.79% each) is a vestige of a deal by which Premiere purchased a transponder from SSS in 1980. □

Media General wins Fairfax

It will wire Washington suburb of 200,000 homes with 126 channels

Richmond, Va.-based multimedia group, Media General, has won the cable television franchise for Fairfax county, Va., a Washington suburb of some 200,000 homes.

Media General's subsidiary won the approval of the county board of supervisors in an 8-1 vote, beating a subsidiary of Tele-Communications Inc.

Originally, more than 20 cable companies were interested in Fairfax, but the county's demands made many companies shy away, resulting in only two bidders. The demands included the disclosure of all shareholders in all subsidiaries of the applicants and the waiving of a cable company's right to sue the city after the award was made.

Media General received the recommendations of the county staff and the county's consultant, the Cable Television Information Center. Both concluded Media General had the better program package at the better price, and that engineering defi-

Intermedia

Book promo. Ever-widening world of promotion is explained by 17 professionals in "Strategies in Broadcast and Cable Promotion," published by Wadsworth Publishing Co., Belmont, Calif. 94002 (\$13.95). Book was edited by Susan Tyler Eastman of faculty of Indiana University's Department of Telecommunications and Robert A. Klein, president of Klein &, Los Angeles company that specializes in communications techniques. After definitions of scope of promotion by Eastman and outline of goals and concepts of promotion by Klein, other contributors touch areas of expertise in which they are especially conversant, e.g., budgeting; promotion at networks, affiliates, independents, public and commercial stations; strategies in working with news department, sales department, and for syndicated series and feature films. Other chapters deal with role of promotion managers and trade press relations. □

Cable affiliations. Adams-Russell Co., based in Waltham, Mass., and HBO have reached agreement in principle to launch Cinemax in 17 Adams-Russell systems, representing 95,000 subscribers and passing 178,000 homes in five states. . . . Bravo, cultural pay-cable service marketed by Rainbow Communications, will be launched in 16 Group W Cable systems over next 12 months. Systems all are new builds passing nearly 350,000 homes. □

Polling device. Twenty-eight TV stations so far are said to have signed for Telephone Poll, microprocessor/voice synthesizer unit enabling callers to be questioned automatically and have vote registered. System, from M.A. Kempner Inc., Pompano Beach, Fla., now is being tested as KLAS-TV Las Vegas, with KTRK-TV Houston, wxia-TV Atlanta and KBTU(TV) Denver among stations set for September start. Nine Network of Australia also is taker. Each phone line can receive up to 360 calls per hour, with equipment said to accommodate up to 99 phone lines. Telephone poll also is available to radio stations. □

Municipal in Harvard square. Cambridge, Mass., office of cable television agrees with consultant's recommendation (BROADCASTING, Feb. 22) that it build its own cable television system and establish independent authority to run it. Office's report was prepared by city's cable TV commissioner and 16-member advisory board. It estimates cost of about \$10 million to build facility to serve some 41,000 households, and that annual revenues would be from \$5.8 to \$7 million. City's report says that consumer costs would be lower and local access available more cheaply with municipal ownership. More jobs for Cambridge residents, local control and "accountability" are other advantages of public cable TV, report contends.

ciencies could be corrected. Fairfax Telecommunications Co., TCI's subsidiary, took exception to the reports, pointing up the good marks it received in its engineering plan.

In the final weeks, Media General stepped up its lobbying campaign, assuring the county in writing it would financially back its subsidiary. Full-page ads in the *Washington Post* also appeared. FTC, which is owned 49% by TCI and 51% by 215 local stockholders, did not get financial assurances in writing from TCI. That, coupled with the extensive number of local citizens FTC lined up (215 to Media General's five) when the county issued statements saying it frowned upon "rent-a-citizens," were factors in the decision. Media General owns 90% of its subsidiary.

Media General will offer 126 channels, with two-way capability for home shopping and banking. Its first tier of 63 channels will cost \$2.95 per month; a second tier of 93 channels will cost \$8.95. HBO and other pay services will be offered for \$7.95.

Media General expects to spend \$85 million in the first four years to build the system for the county's 200,000 homes. CTIC estimated the system would be worth \$260 million in 15 years. The company plans to lay 1,750 miles of cable, 250 miles of it an institutional network.

The board had delayed its decision by one month as lobbying for the franchise became apparent. There was no word whether TCI would file a legal challenge to the award.

Within the county, Warner Amex operates a system in Reston, and Fairfax City has yet to solicit bids for cable proposals.

Media General publishes the *Tampa (Fla.) Tribune and Times*, the *Winston-Salem. (N.C.) Journal and Sentinel* and

the *Richmond, Times-Dispatch* and *News Leader*. owns WFLA-AM-FM-TV Tampa, and several cable systems near Fredericksburg, Va. It has bought WCBD-TV Charleston, S.C., subject to FCC approval (BROADCASTING, July 5). □

Changing Hands

PROPOSED

WCIX-TV Miami □ Sold by GCC Communications to Taft Broadcasting for \$70 million plus WGR-TV Buffalo, N.Y. (see "Top of the Week").

WMFR-AM-FM High Point, N.C. □ Sold by Radio Station WMFR Inc. to Voyager Communications Inc. for \$1.8 million plus \$500,000 for noncompete agreement. **Seller** is owned by Frank S. Lambeth Sr. (61.44%), sister, Molly L. Johnson (32.89%) and son, Craig O. Lambeth (1.89%), who have no other broadcast interests. **Buyer** is owned by Jack P. McCarthy and wife, Mary Ellen (50% jointly), and Carl V. Venters Jr. (50%). McCarthy is former vice president and general manager of Cox Broadcasting's WPXI(TV) Pittsburgh. Venters is former president of Durham Life Broadcasting, licensee of WPTF-AM-TV-WQDR(FM) Raleigh, N.C., and owns 2.4% of WGHB(AM)-WRQR(FM) Farmville, N.C. WMFR is on 1230 khz with 1 kw day and 250 w night. WMFR-FM is on

99.5 mhz with 10 kw and antenna 350 feet above average terrain.

WREN(AM) Topeka, Kan. □ Sold by WREN Broadcasting Inc. to The Radio Station WREN Inc. for \$1,075,000. **Seller** is owned by Alfred M. Landon, a Republican presidential candidate in 1936, and family, who bought station 30 years ago for \$5,900 plus \$129,000 in assumption of notes (BROADCASTING, Oct. 20, 1952). Alf Landon stations include KHX(AM)-KTCL(FM) Fort Collins, Colo.; KEDD(AM) Dodge City KSCB(AM)-KEZS(FM) Liberal, both Kansas, and KRAI(AM)-KXRC(FM) Craig, Colo., last of which they bought last year for \$1,212,600 (BROADCASTING, Aug. 24, 1981). **Buyer** is owned by John Philip Kassebaum (80%) and Barry E. Gaston (20%). Kassebaum is former husband of Senator Nancy Landon Kassebaum (R-Kan.), daughter of Alfred Landon. John Kassebaum also owns 57.7%, and Gaston owns 10%, of KFH(AM)-KBRA(FM) Wichita, Kan. WREN is on 1250 khz with 5 kw full time.

KORD(AM) Pasco and KZZK(FM) Richland, Wash. □ Sold by KIXI Inc. to 4-K Radio Inc. for \$870,000. **Seller** is owned by Walter N. Nelskog (50%), Marc R. Peterson and Bjorn Lih (25% each), who also own KIXI-AM-FM Seattle. **Buyer** is owned by Eugene A. Hamlin and Michael R. Ripley (50% each), who own three AM's and three FM's. KORD is 1 kw daytimer on 910 khz. KZZK is on 102.7 mhz with 100 kw and antenna 1,130 feet above average terrain.

WGCA(AM) Charleston, S.C. □ Sold by Charleston Sports Enterprises Inc. to O'Grady Communications Inc. for \$500,000. **Seller** is owned by C. Edward Little (50.1%) and wife, Marie G. Little (49.9%), who bought WGCA last year for \$500,000 (BROADCASTING, Aug. 17, 1981), and are seeking waiver of three year rule because no profit will be realized from sale. Little is former president of Mutual Broadcasting System, Washington. **Buyer** is owned by James F. O'Grady Jr. and family. O'Grady is consultant to Orange County Cablevision Inc., cable system serving Middleton, N.Y. He has no other broadcast interests. WGCA is on 1450 khz with 1 kw day and 250 w night.

WBIS(AM) Bristol, Conn. □ Sold by Radio House Inc. to Dawn Broadcasting for \$463,665. **Seller** is owned by David Rodgers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and WBML(AM) Macon, Ga. **Buyer** is owned by

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8/2/82

Sam Hassan and son, Mike Hassan, and Joel Townsend. Sam Hassan and Townsend own WILY(AM)-WRXX(FM) Centralia, Ill., and 80% of WIHN(AM) Bloomington, Ill. Mike Hassan is sales manager at WBIS. WBIS is 500 w daytimer on 1440 khz.

WJMQ(AM) Norfolk, Mass. □ Sold by Norfolk County Broadcasting Inc. to Carolina Broadcasting Inc. for \$425,000. **Seller** is owned by John M. Quinlan (50.4%), Joseph J. Lorusso (27.5%) and Gerald M. Ridge (17.5%) and six others, none of whom have other broadcast interests. **Buyer** is principally owned by John F. Crohan, who also owns WPEP(AM) Taunton, Mass. WJMQ is 1 kw daytimer on 1170 khz.

WMMQ(FM) Charlotte, Mich. □ Sold by Mid-America Broadcasting Inc. to Ottaway Communications Inc. for \$380,000. **Seller** is owned by Ralph Gregory (64%) and Charles Hayes (36%), who last year sold WJVA(AM) South Bend, Ind., for \$275,000 (BROADCASTING, Aug. 10, 1981) and two years ago WCER(AM) Charlotte, Mich., for \$375,000. (BROADCASTING, Sept. 29, 1980). Gregory also is former owner of WYRQ(FM) Little Falls, Minn., which he sold last year for \$175,000 (BROADCASTING, Aug. 10, 1981). **Buyer** is owned by Robert F. Ottaway (40%) and parents, John P. and Roberta F. Ottaway (30% each). Robert Ottaway is Detroit bank officer. Parents are retired. None have other broadcast interests. WMMQ is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

WGMF(AM) Watkins Glen and WXXY(FM) Montour Falls, both New York □ Sold by Watkins Glen-Montour Falls Broadcasting Corp. to Twin Falls Communics Corp. for \$350,000. **Seller** is subsidiary of T W & P Corp., which is owned by Louis G. Timolat (57.1%), David F. Ward (21.1%) and Timolat's brother, Paul F. Timolat (21.8%) who bought stations in 1972 for \$126,000 (BROADCASTING, May 8, 1972), and have no other broadcast interests. **Buyer** is owned by Thomas B. Haight and wife, Marian (50% each). Thomas Haight is Florida real estate broker and has no other broadcast interests. WGMF is 250 w daytimer on 1500 khz. WXXY is on 104.9 mhz with 1.1 kw and antenna 168 feet above average terrain.

□ Other proposed station sales include: WQSI(FM) Union Springs, Ala.; WCCD(AM) Athens, Ga. (BROADCASTING, July 26); WSGC(AM)-WWRK(FM) Elberton, Ga. (BROADCASTING, July 26); WSLG(AM) Gonzales, Ga. (BROADCASTING, July 26); WMAX(AM) Grand Rapids, Mich. (BROADCASTING, June 14); WOLF(AM) Syracuse, N.Y. (BROADCASTING, July 26); WMAP(AM) Monroe, N.C. (BROADCASTING, July 26); KSLI(FM) [CP] Richardson, Tex.; KMAC(AM) San Antonio, Tex. (BROADCASTING, July 26); KTB(AM) Tyler, Tex. (BROADCASTING, July 26); WVNR(AM) Poultney, Vt., and WTTN-AM-FM Watertown, Wis. (BROADCASTING, July 26) (see "For the Record," page 68).

KZZJ(AM) [formerly KFML] Denver □ Sold by Radio Denver Corp. to Golden Bear Communications Inc. for \$760,000. **Seller** is owned by Bruce L. Lien, who has no other broadcast interests. **Buyer** is owned by Dennis D. Workman, Ventura, Calif., engineer with no other broadcast interests. KFML is on 1390 khz with 5 kw fulltime.

□ Other approved station sales include: WGYV(AM) Greenville, Ala.; KGJM(AM) Globe, Ariz.; KHYT(AM) South Tucson, Ariz.; KRKY(FM) Castle Rock, Colo.; KARR(AM) Great Falls, Mont.; WMYN(AM) Mayodan, N.C., and WOYL(AM)-WRJS(FM) Oil City, Pa. (See "For the Record," page 70).

PBS realizes \$4 million from nonfederal sources

The Public Broadcasting Service's quest for alternative revenue sources appears to be bearing fruit. Last week PBS announced that it has raised \$4 million from various financial initiatives it has pursued over the past year. And it announced the signing of an agreement to sublease one of its transponders for \$1 million to Bonneville Satellite Corp. for 14 months.

Bonneville will sublease PBS's fourth transponder on Western Union's Westar IV. PBS will maintain access to about 30%

of the transponder time and will be able to obtain additional satellite capacity at a special rate. PBS officials said the funds will be used to subsidize other transponder costs.

Bruce Hough, Bonneville Satellite's vice president and general manager, said the contract takes effect Aug. 1. He said Bonneville will use it primarily to enhance its satellite origination center in Washington and for transmission of its sports packages and other video programs. Bonneville currently operates one transponder on Westar IV and has contracted for four transponders on Southern Pacific's Spacenet.

The \$4 million was generated from a number of projects undertaken by PBS, including PBS's adult learning services, PBS Video, its satellite distribution services and other transponder time.

Despite these financial returns, however, Lawrence Grossman, PBS president, remains cautious about future revenue projections. Grossman noted that the \$4 million was a "far cry" from what is needed to make up the \$35 million drop in federal support.

The PBS Adult Learning Service raised \$740,175, of which \$271,000 was returned to participating stations. PBS Video generated \$400,000, of which \$100,000 was returned to producing stations in royalties. PBS Video distributes programs to non-broadcast markets. More than \$2 million was gained through public TV stations' fund-raising auctions and from PBS's satellite distribution services. □

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Public broadcasting comes to copyright terms on music

CPB handles negotiations with music licensing firms, five-year contracts close to being signed

Public broadcasting's copyright negotiations with the two primary music licensing organizations appear to be at a close. No final agreements have been signed, but the parties basically agree.

The Corporation for Public Broadcasting (which has acted as chief negotiator for the Public Broadcasting Service and National Public Radio) has been meeting with representatives from the American Society of Composers, Authors and Publishers since March.

In the past, public broadcasters have been at odds with some of the licensing organizations, forcing the Copyright Royalty Tribunal to decide the issue (BROADCASTING, June 19, 1978). But it

appears relations have improved with separate meetings held last week in New York by CPB President Edward Pfister and Board Chairman Sharon Rockefeller with ASCAP Board Chairman Hal David and BMI President Ed Cramer.

Pfister's and Rockefeller's meetings capped off the negotiations. CPB Executive Vice President Walda Roseman characterized those meetings as an effort by the corporation to "forge a long and happy relationship."

The proposed agreements with the groups are for five years. Both NPR and PBS say they are pleased with negotiations so far but didn't say when they might sign. This was the first time the corporation has played such an active role. CPB led off the negotiations under the counsel of Tom Gherardi of Dene, Snowden, Shutler & Gherardi, Washington, who worked in close partnership with PBS and NPR and CPB funding the entire negotiations.

ASCAP's David said his organization's relationship with public broadcasting was "1000% better" than in the past. While he

did not release any details of the impending agreement, David said ASCAP was completely satisfied. He called the improved relations a reflection of public broadcasting's respect for the creative community.

Cramer at BMI said the agreement is all set to be signed. While he didn't release any figures in the proposed agreement, he said it is in the same range as the last five-year contract with only a slight increase. Cramer also commented on what he called an "entirely different attitude from CPB." He noted that in the past, negotiations had taken "twice as long" and that they were "five times as acrimonious." Cramer also said that BMI is concerned about public broadcasting's financial problems and had made concessions.

Rockefeller stressed the importance of CPB's active role, noting that it had "added a special dimension to the license discussions." Pfister called the music license fees "reasonable and fair." CPB will continue negotiating with Harry Fox and SESAC. □

USA's Koplovitz sees fragmentation catching up with networks

Cable networks are also vulnerable to proliferation of viewing options, she says; USA will begin regional feeds in 1983

Kay Koplovitz, president of the USA Cable Network, disagrees with Ted Turner's assessment that all three broadcast networks are dying in the face of competition from cable. "They are, however," she said last week at a luncheon of the Washington Metropolitan Cable Club, "suffering from recurring bouts of indigestion and paranoia, symptoms of a once hearty being which is suddenly confronted with the realization that it can't do the things it used to: that is, grab a whopping share of the viewership pie."

There is a chance, she conceded earlier at breakfast with reporters, that one of the networks may be dead before the end of the decade or may change so significantly that it no longer resembles what is commonly thought of as a commercial broadcast network.

The primary reason for the broadcast networks' illness—fatal or otherwise—is the cable programmers. Viewers are shifting from the broadcast networks to such cable networks as USA Cable. "It wasn't too long ago that a prime time series on broadcast television needed at least a 30 audience share to be considered successful. Today the standard of success has been lowered to a 27 share."

The cable networks are no less immune to the detrimental effects of the fragmentation of the television audience that becomes more severe with their growth and proliferation. "There are now about 48 national cable networks, with 25 more on the drawing board," Koplovitz said. "Some will survive; many others will not."

To insure its survival, Koplovitz said, USA Cable is eschewing the narrowcasting tack taken by the Cable Health Network, the Weather Channel and others. USA Cable has chosen instead, she said, to offer different types of programming during

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Koplovitz

different times of the day. Consequently, she said, "we have been able to establish broad appeal among cable subscribers while offering advertisers the opportunity to target their messages to specific audiences."

For an advertiser-supported (basic) cable network to make it, she said, it has to reach an audience of 25 million homes. The only network close to that is Turner's superstation, WTBS(TV) Atlanta, which boasts more than 21 million. USA Cable, Koplovitz said, now reaches 12 million, an increase of 50% from the summer of 1981. It is also important, she said, for a cable network to be able to command between an 8 and 10 share in homes receiving the network.

That USA Cable counts the broadcast networks as competition as much as any of the other cable networks is indicated by its plans to counterprogram the broadcast networks' early-morning news efforts this fall. With CBS's cancellation of *Captain Kangaroo*, Koplovitz said, "we at USA have decided to retarget the *Calliope* [children's] show to a younger, pre-school audience and, further, to move it from late afternoon to the morning slot five days a week." On the subject of children's programming, Koplovitz also said advertising is essential to its survival. Pressure from Action for Children's Television to keep children's programming commercial-free is "not realistic," she said. "I don't think Atlantic Richfield, Mobil or any of the other PBS underwriters took away or destroyed the merit" of PBS's programming, she said.

Although USA Cable has evolved as a cable programming service, Koplovitz said, the question of which medium ultimately proves to be the "most efficient and popular with the viewers" remains unanswered. Direct broadcast satellites, subscription television and multichannel MDS may be tomorrow's means of delivering today's cable programming, she said.

"Cable has reached legitimacy as a medium for advertisers," Koplovitz also said. "The days of experimentation are over—Madison Avenue's top ad agencies are creating specific cable budgets for their clients. . . . To the advertiser, cable television offers a reliable means of reaching targeted audiences on a regular basis." Advertisers spent more than \$129 million in cable in 1981, Koplovitz said. Most of the \$20 million in revenues that USA Cable expects in 1982 will come from advertisers.

USA Cable will follow the lead of some of the other cable networks and institute regional feeds, Koplovitz said. Starting in the fall of 1983, the network will offer feeds for the Western and Eastern halves of the country. It will not be the network's first experience with multiple feeds, however. Since April, Koplovitz said, USA Cable's "blue network" has been transmitting programming to fill in the holes created by the blackout of sporting events to appease local sports franchises. USA Cable, which is now distributed over Satcom III-R, transponder 9, uses Satcom III-R,

transponder 22 for the blue network, she said, and is considering various options for its regional feed, including Hughes's Galaxy. □

Warner sets up education ventures

Deals with institutions are for PPV, public TV, home video markets

Warner Amex Cable Communications last week announced a set of joint and co-ventures which will bring adult education courses to pay-per-view television, public television and home video.

Warner and the Network for Learning, a New York-based continuing education center, have entered into a "co-venture" deal; Warner and the Eastern Educational Television Network are united in a "co-production" arrangement. The two deals will be fused together when four courses from the Network for Learning catalogue are transformed into video versions at EETN's studio facilities in Trenton, N.J. (EETN is associated with the New Jersey Public Television Network). Programs will be tailored to the needs of the three different markets—pay-per-view, public television and home video, and the respective versions released simultaneously to Warner Amex Qube pay-per-view subscribers and public television. Programs won't be available to public television stations in markets where Warner has a Qube system in operation—Columbus, Ohio; Cincinnati, and Pittsburgh.

The first four courses are titled "How to Borrow Money," "How to Become a Consultant," "Investing in Real Estate" and "Wrinkles, Wrinkles, Wrinkles." Further fruits of both the EETN/Warner and Network for Learning/Warner Amex pacts are envisioned. □

DFS gives CBS fourth-quarter nod

Ad agency's analysis finds CBS shading ABC, with NBC in third

Dancer Fitzgerald Sample, in an analysis of the upcoming 1982-83 prime time season, has predicted a fourth quarter victory for CBS-TV in 1982.

The advertising agency's annual preseason report, released last week, gave CBS half a rating point margin of victory. Based on regularly scheduled programming, DFS said CBS should finish the quarter with a 17.8 rating and 29 share. ABC-TV was given a 17.3/28 and NBC-TV a 15.1/24.

Of the networks' new series DFS ranked only two, CBS's *Newhart* and *Gloria*, as "good potential hits."

Falling into the "good/fair" category were ABC's *Matt Houston*, *It Takes Two* and *The Golden Monkey* and NBC's *Family Ties*. "Long shots" were CBS's *Bring 'Em Back Alive* and NBC's

VEGA\$

#1 IN ITS TIME PERIOD IN...

MIAMI

RTG	SH	W 18-49
18	33	80,000

SACRAMENTO

RTG	SH	W 18-49
15	31	60,000

TULSA

RTG	SH	W 18-49
22	37	49,000

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METROMEDIA

PRODUCERS
CORPORATION

Source: NSI-February '79/'80/'81 Average

In the marketplace. Television Program Enterprises division of Telerep is offering *The Face of the 80's: 1982* for prime time play beginning Aug. 21. It's two-hour music/variety special including competition for \$100,000 modeling contract with Ford Models Inc. Lee Majors is host. TPE is working with Ford Models and Bob Banner Associates... "Creature Feature" package of seven films for Halloween is available for pay TV from Satori Productions. "Grendel Grendel Grendel" is among films in group... Metromedia Producers Corp. has given go-ahead to JSC Productions for national syndication of JSC's half-hour first-run *That... Quiz Show*, premiering in September. John Barbour is executive producer of weekly program, produced in association with Metromedia's KTTV(TV) Los Angeles... *American Hotline* documentary series has been renewed for 1983 by ABC-owned television stations. Series of four one-hour documentaries is produced by Dave Bell Associates and distributed by Media Five... *An Evening At the Improv* half-hour first-run comedy series syndicated by American Television Syndication, has been confirmed for second season. Series is joint venture of New Form Television, Ltd., and The Improvisation comedy nightclub... *Rock 'n Roll: The First 25 Years*, seven-part first-run series of music specials, has cleared 102 stations in syndication by Comworld International... Firestone Program Syndication is offering 52 weeks of *Card Sharks* game show strip on cash basis. Among sales are KYW-TV Philadelphia, WBZ-TV Boston and WJBK-TV Detroit.

Taxi's new stand. Dropped by ABC-TV and picked up by NBC-TV, *Taxi* will have its new network premiere Thursday, Sept. 30, at 9:30-10 p.m. leading into *Hill Street Blues*. To make room for *Taxi*, *Cheers* moves up half hour to 9 p.m. Thursdays and *Gimme A Break* shifts to Saturday at 9-9:30 p.m. *Mama's Family* has been bumped off schedule for time being, but NBC said it will be first comedy replacement. *Taxi* was cancelled by ABC after four seasons, prompting negotiations for show by NBC and Home Box Office (BROADCASTING, May 31).

Daytime deal. *The \$25,000 Pyramid*, half-hour game show, will replace re-broadcasts of comedy series *One Day at a Time* in 9:00-9:30 a.m. NYT weekday slot on CBS-TV beginning Sept. 20. Addition of Bob Stewart Production completes new two-hour game show block on network from 9-11:00 a.m. NYT.

PPV on way. Ogilvy & Mather, New York-based advertising firm, predicts that by 1990 50% of American homes will be equipped to receive pay-per-view movies and other events. PPV, it said, will be vehicle by which Hollywood "will soon have the opportunity to recapture the audience it lost to television 35 years ago."

NBC's cable foray. CBN Cable will be vehicle for NBC's largest participation to date in cable. In "co-development venture" between CBN and NBC Enterprises. 55 hours of past NBC News specials will be showcased in new Sunday night *CBN Special of the Week* series (programs will be run twice over two-year period). Included are former *Project XX* specials "Mark Twain's America," and "The Real West" (narrated by Gary Cooper); entire *World Odyssey* series, and such *That's History* titles as "Tut—The Boy King" and "The Louvre." CBN and NBC Enterprises will share in advertising revenue generated from cable runs.

Lift for 'GMA'. In sure audience boost for ABC-TV's *Good Morning America*, WTAE-TV Pittsburgh today (Aug. 2) expands its *GMA* carriage from one to two hours. According to ABC, that leaves only WBRC-TV Birmingham, Ala., and WEWS(TV) Cleveland as affiliates carrying single hour. Only affiliate said not to be taking *GMA* at all is WOPC(TV) Altoona, Pa. which signs on weekdays at 9 a.m. and joins network at 11 a.m.

Short run. *Filthy Rich*, new four-episode comedy series, will premiere Monday, Aug. 9, from 9:30-10:00 p.m. NYT on CBS-TV. Series is produced by Larry White Productions and Linda Bloodworth in association with Columbia Pictures Television.

News watch. National Captioning Institute has received contract from Department of Education to continue closed-captioning of ABC-TV's *World News Tonight* for 27-month period, beginning July 1982.

Pa. first. First annual Keystone State Games, series of amateur, Olympic-style competitions, will be presented in television special to be broadcast on statewide network by Northeast Programs/Image America Inc., subsidiary of N.E.P. Communications, licensee of WNEP-TV Scranton/Wilkes-Barre. Games will be held Aug. 13-16 and will be carried by five other Pennsylvania-based TV stations.

Gavilan, St. Elsewhere, Cheers and Remington Steel.

Three series deemed "likely failures" were ABC's *Ripley's Believe It Or Not*, CBS's *The Good Witch of Laurel Canyon* and NBC's *Voyagers*. Classed as "certain failures" were ABC's *Star of the Family*, *The New Odd Couple* and *The Quest*. CBS's *Square Pegs*, *Seven Brides for Seven Brothers* and *Mama Malone*, and NBC's *Powers of Matthew Star*, *Knight Rider*, *Silver Spoons*, *Mama's Family* and *The Devlin Connection*.

DFS described its program rating system as a "pragmatic one, reflecting how commercially successful" a show is expected to be. The agency said it assessed not only the pilot but scheduling, demographics and other factors as well.

DFS said that it has overall domestic billings of \$570 million and will buy more than \$200 million in network television time this year.

Among other companies' predictions, Ketchum Communications in June said CBS likely will take the fourth quarter with a 27.9 share to ABC's 27.2 and NBC's 24.7. Herb Jacobs of Telcom Associates gave the "first season" through Dec. 12 to ABC in a "photo finish" with an 18.3/29.0 for ABC, an 18.2/28.9 for CBS and a 16.1/25.5 for NBC (BROADCASTING, June 21).

General Foods opts for syndication of new 'Shock Trauma'

General Foods Corp., White Plains, N.Y., one of television's leading advertisers, is breaking new ground with a made-for-television movie it is financing to go the syndication route instead of via network.

A spokesman for General Foods was asked the reason for choosing syndication over network distribution, which has been the practice for its *Golden Showcase* presentations the food company sponsors in their entirety. He said that "the economic factors seem right" and "we feel this is an interesting way to go." He added that "we feel we have a reasonably good shot at pulling this off."

The television networks supply another wrinkle. Executives there were reluctant to discuss the situation, since General Foods spends more than \$200 million annually in network television. Under questioning, officials of the three networks said they had been offered the movie, titled "Shock Trauma" and starring William Conrad, but had turned it down.

The network officials gave basically the same reason for rejecting "Shock Trauma." They cited "creative considerations," and one network official said his top programmers were split as to whether to accept or reject the film. They all applauded General Foods' attempt to go the syndication route.

CBS in the past has telecast a number of General Foods' *Golden Showcase* films, including "My Old Man," "Nurse,"

"Broken Promise" and "Rehearsal for Murder."

The television movie depicts the real-life story of a physician, Dr. R. William Cowley, who pioneered the development of a method to treat shock victims. William Conrad has the role of the physician.

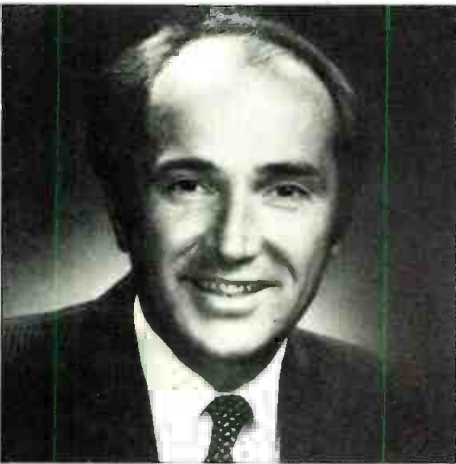
The feature is being produced in Canada with Telecom Communications, a subsidiary of Benton & Bowles, New York, handling the production in association with Glen-Warren Studios in Canada. B&B has assigned SFM Media to negotiate the placing of the feature film on TV stations. A goal of up to 125 stations has been set. The first showing of the film is scheduled for Oct. 27 from 9 p.m. to 11 p.m. SFM will offer three runs of "Shock Trauma" with the last two on a barter basis. □

Embassy expands

Lear/Perenchio entertainment company buys Andre Blay Corp., home video company; Andre Blay named head of new division

Embassy Communications, the Norman Lear/Jerry Perenchio entertainment conglomerate, has added a new unit—purchasing Andrew Blay Corp., the present home video company of Andre Blay, who had founded Magnetic Video in 1969, sold it to 20th Century-Fox in 1979 and departed last year to form his current firm. (As Fox Home Video, that industry leader is now a central part of the CBS/Fox joint venture).

Blay joins Embassy as chairman and chief executive of the newly created Embassy Home Entertainment. He brings along with his company a management



Blay

team including senior vice president, acquisitions and production, Al Eicher, and senior vice president, Europe, Alan Kaupé. Embassy said the intention of the parties is that the company will eventually join other corporate units in Los Angeles, although for the time being, Blay and Embassy Home Entertainment will operate sales and marketing efforts from current quarters in Michigan, with Kaupé and the European operation housed in Embassy

International's London offices.

The addition raises to five the number of Embassy operating units—Television, Pictures, Telecommunications, International and Home Entertainment. Embassy's present configuration reflects the Lear/Perenchio purchase earlier this year of Avco-Embassy Pictures, with Embassy now managing Lear/Perenchio's previous company, Tandem Productions, as well as cable, STV and broadcast interests. □

German drama to air on Field outlets

Five owned stations, plus WPIX New York and KTLA Los Angeles, will air series on Hitler youth

A nationwide TV lineup, led by the five Field Communications outlets, plus WPIX(TV) New York and KTLA(TV) Los Angeles, is being built for *Blood and Honor*, a five-hour drama produced in Germany.

Distribution plans call for two-and-a-half hour episodes to be aired on two consecutive nights during the week of Nov. 28 with same-week scheduling at all stations to facilitate national promotion.

The program, dramatizing the rise of the Hitler youth movement, comes from Daniel Wilson Production in association with the German SWF network and Taurus Film production house.

Domestic distribution—beyond the earlier Field, WPIX and KTLA commitments—is being handled by D.L. Taffner Ltd. Wilson is distributing it in Canada, with Taurus's Beta Film wing handling syndication elsewhere.

Sources have estimated *Blood and Honor's* production costs at \$4 million to \$5 million, with the Field group having paid about \$500,000 and WPIX and KTLA each somewhat less.

According to Wilson, he first approached the Field group with a "fourth network" idea in the U.S. after *Blood and Honor* was completed. Field went for it with its WFLD-TV Chicago, WKBD-TV Detroit, WLVI-TV Boston, WKBS-TV Philadelphia and KBHK-TV San Francisco and brought in the New York and Los Angeles stations.

Don Taffner, president of D.L. Taffner Ltd., said that distribution is being modeled after the Operation Prime Time Consortium. He explained that six runs are the starting negotiating point and that the same-week scheduling for the first showing will allow "a tremendous build-up" of promotion.

Blood and Honor may only be the first ad hoc network from Wilson. Discussions also are said to be under way with Wilson, Taurus, Field and others on a few other projects. On another front, Taffner said he has another mini-series project in the works.

For *Blood and Honor*, bilingual actors were used, enabling two separate versions to be shot; one in English and one in German. □

VEGAS

#1 IN ITS TIME PERIOD IN...

OMAHA

RTG	SH	W 18-49
23	36	39,000

PITTSBURGH

RTG	SH	W 18-49
20	32	127,000

SAN FRANCISCO

RTG	SH	W 18-49
17	31	186,000

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METROMEDIA

PRODUCERS
CORPORATION

Source: NSI-February '79/'80/'81 Average

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More barter for Fox

It's seen as syndication's answer to present economic conditions, a slowdown in business

Twentieth Century-Fox Television, Los Angeles, is stepping up its barter program syndication on the premise that this approach is practical during a sluggish economic period.

"It makes sense in the current period for stations, advertisers and for Fox," said Jeffrey Schadow, vice president, marketing and research for Fox Television. "For the 1981-82 year we had in barter only *Dance Fever* and a group of four feature films sold under the title *Fox Fanfare*. For

the next season we keep those two and add the weekly *Best of Midnight Special*, an off-network series edited to one hour, and a one-hour holiday special, *Christmas Gold*."

Schadow reported that *Fever* will be on about 130 TV stations next season, up from 120 last year, and already is 75% sold to two sponsors, General Foods and Activision. There will be two national spots in each half-hour episode, with the stations retaining four.

According to Schadow, *Best of Midnight Special* has been cleared by 80 stations, and he estimates that figure will rise to about 120 by the time the show starts in the fall. Already committed to the series for next fall, he reported, are Maybelline and the U.S. Army. □

PlayBack

Rolling Stones extravaganza. Mutual Broadcasting System reports that more than 175 radio stations have cleared *The Rolling Stones, Past and Present*, 12-hour music and interview special produced for and distributed by Mutual. Special includes never-before-aired Stones audition tapes, according to Mutual, and is to be broadcast between Sept. 30 and Oct. 3. Offered to stations on barter basis, special may be carried in three-hour segments for four days or in any other manner within four days. Major buys in program have been made by General Foods, Hawaiian Punch, Schlitz and U.S. Tobacco Co. □

Concert schedule. Radioradio's monthly 90-minute concert series, *On Stage Tonight*, has been set through November, starting with broadcast by Sheena Easton on Aug. 7 and continuing with Air Supply on Sept. 4, Carol King on Oct. 2 and The Commodores on Nov. 6. GK Productions produces all *On Stage Tonight* broadcasts for Radioradio, young adult-oriented network of CBS. □

All about radio. Radio Information Center, New York, has introduced RADIOWISE, computer data base listing of all U.S. radio stations and plans to offer fast access to current, customized information about these stations. Available will be programming and audience data of radio stations. Maurie Webster, president, said information will be kept up-to-date to produce reports and analyses that will meet requirements of many companies, including radio program syndicators, record manufacturers, public service organizations and public relations firms. □

That's entertainment. Jerry Stiller and Anne Meara, husband and wife comedy team known for producing and performing numerous radio advertising campaigns, will appear at National Association of Broadcasters' Radio Programming Conference, Aug. 29-Sept. 1 at New Orleans Hyatt Regency hotel. Stiller and Meara, perhaps best known for award-winning ad campaign for Blue Nun wine, will appear on Monday, Aug. 30, at luncheon session entitled "How To Make Money With Your Mouth." Moderating session will be Larry King, all-night host for Mutual Broadcasting Network. □

Larsen tapped. Newly organized Radio Network Association has named Joseph Larsen, former director of special projects of CBS Radio Network, as its executive director. Larsen will be working closely with Maurie Webster, who is special consultant in establishing and supervising new association. Organization includes radio networks of ABC, CBS, NBC, RKO Radio, plus National Black Network, Satellite Music Network, Transtar and United Stations Country Music Network. Edward McLaughlin, president of ABC Radio, is chairman of RNA. □

Mutual update. Mutual Broadcasting System was to begin series of hourly closed-circuit *Update* broadcasts to affiliates on Aug. 1. Information to be provided includes satellite channel identification for MBS's four regular satellite channels of Westar IV, program updates, commercial changes, etc. □

NPR grants. National Public Radio's *Sunday Show* has received \$22,500 in underwriting grants. Part of funds, \$7,500, is from Herman Goldman Foundation and \$15,000 from Martha Baird Rockefeller Fund for Music. NPR also received \$75,000 grant from Brown and Williamson Tobacco Co., for its arts and performance fund.

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Ratings Roundup

With three winning nights and seven of the top-10 rated programs, CBS-TV won the prime time week ended July 25.

CBS led with a 12.8 rating and 26 share to ABC-TV's 11.9/24 and NBC-TV's 10.9/22.

Reruns continued to dominate each network's schedule. Of the week's 73 programs, only 12 (16%) were first run to network television. CBS's *60 Minutes* (16.79), the only original in the "first 20," ranked ninth.

CBS won Monday, Friday and Sunday; ABC took Tuesday and Saturday, and NBC scored best on Wednesday and Thursday.

CBS had both the highest and the lowest nightly ratings of the week. The high point, on Monday, was a 17.9/32 average from *Private Benjamin*, *WKRP in Cincinnati*, *House Calls* and *Lou Grant*. The low mark on Saturday, was a 7.1/15 from the movie, *Children of An Lac* and the special *Juilliard and Beyond*.

NBC didn't do all that much better on Saturday. It managed only an 8.4/19 from *Boomer*, *Harper Valley, Nashville Palace* and *NBC Magazine*. ABC, on the other hand, was within one-tenth of a rating point of equaling the ABC and NBC scores combined, with a 15.4/34 from *Today's FBI*, *Love Boat* and *Fantasy Island*.

An ABC News *Closeup: Mexico—Times of Crisis*, the week's only news special, scored only a 6.4/14 on Sunday, losing to both NBC's *CHiPs* (14.3/30) and CBS's *Archie Bunker's Place* (13.4/29) and *One Day at a Time* (13.6/28).

In the early evening news ratings race, CBS maintained its first place position but by a wider margin than usual. CBS had an 11.6/26 to ABC's 9.3/21 and NBC's 9.0/20.

The First 20

1	<i>M*A*S*H</i>	CBS	21.4/37
2	<i>House Calls</i>	CBS	20.2/34
3	<i>Fantasy Island</i>	ABC	19.1/41
4	<i>Jefferons</i>	CBS	18.3/33
5	<i>Hill Street Blues</i>	NBC	17.5/33
6	<i>Alice</i>	CBS	17.1/32
7	<i>Trapper John, M.D.</i>	CBS	16.9/31
8	<i>Love Boat</i>	ABC	16.7/36
9	<i>60 Minutes</i>	CBS	16.7/39
10	<i>WKRP in Cincinnati</i>	CBS	16.6/31
11	<i>Lou Grant</i>	CBS	16.6/30
12	<i>Three's Company</i>	ABC	16.5/31
13	<i>Different Strokes</i>	NBC	16.5/31
14	<i>Too Close For Comfort</i>	ABC	16.4/30
15	<i>Private Benjamin</i>	CBS	16.2/32
16	<i>Magnum, P.I.</i>	CBS	14.6/30
17	<i>Quincy, M.E.</i>	NBC	14.6/27
18	<i>Hart to Hart</i>	ABC	14.5/27
19	<i>CHiPs</i>	NBC	14.3/30
20	<i>Laverne & Shirley</i>	ABC	14.1/29

The Final Five

69.	<i>Flintstones</i>	NBC	6.5/15
70.	<i>ABC News Closeup: Mexico-Times Of Crisis</i>	ABC	6.4/14
71.	<i>Kangaroos In The Kitchen</i>	NBC	5.9/13
72.	<i>Lewis And Clark</i>	NBC	5.0/12
73.	<i>Juilliard And Beyond</i>	CBS	4.8/10

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EASTERN

A videotex(t)question

There's a controversy raging in the international communications community over the proper spelling of this two-way interactive system

The technical standard to be followed in videotext may have been settled, at least as far as the U.S. is concerned, at a meeting of interested parties at the State Department (BROADCASTING, July 26). Now, maybe work can proceed on developing a standard for the spelling of the word used to describe the two-way interactive system by which a subscriber can order up information from an information bank. The CCITT (the International Telegraph and Telephone Committee) of the International Telecommunication Union thinks the spelling standard has been set; it set it—or at least it decided on spelling. And it's not the way BROADCASTING and some other publications and publishing houses spell it; CCITT spells the word without the t.

CCITT settled on its spelling in 1980, at a plenary assembly in Geneva when technical standards incorporating British, French and Canadian technologies were

adopted. The CCITT was unable to pick one over the other. It was, however, able to hit on a spelling for the technology involved. The British, who had invented videotex(t) in the early 1960's, coined the term viewdata to describe the service provided by their Prestel system. That didn't go down well with the French, who were pushing their own two-way interactive service, Antiope. But why videotex, without the t?

According to Gary Rosch, a U.S. attorney who represents British Telecom, which offers the Prestel service, the word was dictated by precedent established when the word telex was coined. That is a contraction of teletype exchange. According to Rosch, CCITT decided to end words describing textual communications in ex.

Valid or not, that has persuaded most of those who use the term, in business or publishing. The Videotex Industry Association, for instance, the new association of those involved in both videotex(t) and teletext (and that's another story), decided on dropping the t when most of its members said they spelled the word without it.

And it appears videotex will get the blessing of inclusion as the first spelling of the word if it appears in the next edition of

Webster's dictionary. A spokesman for the G. and C. Merriam Co., publishers of the dictionary, said the word without the t is "more common." If the word is in the next edition—and "it will be given serious consideration," the spokesman said—the definition would be a cross reference to viewdata. That word, incidentally, is just showing up in Webster's as part of an addendum to Webster's Third New International Dictionary.

There are some holdouts, however. Ephraim Siegel, vice president and editor of Knowledge Industry Publications Inc., is adamant, in fact. He said he started using videotext in 1979, when he was editor and one of the authors of "Videotext: The Coming Revolution in Home/Office Information Retrieval." "It's good English usage," he said last week. "Video and text equal a new word." He was not, he said, going to use a "cockamamie European-coined word." The word, he said, "gets my hackles up as an editor."

So strongly does he feel that he insisted on the "good English usage" in the editing of the manuscript of Richard M. Neustadt's book, "The Birth of Electronic Publishing: Legal and Economic Issues in Telephone, Cable and Over-the-Air Teletext and Videotext," even though Neustadt had spelled the word without the t. The difficulty that single-mindedness like Siegel's runs into is made manifest in the brief biography of Neustadt that appears on the cover. He is described as "a founding member of the Videotext Industry Association"—even though the association, as indicated, spells it without the t.

BROADCASTING, which, like Siegel, believes "good English usage" dictates the use of videotext, has its own problems, writing about videotext systems shown at the Videotex '82 conference in New York a few weeks ago.

Editors dedicated to "good English usage" may be thankful teletext is coming into worldwide usage as the word to describe the one-way service transmitted via the vertical blanking interval of a television signal or the full channel of a television station or cable television system. But that, as far as the CCITT is concerned, is only because "teletext" had already been pre-empted; it is assigned to a specific type of terminal-to-terminal text communications service. Teletext was coined at the same CCITT meeting that coined videotex.

Given that history, there remains the question of whether it would be helpful to have a word to describe all forms of text communications. Bill McGee and Lucy Garrick of Broadcast Marketing Co., of San Francisco, who have written a book due out next month with the working title, "The Videotex, Teletext & Cable Text Information Revolution," think so. They

InSync

Cassette sales. International Tape/Disk Association survey showed 47% increase to \$341.4 million in total blank videocassette sales (including consumer retail, industrial and bulk sales) and 49% increase in unit volume to 28.4 million from 1980 to 1981. ITA said VHS cassette sales rose to \$260.4 million in 1981 from \$168.6 million in 1980. Number of VHS units sold rose from 12.9 million to 20.5 million. Beta cassettes were up 27% in dollar sales, from \$63.7 million to \$81 million, with unit sales up from 6.1 million to 7.9 million. Audio cassette sales were up 14% in dollars to \$289 million and 6% in units to 238.8 million.

Scottsdale buy. Jerrold division of General Instrument Corp. has delivered its 450 mhz cable TV equipment to United Cable's Scottsdale, Ariz., system, including two 60-channel headends, Starline 450 amplifiers, FFT taps, STC splitters and status monitoring hardware. In course of next year, Jerrold will supply 500 miles of dual trunk single feeder plant for Scottsdale system, including two-way institutional loop on second trunk cable.

Sound advice. Electronic Industries Association has requested comment on relative merits of multichannel TV sound systems proposed by Electronic Industries Association of Japan, Telesonics Systems Inc. and Zenith Radio Corp. Proposals are included in EIA's multichannel sound subcommittee report, which was just published. According to Thomas Keller, subcommittee chairman and senior vice president for science and technology at National Association of Broadcasters, comments, which are due August 27, will be considered in making decision on which system to recommend to FCC. Requests for report and comments should be addressed to Eb Tingley, staff vice president/engineering, Consumer Electronics Group.

Anixter buy. Canadian subsidiary of Anixter Bros. Inc., cable TV equipment distributor based in Skokie, Ill., has acquired Micro-Sat Communications, Pickering, Ontario-based firm which supplies equipment to Canadian cable industry. Price was not disclosed, but Anixter is said to have paid cash for assets for Micro-Sat, which reported sales of close to \$10 million in 1981. Alan B. Anixter, president Anixter Bros., said that Micro-Sat acquisition accelerated "Anixter's aim to be the leading supplier to the cable television industry in Canada ..."

have offered a proposal to the Videotex(t) Industry Association for its consideration: Use videotex as the generic term, then use cable text to describe the one-way non-selective service that delivers material to home television screens; and teletext and viewdata for the services with which they are now associated (at least in Great Britain).

It may be logical. All that those who think so have to do is persuade the CCITT, the French, the British and Efreim Siegel, and maybe even BROADCASTING. □

There's free time on those birds

FCC spot check finds unused satellite time in early afternoon

An FCC spot check of the nation's domestic satellites found that the birds are severely underused—at least during the late morning and early afternoon on weekdays. After monitoring 10 operational satellites during the last week of June, the FCC's Field Operations Bureau in Laurel, Md., reported that 81 of their 216 transponders were "inactive." The FCC tuned in to each satellite at various times between 10:30 a.m. NYT and 3 p.m. NYT.

According to an FCC engineer, it would be wrong to conclude that the 81 transpon-

ders were available or that there is necessarily a "glut" of transponders. He stressed that his 13-page report, which specified the type of transmission on each active transponder, was merely a "snapshot." Just because a transponder wasn't being used the minute the FCC tuned in, he said, doesn't mean it wasn't being used the minute after the FCC tuned out.

It is also known that several transponders, particularly on the older satellites, are out of order.

Not surprisingly, the only satellite filled with traffic at the time of the FCC's surprise inspection was Satcom III-R, which distributes the bulk of cable programming. Every transponder was beaming a television signal on Friday, June 25, between 1 p.m. and 1:30 p.m.

Two of the three satellites leased to AT&T—Comstar III and Comstar IV—were the most heavily used. All but five of the 24 transponders on each bird were in use during the early afternoon of June 28. Only two of the transponders on Comstar III and none of the transponders on Comstar IV carried television signals.

The satellites with the least active transponders were AT&T's third satellite, Comstar I (17), and RCA's Satcom II (13) and Satcom IV (16).

If the FCC study is indicative of some kind of transponder surfeit, it will only get worse: Westar V, another 24 transponder satellite, went to work two weeks ago.

Viacom joins with Japanese firms for teletext venture in that country

In light of the Japanese government's decision authorizing teletext operations in that country effective December 1982, Viacom and three Japanese communications companies have formed a joint venture to develop such services for the Japanese market.

At this point, the details are very sketchy. The three companies joining Viacom of Japan in the venture are Mainichi Newspapers, Sports Nippon and Tokyo Broadcasting, whose facilities will be used to transmit the teletext services developed by the group.

The venture is not an equal partnership and, although the exact percentages are not being disclosed, Terrence Elkes, president of Viacom International, explained that Viacom does not have a controlling interest.

No one yet has been selected to head the new venture.

The new venture is "the first of many developmental operations in the next couple of years," said Elkes, that Viacom Worldwide, a recently formed subsidiary established for that purpose, plans to get involved. □

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Stock Index

Exchange and Company	Closing Wed. Jul 28	Closing Wed. Jul 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	40	41 5/8	-1 5/8	- 3.90	7	1,150
N Capital Cities	75 1/4	75 1/4			12	980
N CBS	38 5/8	39 3/4	-1 1/8	- 2.83	6	1,079
N Cox	28	28 3/4	- 3/4	- 2.60	13	793
A Gross Telecasting	23 1/2	23 5/8	- 1/8	- .52	6	18
O LIN	21 1/2	22 1/2	-1	- 4.44	13	220
N Metromedia	215	218	-3	- 1.37	15	853
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/2			10	180
N Storer	23 5/8	25 1/4	-1 5/8	- 6.43	12	378
N Taft	30 1/2	31 1/2	-1	- 3.17	8	291
O United Television	7 7/8	8 1/8	- 1/4	- 3.07	12	94

Exchange and Company	Closing Wed. Jul 28	Closing Wed. Jul 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 1/4	20 1/8	+ 1/8	+ .62	14	80
A Affiliated Pubs.	24 7/8	24 3/8	+ 1/2	+ 2.05	9	129
O A.H. Belo	18 3/4	18 3/4			9	176
N American Family	10 1/4	10 1/8	+ 1/8	+ 1.23	9	138
O Associated Commun.	9 1/4	9 1/4			22	
N John Blair	35	35 3/8	- 3/8	- 1.06	8	133
N Charter Co.	7 1/4	7 3/8	- 1/8	- 1.69	9	158
N Chris-Craft	37 3/4	38 5/8	- 7/8	- 2.26	10	84
N Cowles	35	38 1/8	-3 1/8	- 8.19	21	138
N Dun & Bradstreet	71 5/8	74 3/8	-2 3/4	- 3.69	16	1,939
N Fairchild Ind.	16 5/8	16 3/4	- 1/8	- .74	5	216
N Gannett Co.	34	34 7/8	- 7/8	- 2.50	11	1,803
N General Tire	22	24	-2	- 8.33	8	518
O Gray Commun.	34 1/2	34 1/2			8	17
N Gulf United	20 1/4	20 7/8	- 5/8	- 2.99	7	543
N Harle-Hanks	26 5/8	27 1/4	- 5/8	- 2.20	10	260
N Insilco Corp.	13 1/8	13 1/4	- 1/8	- .94	6	197
N Jefferson-Pilot	24 1/8	24 3/4	- 5/8	- 2.52	5	519
O Josephson Intl.	10	9 1/4	+ 3/4	+ 8.10	8	38
N Knight-Ridder	29 3/8	29 3/4	- 3/8	- 1.26	10	948
N Lee Enterprises	23 3/4	23 5/8	+ 1/8	+ .52	9	164
N Liberty	11 3/8	11	+ 3/8	+ 3.40	7	145
N McGraw-Hill	50 1/4	51	- 3/4	- 1.47	12	1,249
A Media General	36 1/4	34 3/4	+1 1/2	+ 4.31	8	251
N Meredith	58 5/8	61	-2 3/8	- 3.89	7	181
O Multimedia	31 3/4	31	+ 3/4	+ 2.41	12	322
A New York Times Co.	36	40 5/8	-4 5/8	-11.38	9	449
N Outlet Co.	31	31 3/4	- 3/4	- 2.36	41	82
A Post Corp.	27 1/4	26 1/8	+1 1/8	+ 4.30	14	49
N Rollins	12	13	-1	- 7.69	7	318
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	31	31 7/8	- 7/8	- 2.74	10	1,648
N Signal Cos.	15 7/8	17 1/8	-1 1/4	- 7.29	6	1,148
O Stauffer Commun.*	44	44			11	44
A Tech Operations	14 3/4	17 5/8	-2 7/8	-16.31	6	13
N Times Mirror Co.	38 1/4	41	-2 3/4	- 6.70	10	1,306
O Turner Bcstg.	11	11			18	224
A Washington Post	36 1/2	35 3/4	+ 3/4	+ 2.09	14	513
N Wometco	26	27 1/4	-1 1/4	- 4.58	15	354

Exchange and Company	Closing Wed. Jul 28	Closing Wed. Jul 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	5 3/8	5 1/2	- 1/8	- 2.27	45	25
N American Express	37 5/8	39 1/4	-1 5/8	- 4.14	7	3,499
O Burnup & Sims	10 5/8	11 1/4	- 5/8	- 5.55	11	92
O Comcast	16	16 3/4	- 3/4	- 4.47	14	71
N General Instrument	36 1/4	39 1/2	-3 1/4	- 8.22	12	1,117
N Heritage Commun.	9 1/8	9 1/8			29	66
O Rogers Cablesystems	4 1/2	4 3/8	+ 1/8	+ 2.85	19	98
O Tele-Communications	14 7/8	15 1/4	- 3/8	- 2.45	32	314
N Time Inc.	28 3/4	29 3/4	-1	- 3.36	10	1,430
O Tocom	10 1/4	10 1/4			10	51
N United Cable TV	19 3/4	20 7/8	-1 1/8	- 5.38	14	216
N Viacom	20 5/8	20	+ 5/8	+ 3.12	14	233

Exchange and Company	Closing Wed. Jul 28	Closing Wed. Jul 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	2	2			20	11
N Columbia Pictures	72	72			14	704
N Disney	51 3/8	51 3/8			16	1,712
N Dow Jones & Co.	38	40 5/8	-2 5/8	- 6.46	14	1,193
N Filmways	7	7 3/8	- 3/8	- 5.08	1	40
O Four Star	2 1/2	2 1/2			14	1
N Getty Oil Corp.	47 3/8	49 1/2	-2 1/8	- 4.29	5	3,843
N Gulf + Western	11 1/2	12 1/8	- 5/8	- 5.15	3	849
N MCA	64 5/8	67 1/4	-2 5/8	- 3.90	17	1,541
N MGM/UA	6 1/4	6 1/2	- 1/4	- 3.84	13	310
O Reeves Commun.	28	29 3/4	-1 3/4	- 5.88	10	227
O Telepictures	7 3/4	7 1/2	+ 1/4	+ 3.33	27	37
O Video Corp. of Amer.	7 5/8	8	- 3/8	- 4.68	40	12
N Warner	46 1/2	47	- 1/2	- 1.06	12	2,973
A Wrather	22 1/2	22 7/8	- 3/8	- 1.63	25	50

Exchange and Company	Closing Wed. Jul 28	Closing Wed. Jul 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	44 1/2	44 1/2			8	129
O Compact Video	3 3/8	3 5/8	- 1/4	- 6.89	3	10
N Comsat	53 5/8	56	-2 3/8	- 4.24	14	429
N Doyle Dane Bernbach	15 3/4	16	- 1/4	- 1.56	8	87
O Foote Cone & Belding	31 1/2	31 1/4	+ 1/4	+ .80	7	84
O Grey Advertising	60	60			5	34
N Interpublic Group	29 1/8	29	+ 1/8	+ .43	8	134
N JWT Group	18 1/2	18 7/8	- 3/8	- 1.98	15	96
O MCI Communications	41	43 3/8	-2 3/8	- 5.47	23	1,970
A Movielab	2 7/8	2 5/8	+ 1/4	+ 9.52	5	4
O A.C. Nielsen	48 1/2	47 1/8	+1 3/8	+ 2.91	14	544
O Ogilvy & Mather	32 1/2	32 1/4	+ 1/4	+ .77	9	137
O Telemation	2 3/4	2 3/4			7	2
O TPC Communications	2 3/8	2 3/8			2	2
O Unitel Video	7	7			11	8
N Western Union	28 1/2	30 1/8	-1 5/8	- 5.39	8	485

Exchange and Company	Closing Wed. Jul 28	Closing Wed. Jul 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	13	13 1/4	- 1/4	- 1.88	4	25
N Arvin Industries	12 7/8	12 5/8	+ 1/4	+ 1.98	9	88
O C-Cor Electronics	21	22	-1	- 4.54	22	62
O Cable TV Industries	5	5 1/2	- 1/2	- 9.09	6	15
A Cetec	4 3/8	4 3/8			11	9
O Chyron	17 1/2	19	-1 1/2	- 7.89	14	47
A Cohu	4 1/8	4	+ 1/8	+ 3.12	7	7
N Conrac	23 1/2	23 5/8	- 1/8	- .52	9	50
N Eastman Kodak	75 1/8	77 1/2	-2 3/8	- 3.06	10	12,206
O Elec Missile & Comm.	13 1/4	12 1/2	+ 3/4	+ 6.00	49	36
N General Electric	65 7/8	68	-2 1/8	- 3.12	9	15,003
N Harris Corp.	26 1/2	26 5/8	- 1/8	- .46	10	829
O Microdyne	9 3/8	9 3/8			12	42
N M/A Com. Inc.	13 7/8	14 1/4	- 3/8	- 2.63	12	539
N 3M	53 1/2	56 1/4	-2 3/4	- 4.88	10	6,284
N Motorola	65 1/2	68 1/8	-2 5/8	- 3.85	13	2,348
O Nippon Electric	76 1/8	76 1/4	-2 1/8	- 2.78	27	2,872
N N. American Philips	35 3/8	36 1/4	- 7/8	- 2.41	5	483
N Oak Industries	17 1/4	18 3/8	-1 1/8	- 6.12	8	280
A Orrox Corp.	7 7/8	8 1/4	- 3/8	- 4.54	17	17
N RCA	18	19 5/8	-1 5/8	- 8.28	9	1,358
N Rockwell Intl.	33 3/4	33 3/4			9	2,575
A RSC Industries	4 1/2	4 1/2			41	14
N Scientific-Atlanta	12 1/4	12 1/4			12	286
N Sony Corp.	12 1/4	12 1/2	- 1/4	- 2.00	10	2,825
N Tektronix	44 1/4	54	-9 3/4	-18.05	10	829
O Telecan (Geotel Inc.)	1 1/2	1 5/8	- 1/8	- 7.69	9	4
A Texscan	12 1/2	12 3/4	- 1/4	- 1.96	20	72
N Varian Associates	38	39 3/4	-1 3/4	- 4.40	17	305
N Westinghouse	27	28 7/8	-1 7/8	- 6.49	5	2,302
N Zenith	11 1/4	12 3/8	-1 1/8	- 9.09	29	212

Standard & Poor's 400 Industrial Average 120.59 124.90 - 4.31

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. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Broadcasters report upbeat second quarter

LIN, Capcities, Cox and ABC lead profit charge

Broadcasting had a healthy second quarter, judging by the bottom-line performance of the major group owners. With reports in from eight of the nine broadcasting companies whose capitalizations top \$100 million (the ninth, Storer, was expected to report this week), combined net income advanced 31.7% over the second-quarter performance reported in 1981, hitting \$234,091,000.

There is an important caveat to append to that news—the net figure is distorted by a \$45-million-plus gain included in Metromedia's reported net income of \$63,083,000. The gain was attributed to dispositions and debt retirement, and ballooned Metromedia's net income beyond that reported in the quarter by even the network owners, ABC and CBS—\$59 million and \$46 million, respectively. The addition inflated Metromedia's earnings growth in the quarter to 26%. Shaving it off, Metromedia's net income advanced only 4.5% in the three months over the year-earlier \$17,173,000. And lopping that \$45 million off the broadcasters' group total reduces net income for the eight companies to an advance of only 6.3% in the quarter.

The richest percentage gain in operating profit was reported by LIN Broadcasting, whose net of \$5,606,000, was 18% ahead of the year-earlier figure. The poorest performance was logged by CBS, with earnings off 1% in the quarter (though largely as a result of its consumer businesses and development spending, and not the CBS/Broadcast Group which reported profit improvement).

Four other companies outpaced the group along with LIN. Capital Cities Communications and Cox Communications both logged 15% gains in net incomes; Taft's profits were up 7.5% and ABC's up 7%.

ABC said its television network recorded record profits, as did owned television stations, although radio profits declined (the figures weren't quantified). Development spending had a negative effect on results, ABC said, while a hefty boost to the bottom line came from the company's swap of stock for debentures. The latter, in fact, added \$4.6 million to net income. Without it, ABC earnings would have declined below the level of second-quarter 1981 instead of showing the \$3.6 million gain that was reported.

At Cox, broadcast pre-tax operating income was up 14% to \$22,884,000, and cable income up 27% to \$9,392,000; interest expense (much of it associated with cable) climbed only 3% in the quarter, to

\$2,758,000. On the revenue side, broadcasting took in 18% more this year than last, \$57,462,000; however, the 45% jump in cable revenue pushed that division ahead of broadcasting as a Cox revenue contributor, to \$62,993,000. Cox revenues totaled \$131,263,000.

Capital Cities saw broadcast operating income advance 16% to \$35,906,000, showing even some margin expansion as broadcast revenues moved ahead 15% to \$61,822,000. Cable revenues totaled \$12,905,000—up from \$159,000—reflecting the July 2, 1981 purchase of Cablecom General; Cable operating income moved into the black, hitting \$553,000.

Taft's 7.5% net income advance to \$8,060,000 for the three months came on a 9% revenue increase to \$90,409,000. Broadcast operating profit was up 4% to \$13,730,000, as revenues advanced 13% to \$36,382,000. Taft logged a \$166,000 loss from interest expense in its cable partnership with Tele-Communications Inc.; the company said the loss was "according to plan," that the partnership now has about 97,000 basic subscribers and is on target to its goal of 200,000 by January

1984. Taft also noted that in the quarter, television revenues moved ahead 16% over the year earlier, while radio was up only 3%. The company said current broadcast business is holding up at the rate logged in the last quarter, "despite the continuing recession."

Joining Metromedia and CBS below the average on the growth curve, Scripps-Howard net income was up 2.3% for the quarter, to \$5,230,000.

And while Storer has yet to announce its second-quarter numbers, the company released a downwardly revised estimate of what 1982 holds for the company. Storer slashed the estimate of cable operating profit from \$29,000,000 back to \$16,500,000 (which would still be 70% ahead of the year earlier).

That earnings revision follows a 2% to 3% reduction in estimated cable revenues, attributed to "general economic conditions, increased subscriber disconnects... and unauthorized connects." Storer now estimates it will have 1,250,000 basic and 1,500,000 premium subscribers at year end, up 48% and 70%, respectively. Previous estimates were 1,290,000 and 1,650,000; the company now has 1,018,000 basic and 1,138,000 premium subs. □

Industry primed for financial questionnaire

Joint association committee hopes to annually provide data formerly compiled by FCC

The Broadcasting Industry Revenue Reporting Committee (BIRRC) kicks off a promotional campaign this week encouraging broadcasters to participate in its collection of revenue data.

BIRRC was formed last spring by the National Association of Broadcasters, National Radio Broadcasters Association, Radio Advertising Bureau and Broadcast Financial Management Association in an effort to collect from the networks and radio and TV stations annual revenue figures that were previously gathered by the FCC (BROADCASTING, July 5). Last March the FCC dropped its rule requiring broadcasters to annually report financial data.

The committee is concerned that not all stations will participate. Ron Irion, NAB representative on the committee, said some broadcasters appear reluctant to release financial information. The associations plan to spend the next month convincing reticent stations to participate.

The BIRRC is collecting the data by surveying stations through a small questionnaire to be mailed out by Sept. 1. A letter answering broadcasters' questions about confidentiality will accompany the survey. Irion said the questionnaire is not long; It

asks for less information than the FCC did. It includes questions on gross local time sales, gross national/regional time sales, network compensation, broadcast revenues other than time sales, total value of barter and trade-out transactions.

Data on 1980 and 1981 revenues will be collected from all radio and TV stations, as well as the three TV networks and the radio networks operated by ABC, CBS, NBC, MBS, RKO, Sheridan and the National Black Network. Irion said the committee wants both 1980 and 1981 figures so BIRRC comparisons between the two years will be valid.

BIRRC has selected Deloitte, Haskins & Sells, a New York accounting firm, to collect and analyze the data. The committee is making a concerted effort to maintain the "strictest confidentiality," Irion said. The accounting firm will destroy individual station information after it collects the data. BIRRC will never have access to individual station data, and market figures will be reported only where there are three or more respondents. All data, however, will be included in the national totals.

The \$60,000 cost of the survey is being shared equally by the participating associations. A Sept. 24 deadline has been set for return of the questionnaires. BIRRC expects to have a complete report by December. □

World news according to Garth

Public opinion expert begins study for ADL of three networks' coverage of conflict in Lebanon; also testing theories on reality vs. accuracy in television news; network heads express reservations, raise question of objectivity

Is it enough for television news to be accurate? Not necessarily, in the opinion of David Garth, public opinion expert and political consultant. In his view, news accounts may be accurate and still leave the public with the wrong idea about the events they describe. More than that, Garth believes, the influence of television news is so strong that an event unreported on TV doesn't exist, or ceases to exist, in the public mind—even if the event is a war. And TV news coverage is so dependent on the availability of "visuals," Garth thinks, that many events, including wars such as the one in Afghanistan, go unreported simply because TV cameras lack access to them, with the result that they drop out of the public consciousness or, at best, are overshadowed by lesser wars that TV does have access to, like the current conflict in Lebanon.

Those theories, or some of them, Garth said last week, are being tested by him on behalf of the Anti-Defamation League of B'nai B'rith. Specifically, he is studying the three TV networks' coverage, on their evening newscasts, of the conflict in Lebanon—not from the standpoint of accuracy and fairness so much as "from the point of view of the American Jewish community." The project began a couple of weeks ago. After studying the newscasts, he hopes to undertake a poll of viewers to find out what perceptions were left by the coverage. He also wants to look at such questions as the effect of government censorship—in this case Israeli censorship—on coverage and public perceptions.

"It's not a question of attacking television or defending television," Garth said, but of finding the effects that coverage conditions have on coverage, and then the effect of that coverage on viewers.

One of Garth's contentions is that repeated TV shots of, say, Yasir Arafat, the Palestine Liberation Organization leader, with a child in his arms instead of a pistol on his belt, may be accurate but fail to give a true picture of the PLO position. "Do they mean that Arafat has changed his basic personality?" he asked. When Israel turned over the Sinai to the Egyptians, Garth said, "it was an act of peace, and the correspondents said it was, but the cameras showed an act of violence by

Israeli soldiers, which is what the viewer was left with."

Garth said he would eventually like to expand his study to include ABC News's *Nightline*, which he called "a terribly important program" that has attempted to present leading figures on both sides of controversies—so much so, Garth said, that sometimes it was not only reporting news but making news. "That's very positive," he said, "but if you were conducting foreign affairs [for the countries involved], would you want all that out in public?"

Garth said his current study for the ADL, centering on network evening newscasts, would take "at least another month or two, assuming the war [in Lebanon] is over." If the findings seem "interesting and relevant," and likely to help the networks in their journalistic function, he thought it likely that the ADL would make them public.

Network officials, noting that Garth had long been interested in Israeli affairs and was a consultant to Prime Minister Menachem Begin in the latter's re-election campaign last year, said they were, as one put it, "not particularly surprised" that Garth had undertaken the study. They did not challenge his sincerity. "But people who have emotional and financial ties to a subject, as Garth does," one executive added, "tend to see the subject differently from people who don't have those ties." Another had more reservations: "It depends on what he does with the study. When he says something is accurate but that he's worried about the perception of it—that's troubling." □

WCCO-TV goes national with local newscast

Minneapolis will add Washington anchor to 5 and 10 p.m. coverage

WCCO-TV Minneapolis is beefing up its local news with a national twist. The Minneapolis station is adding a third anchor to its late newscast (at 10 p.m.) to present live reports five days a week from Washington ("Closed Circuit," July 26).

Washington bureau chief, Skip Loescher, will anchor the reports, joining Pat Miles and Dave Moore who will be in Minneapolis. (Miles is currently 5 and 6 p.m. anchor and Moore is 6 and 10 p.m. anchor). WCCO-TV appears to be the first station in the country to undertake such an endeavor.

Anchoring a major portion of its news broadcast from Washington has been under consideration for some time. News Director Reid Johnson noted that the sta-



Miles



Moore



Loescher

tion had been "stewing over" a number of ideas since January. After studying the economics, Johnson said, a pilot broadcast was aired in April. "We liked what we saw," Johnson said. The public was surveyed, the results were positive and in

July, WCCO-TV aired another pilot. They were again pleased and the idea became a reality.

Loescher will report on national and international events that have a Washington tie. Breaking events happening elsewhere in the country will be handled by the Minneapolis studio. Jim Gately, from WTCN-TV Minneapolis, will join Loescher in Washington as a reporter. Gately will prepare reports on events with a Minnesota-Wisconsin angle to be carried primarily during the 5 p.m. broadcast on Tuesday, Wednesday, and Thursday. Gately will also contribute to the 10 p.m. newscast, and Loescher will provide reports on a smaller scale for broadcast at 5 p.m.

Johnson said that WCCO-TV is not planning to have Loescher's reports repeat earlier newscasts. "Our intent is to update material, not to repeat network newscasts." Loescher's reports are expected to occupy 40% of the half-hour (10-10:30 p.m.) news hole.

Johnson estimated WCCO-TV will spend roughly \$250,000 a year to make the change. WCCO-TV shares its Washington facility with KING-TV Seattle and WBTV(TV) Charlotte, N.C. □

New UPI owners list company's priorities

Improvement and expansion of state, regional and local broadcast news coverage will be a top priority of UPI under the news service's new owners.

That was the word given by the owners in their first meeting with the UPI broadcast advisory board. "UPI will be ag-

gressive" in pushing those areas, Douglas Ruhe, one of the new owners and the managing director of UPI, told the dozen broadcasters on hand. "Our analysis," he said, "shows that these are the areas in which we can make most progress."

One step toward the goal was announced later—promotion of Bill Ferguson to vice president and executive broadcast editor (see "Fates and Fortunes," page 85).

The meeting, chaired by Ken Bagwell of Storer Broadcasting, chairman of the advisory board, also was told that in setting company-wide priorities, UPI intends to put strong emphasis on its services to broadcasters and enhance its services to cable; that the news service will announce shortly an expedited plan to move to satellite delivery of the news, at a saving of "millions of dollars" for UPI and its subscribers; that UPI is moving into research, both internally and industry-related, and that for the outside research it has hired several firms, including Yankelovich, Skelly & White, and that the new owners intend to be "aggressive and growth-oriented," without overlooking the basic job of gathering and reporting the news.

All four of the new owners, who took over in June (BROADCASTING, June 7, 14), were present for the meeting, held July 20 in New York. In addition to Ruhe, they are Len Small, UPI chairman; William E. Geissler, and Cordell J. Overgaard. □

Cable news no big deal to CBS News's Sauter

'Absolutely no negative impact' from new services, he tells California broadcasters; defends network response on Vietnam show

CBS-TV has no plans to enter the cable news business and its news division president believes "cable news does not represent any kind of threat" to commercial network news operations. CBS News President Van Gordon Sauter cast doubt on whether there is sufficient public demand to justify proliferation of 24-hour television news services. He spoke at a California Broadcasters Association meeting in Monterey, Calif.

"Cable news has had absolutely no negative impact on us at all," Sauter ventured. He predicted the services will "lose significant amounts of money for some time to come." Sauter feels that independent and affiliate stations represent the greatest single source of competition for over-the-air network news.

At this point, Sauter said, the often-discussed proposal for expansion of network evening news doesn't stand "a ghost of a chance" at CBS.

Commenting on his July 15 statement in which he admitted CBS News had made some mistakes in producing its *Vietnam Deception* documentary (BROADCASTING, July 19), Sauter said the network has "not lost [its] appetite for the controversial sto-

ries." "A higher level of candor" is expected from broadcast journalists than ever before, he continued, contending they "can no longer stonewall all those with whom they disagree." □

Question of audience tampering raised by WNBC-TV broadcast

NBC last week admitted that questions had been suggested for audience use during a March 1981 taping of its WNBC-TV New York's local series, *The Prime of Your Life*.

NBC maintained that a thorough review of the incident had been conducted and that there was "no deception."

The issue first surfaced publicly last week in a *New York* magazine column item headlined "The Prime of Your Life: A Cover-Up?" According to information from an unnamed source, *New York* reported that "WNBC-TV covered up some audience tampering . . ."

The item said that Bernard Meltzer, WOR(AM) New York commentator, had been invited to tape four segments for the weekly series targeted to senior citizens. "Although Meltzer seemed to be responding to spontaneous questions from the elderly studio audience," the article continued, "'suggestions' had been handed out in advance," said the source.

The article said that Meltzer had explained that he "reluctantly decided to

prompt the crowd because he wanted to discuss sophisticated topics and WNBC 'didn't tell me it would be [an elderly] audience.'"

In response to the article, NBC claimed that *Prime* producer Lucia Suarez had told Meltzer it was the show's policy not to have questions prepared in advance but Meltzer still wanted to use them, claiming it would make a better show.

NBC said a compromise was reached wherein his suggestions were given to the audience, but the audience was not obliged to use them.

NBC said it later reviewed the decision and determined no action was necessary because it was "clearly indicated" to the studio audience that "they were free to ask anything they wanted," and that viewers would have had the same impression.

It added that only about half of the questions asked by the audience seemed to cover ground similar to the suggestions.

Particularly disturbing to NBC, however, was the reference in the article to competitor WABC-TV New York's admission last year that staff-written material had been passed off as viewer inquiries on the station's *Eyewitness News*, *Good Morning New York* and *Airmail Special*.

That had led to the resignation or termination of five WABC-TV employees and "letters of admonition" to 10 others.

NBC believes the *Prime* taping does not compare with the WABC-TV incident.

An FCC official said the commission was aware of the *New York* article and was checking informally on the allegations. □

NewsBeat

Press monies. White House, which is usually worried about deficits, finds itself with surplus on its hands, and doesn't know what to do with it. Surplus is \$165,000 and results from overcharging news organizations for participation of their representatives in presidential trips during last two years of Carter administration. John Rogers, White House director of administration, said there "is no evidence of wrongdoing," and deputy press secretary Larry Speakes said it does not appear there was intentional effort to overcharge. Money accumulated during 50 presidential trips, with much of overcharge apparently resulting from overestimating costs of foreign trips, which are said to be more difficult to forecast. Rogers said White House would like to refund money, but that effort might be so difficult as to be impractical. However, White House has begun talks with White House Correspondents Association on possible refunds. Existence of surplus was discovered after accountant in Rogers office audited transportation office, and discovered money in checking account in Washington bank. □

Voice move. Voice of America has moved its operations in New York City to new quarters in Jacob Javits Building, 26 Federal Plaza, in lower Manhattan. New center will include two modern studios that VOA says will permit more efficient production of VOA programs. VOA's New York offices, now at 250 West 57th Street, are staffed by 23 people. VOA also announced that broadcasts in two additional languages—Pushtu, for Afghanistan, and Azerbaijani, to Soviet Union, Iran and Turkey, were to begin on July 4. New foreign languages bring to 41—in addition to its English language broadcasts—number that Voice transmits worldwide for total of 947 hours per week. □

News exchange. Cooperatives for local TV stations continue to gain momentum. Group W's Newsfeed, two different half-hour satellite transmissions each weekday, has picked up six Corinthian Broadcasting stations and, in first international expansion, four stations of Australia's Ten Network. That brings station membership to 39. On other front, Telepictures' NIWS service now claims about 125 subscribers in U.S. and abroad for weekly tape and support materials shipped to stations. NIWS also will be available by satellite in August.

Up-front buying bodes well for network TV

Commitments of \$1.8-\$1.9 billion in hand; network officials say 20% increase over last year reflects advertiser confidence in network TV as a medium

The up-front network television buying season, which is scheduled to end this week, is expected to close with commitments of about \$1.8 billion to \$1.9 billion, a hefty 20% over last year's marketplace.

Network officials attribute the vigorous jump in sales to advertisers' confidence in network television as a medium and to the growing perception that the general economy is improving and has expectations of gaining added strength in the months ahead.

"We kept hearing all that talk of how the new electronic media were going to cut into television sales," commented Robert Blackmore, vice president, sales, NBC-TV. "It just hasn't happened and I think it is a tribute to the power of network television as a sales tool."

H. Weller (Jake) Keever, vice president, network TV sales, ABC-TV, believes that the strengthening economy, fortified by the tax cuts and higher Social Security payments, is a factor in stronger buying by advertisers.

"Television is particularly strong in ad-

vertising consumer goods," Keever pointed out. "If clients have these types of goods to sell, they will turn to television."

Keever weighed in with another consideration. He said some advertisers during 1981-82 waited for the scatter-buy season and found they had to pay 14% more in prices during the first, second and third quarters than they would have paid had they made 52-week up-front purchases. "Some clients decided to buy now," Keever said.

Paul Isaacsson, vice president, sales, CBS-TV, said the surprise of the up-front market was that network television not only continued to be as strong as last year but turned out to be even stronger. This indicates, Isaacsson added, that network television will remain as a potent advertising vehicle for many years to come.

Isaacsson said it was "only coincidental" and not a result of the bullish up-front market that CBS-TV has decided to add seven 30-second commercial positions in prime time effective Aug. 1. Earlier, the network had notified its affiliates it would expand the commercial inventory on Sept. 15, six weeks later than Aug. 1, and would create an additional spot for affiliates. (Both ABC-TV and NBC-TV also have notified affiliates they would make similar moves, effective at ABC-TV in mid-Sep-

tember and at NBC-TV on Sept. 1. ABC-TV said last week it is sticking to its date, but NBC-TV reported it would add a few commercial positions some time in August and the remainder in September.)

The advertising categories that were mentioned as strong contributors to the up-front bonanza include electronic video games, motion picture companies, soft drinks, automotive, coffees and beers.

The television networks all were hurt last year when the guarantees they offered for the up-front season did not match the household and/or demographic goals they had stipulated. Come last January the networks had to give "make-goods" amounting to many millions of dollars.

ABC-TV and NBC-TV are continuing to offer guarantees for total households and demographics but this year CBS-TV is eliminating the demographic guarantee. Both Keever of ABC-TV and Blackmore of NBC-TV said that in offering the demographic cushion, they were able to negotiate a higher price that will offset any make-goods they may have to make. Isaacsson said that CBS-TV believes "there is more stability in the household numbers and this should be the yardstick."

The end of the up-front season does not mean that the feverish sales pace at the networks has come to a climax. Network TV sales officials said they are in the midst of selling for daytime and for the scatter market. They all voiced optimism that daytime and scatter would emulate up-front by achieving robust sales.

Rick Busciglio, senior vice president and director of broadcast for McCann-Erickson, said the cost to advertisers for up-front buying has climbed from a low of 13% to a high of 20%, depending on how high or low the clients bought last year. He estimates the up-front activity will come to a halt this week.

Busciglio said last week he believes about 30% of the networks' inventory was unsold but activity was stepping up. He said networks were re-evaluating their remaining programs in terms of pricing, with some price tags to be raised and some reduced in the next go-round. He cited *Love Boat* and *Dallas* as series whose prices are likely to drop from those in the initial up-front buying.

As with prices, cost-per-thousand is climbing, depending on the quarter for which the purchase is made, according to Busciglio. The C-P-M increase can reach as high as 20% in the second and third quarters when ratings are lower or 12%-13% in the first and fourth. He noted that clients' marketing requirements may dictate they advertise in the second and third quarters, despite higher C-P-M's. □



Bulk buy. At the peak of up-front activity last week, American Home Products Corp., New York, and NBC-TV said AHP has agreed to buy \$250 million in advertising time on NBC-TV over the next three years, starting in the fall. The announcement said the network and American Home "believed it to be the biggest single sponsor commitment in the history of television." It covers buying on programming for all dayparts. The order was placed through John F. Murray Advertising, in-house agency for American Home Products. AHP and NBC-TV have had similar long-term relationships for the past four years. The latest two-year agreement expires at the end of the summer. These agreements are said to benefit the advertiser by providing some protection against rate increases while supplying a network with a substantial share of the network TV budget of a major TV advertiser. American Home spent more than \$130 million in network television last year. Robert Blackmore, vice president, sales, NBC-TV; John Conti, president, John F. Murray Advertising and Art Burke, account executive, NBC-TV Network Sales, are pictured above at signing.

Ad agencies' profits down, says Four A's

Association cites high rent as having noticeable effect on agencies in New York

The American Association of Advertising Agencies reported last week that member agencies' net profit after taxes averaged 3.55% of gross income in 1981, down from 3.95% in 1980. As a percentage of billing, net profit averaged 0.83% in 1981, down

from 0.92% in 1980.

The association's figures showed that overhead, mainly rent, has increased substantially and is at a record high of 8.3% of gross income, up from 7.95% in 1980. The rent item showed the highest percentage expense increase at agencies last year.

"And it's having some effect here in New York that is noticeable," said Harry Paster, executive vice president of the Four A's. "It's not a trend, but I know of a number of agencies that have moved away from the more fashionable midtown, East Side offices. Geer, DuBois is at Fifth Avenue and 17th Street; Schoenfeld

Straus on Park Avenue South; Edwin Bird Singer on lower Madison Avenue; Creamer on Broadway, and Muir & Co. and S. R. Loen, who have moved out of the city to the suburbs at Chappaqua, N.Y., and Great Neck, N.Y., respectively. As current leases expire, look for others to move out of chic neighborhoods."

The report also noted that taxes other than U.S. income tax increased from 4.3% in 1980 to 4.4% in 1981, an all-time high in the 53 years of the study. Such taxes are the third highest item of expenses at many agencies, outside payroll and rent, the association said. □

For the Record

As compiled by BROADCASTING, July 19 through July 23, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height 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

■ Elkader, Iowa—Clayton County Broadcasting Co. seeks 1400 khz, 1 kw-D, 250 kw-N. Address: 161 Copper Kettle Lane, East Dubuque, Ill. 61025. Principals: Lloyd O. Berg and BonnieJo A. Berg (50%), who also are applicants for new FM at Garnavillo, Iowa. Lloyd Berg is chief engineer at WDBQ(AM)-KIWI(FM) Dubuque, Iowa. Filed July 7.

■ Vernon Hills, Ill.—Frank Edward Kavenik seeks 1030 khz, 5 kw-D. Address: Box 187, Vernon Hills Ill. 60061. Principal: Applicant has no other broadcast interests. Filed July 12.

■ *Leicester, Mass.—Worcester County Christian Communications Inc. seeks 760 khz, 5 kw-D. Address: 99 Reservoir Street, Holden, Mass. 01520. Estimated construction costs: \$136,600. First-quarter operating cost: \$10,000. Principals: Noncommercial corp.: George Walker, president. WCCC also is applicant for new FM at Worcester, Mass. (see below). Filed July 14.

FM applications

■ Palm Desert, Calif.—Milyana Broadcasters seeks 96.7 mhz, 832 w, HAAT: 571 ft. Address: 75 Palma Drive, Rancho Mirage, Calif. Principals: Anne K. Wallace (55%), Mildred Irwin (25%), Steven M. Solano and William F. Wallace (10% each). Wallaces are former owners of KAAP-AM-FM Santa Paula, Calif. Irwin is secretary with Pompton Plains, N.J., law firm. Solano is former announcer/music director at KAAP-AM-FM. Filed July 15.

■ *La Grange, Ga.—Oakside Christian School seeks

90.9 mhz, 3.35 kw, HAAT: 300 ft. Address: 1921 Hamilton Road, La Grange 30241. Estimated construction costs: \$54,454; first-quarter operating cost: \$8,520. Principal: Division of Oakside Baptist Church Inc. Roy Tyrone Smallwood is board president. Filed July 7.

■ *Worcester, Mass.—Worcester County Christian Communications seeks 91.9 mhz, 7 kw, HAAT: 517 ft. Address: 99 Reservoir Road, Holden, Mass. 01520. Estimated construction costs: \$63,400. First-year operating cost: \$10,000. Principal: Noncommercial corporation: George Walker, president. WCCC is also applicant for new noncommercial AM at Leicester, Mass. (see above). Filed July 14.

■ Durant, Okla.—B&D Co. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 81, Cleveland, Okla. 74020. Principals: Virgil Brown, Ernie Davidson (45% each) and Thomas Davidson (10%), who have no other broadcast interests. Filed July 16.

■ Clearwater, S.C.—Wafar Communications Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 126 Pinewood Road, North Augusta, S.C. 29841. Principal: Wayne P. Farmer (100%), who has no other broadcast interests. Filed June 24.

■ Minor Hill, Tenn.—Minor Hill Broadcasting seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 220, Loretto, Tenn. 38469. Principal: Martha J. Beckman (100%), who has no other broadcast interests. Filed July 1.

■ Bay City, Tex.—Margaret Kay Sandlin seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: Box 667, Friendswood, Tex. 77546. Principal: Applicant is engineer at KPRC-TV, Houston, and has no other broadcast interests. Filed June 24.

■ Denton, Tex.—Denton FM Radio Ltd. seeks 99.1 mhz, 100 kw, HAAT: 989 ft. Address: 1015 Hopkins Drive, Denton 76201. Principals: New Century Broadcasting Inc. (100% general partner) and six limited partners. NCB is principally owned by William A. Mercer and Fred O. Graham, who have no other broadcast interests. Filed June 30.

■ Midland, Tex.—Responsive Chord Communications Ltd. seeks 106.7 mhz, 100 kw, HAAT: 613 ft. Address: 3600 Baumann, Midland 79703. Principals: David G. Whiles (35.7%); Lloyd Henderson (27%); Cynthia E. Darwin (13.6%); Stephen L. Wood and John W. Harrell (9.1% each); Tommy E. Hawkins (4.1%) and B. L. Jennings (1.4%), who have no other broadcast interests. Filed June 24.

■ Christiansted, V.I.—The B&B Partnership seeks 100.3 mhz, 50 kw, HAAT: 990 ft. Address: Box 8026, Greenville, N.C. 27834. Principals: Lawrence Behr and William M. Barnard (50% each). Behr is part owner of WGHB(AM)-WRQR(FM) Farmville, N.C., and also principal in applicants for new TV's at Ayden, N.C. (BROADCASTING, May 3) and Kerrville, Tex. (BROADCASTING, May 3). Barnard is Washington communications attorney and principal in The Television Corporation Stations, group owner of three TV's. Filed June 24.

■ Pasco, Wash.—Herbert E. Cartmell seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 4315 Desert Pl., Pasco, Wash. 99301. Principal: Herbert E. Cartmell (100%), who has no other broadcast interests. Filed June 23.

■ Pasco, Wash.—Riverview Radio seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 4315 Desert Pl., Pasco, Wash. 99301. Principals: Southwest Women's Broadcasting Inc. (50%), Lowell C. Barber, Shannon F. Barber (20% each) and D. Keith Barber (10%). Southwest

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Women's Broadcasting also is applicant for new FM at Rancho, N.M. Filed June 24.

TV applications

■ Fresno, Calif.—Fresno Family TV Ltd. seeks ch. 59: ERP: 2.671 kw vis., 400 kw aur., HAAT: 2,061 ft.; ant. height above ground: 242 ft. Address: 440 East 13th Street, Hialeah, Fla. 33010. Legal counsel: McCampbell-Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Yolanda Eden Sr. (95%) and Jose Alberto Rodriguez (5%). Eden is principal in applicant for new TV at Hollywood, Fla., and in addition is limited partner in applicants for new TV's at Glendale, Ariz., and Kenosha, Wis. Filed June 30.

■ Boise, Idaho—Sterling Associates Ltd. seeks ch. 14: ERP: 2,512 kw vis., 251.2 kw aur.; HAAT: 2,688 ft.; ant. height above ground: 192 ft. Address: Route 6, 14 Sharrondale, Ringgold, Ga. 30736. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: James E. Price and A.G. Thiessen (50% each), who also are applicants for TV's at Madison, Wis. (BROADCASTING, April 5) and Rochester, Minn. (BROADCASTING, Oct. 26, 1981). Thiessen also is applicant for new FM at Hilton Head Island, S.C. (BROADCASTING, Dec. 21, 1981). Price also is applicant for new FM at Poplar Bluff, Mo. (BROADCASTING, March 29) and new TV at Lynchburg, Va. (BROADCASTING, May 24). Recently they both filed for new TV at Waterloo, Iowa (BROADCASTING, July 5) and Anacortes, Wash. (BROADCASTING, July 26). Filed July 14.

■ KCIR(FM)[CP] Twin Falls, Idaho (90.7 mhz, 18 kw, HAAT: 3,276 ft.)—Seeks assignment of license from Christian Radio of Magic Valley Inc. to Faith Communications Corp. Seller is noncommercial corporation. Gerald R. Reinke is president. Christian Radio of Magic Valley was recently granted its CP (BROADCASTING, May 24). Buyer: Jack French is president of nonstock corporation which also owns KANN(AM) Ogden, Utah, and KILA(FM) Henderson, Nev. Filed July 12.

■ Bartlesville, Okla.—Lea County TV Inc. seeks ch. 17: ERP: 665 kw vis., 66.5 kw aur., HAAT: 179 ft.; ant. height above ground: 296 ft. Address: 801 West Broadway, Hobbs, N.M. 88240. Consultant: Edward M. Johnson & Associates, Knoxville, Tenn. Principals: William H. Graham, Eddie M. Robinson, Dorothy Runnels and Anthony Wofford (25% each), who also are applicants for full-service TV's at Hobbs, Gallup, Carlsbad and Las Cruces, all New Mexico; Abilene and Odessa, both Texas (BROADCASTING, all July 26). Filed July 12.

■ State College, Pa.—Lion Country Television seeks ch. 29: ERP: 97.2 kw vis., 9.7 kw aur.; HAAT: 749 ft.; ant. height above ground: 292 ft. Address: 404 Geraldstreet, State College 16801. Principals: Erik K. Albert and John L. Meacham (50% each), who also are low power TV applicants for Bellefonte and State College, Pa. Filed July 14.

■ Humacao, P.R.—Samuel Lugo Perez seeks ch. 68: ERP: 528 w vis., 48 w aur.; ant. height above ground: 52 ft. Address: Calle 15 B-40 Urb. Villa Humaco. Estimated construction cost: \$67,000; first-quarter lease cost: \$7,185; first-quarter revenue: \$17,000. Principal: Perez is Humaco accountant and has no other broadcast interests. Filed July 15.

■ Kenosha, Wis.—Family Television 55 Ltd. seeks ch. 55: ERP: 5,000 kw vis., 500 kw aur.; HAAT: 489 ft.; ant. height above ground: 418 ft. Address: 440 East 13th Street, Hialeah, Fla. 33010. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Adib Eden Sr. (80%) and Yolanda Eden Jr. (20%). Adib Eden Sr. is applicant for new TV at Hollywood, Fla., and limited partner is applicant for new FM at Glendale, Ariz. Filed July 14.

AM action

■ Winamac, Ind.—Special Deliverys Inc. granted 1280 khz, 5 kw-D. Address: 200 West Main, Winamac 46996. Principals: Freda Haley, Larry Burges, Alice Ulm, William Gulas and Betty Gulas (20% each), who also are applicants for new FM at Winamac (BROADCASTING, June 14). (BP-820319A1). Action June 29.

FM action

■ Frankfurt, N.Y.—WTMK Broadcasting Corp.

granted 105.5 mhz, 3 kw, HAAT: 410 ft. Address: P.O. Box 123-818 Talson Park Drive, Herkimer, N.Y. 13350. Estimated construction costs: \$47,500, first-quarter operating cost: \$29,000; first-year revenue: \$170,000. Principals: Teresa M. Walters (85%), Franklin Upthegrove (10%) and Gerhard Musch (5%). Walters is supervisor at Ilion, N.Y., nursing home. Upthegrove is Utica, N.Y. Minister. Musch owns and operates North Utica hotel and restaurant. (BPH-810819BV). Action July 13.

TV actions

■ East St. Louis, Ill.—Fernando A. Herrea dismissed application for ch. 46: ERP: 5000 kw vis., 500 kw aur., HAAT: 1,070 ft.; ant. height above ground: 1,069 ft. Address: 8194 Weathersfield, Germantown, Tenn. 31838. (BPCT-820127KM). Action June 21.

■ Bay City, Mich.—Vistacom Inc. granted ch. 61: ERP: 1,004 kw vis., HAAT: 963 ft.; ant. height above ground: 996 ft. Address: 201 Phoenix Building, Bay City, Mich. 48706. Estimated construction cost: \$2,140,000; first-quarter operating cost: \$332,500; first-year revenue \$1,465,000. Legal counsel: Fly, Shuebruk, Gaquine, Boros, Schulkind & Braun. Principals: Bruce C. Mayer (60%) and Dexter B. Merry (40%). Merry is vice president and general manager of WQTV(TV) Boston and 50% owner of KOOO(AM)-KESY(FM) Omaha, Neb. Merry is chief engineer at WQTV. (BPCT-811224KH). Action July 16.

■ Greenwood, S.C.—Metro Communications South Inc. Granted ch. 48: ERP: 2,761 kw vis., 1 kw aur., HAAT: 1,616 ft.; ant. height above ground: 1,570 ft. Address: 303 South Adair Street, Clinton, S.C. 29325. Estimated construction cost: \$896,300; first-quarter operating cost: \$188,000; first-quarter revenue: \$167,400. Legal counsel: Powel, Goldstein, Frazer & Murphy, Washington. Principals: Closely held group of 13 stockholders: Pete J. Stahakis is president and 4.5% owner. He is Anderson, S.C. real estate agent. Along with brother, James Stathakis, he owns of WCCP(AM) Clemson, S.C. Other principals are South Carolina businessmen and none have other broadcast interests. (BPCT-820217KE). Action July 6.

Ownership changes

Applications

■ WQSI(FM) Union Springs, Ala. (100.9 mhz, 3 kw, HAAT: 265 ft.)—Seeks assignment of license from Better Broadcasting Inc. to RCS Broadcasting Inc. for \$125,000. Seller is owned by B.L. Williamson, who also owns WLOV(AM) Washington and WBLW(AM) Royston, both Georgia, and 51% of WMRL(AM) Portland, Tenn. Buyer: Calvin Simmons (100%), who is contractor and has no other broadcast interests.

■ WCCD(AM) Athens, Ga. (1470 khz, 1 kw-D)—Seeks assignment of license from B&W Georgia Broadcasting Co. to Classic Communications Ltd. for \$340,000 (BROADCASTING, July 26). Seller: William O. Woodall and Frank Bird Jr. (50% each). Woodall owns WGAF(AM) Valdosta, and 25% of WGRA(AM) Cairo, both Georgia, and 33.33% of WSMY(AM)-WPTM(FM) Roanoke Rapids, N.C. Buyer is principally owned by Larry E. Blount, who is law school professor at University of Georgia, Athens, and has no other broadcast interests.

■ WSGC(AM)-WRRK(FM) Elberton, Ga. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Elberton Broadcasting Inc. to Radio Elberton Inc. for \$505,000 (BROADCASTING, July 26). Seller: Lewis Shurbutt (100%), who has no other broadcast interests. Buyer: Nathan Hirsch and Dell Pressey (50% each), who own WWNS(AM)-WMCD(FM) Statesboro, Ga., which they bought in 1980 for \$790,000 (BROADCASTING, May 7, 1980). Filed July 12.

■ WSLG(AM) Gonzales, La. (1090 khz, 10 kw-D)—Seeks assignment of license from Ascension Parish Broadcast Co. to The Gonzales Weekly Inc. for \$700,000 (BROADCASTING, July 26). Seller: Carl Sauceman and R.E. Hook (50% each). Hook owns WAQT(FM) Carrollton, Ala.; 65% of WMAG(AM)-WQST(FM) Forest, Miss.; 55% of WRUS(AM)-WAKQ(FM) Russellville, Ky.; and 55% of WRAG(AM) Carrollton, Ala. Buyer: Crawford A. Bishop and wife, Arlene E. Bishop (50% each). Crawford Bishop is Gonzales bank president and with wife owner

of *The Gonzales Weekly*. Filed July 15.

■ WMAX(AM) Grand Rapids, Mich. (1480 khz, 5 kw-D)—Seeks assignment of license from Great Lakes Broadcasting Corp. to WMAX Inc. for \$300,000 (BROADCASTING, June 14). Seller is principally owned by James F. Gaskin, president, and Daniel F. Follis, who have no other broadcast interest. Buyer: J.R. McClure Jr. and father, J.R. McClure (50% each). Elder McClure owns KHYM(AM) Gilmer and KKKK(AM) Odessa, both Texas, and KLXL(FM) Dubuque, Iowa. Younger McClure is station manager at KHYM. Filed July 7.

■ WOLF(AM) Syracuse, N.Y. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Listeners Network to AGK Communications Inc. for \$427,741 (BROADCASTING, July 26). Seller is owned by Brent W. Lambert and Eric W. Johnson, who are Boston ophthalmologists and own KIOQ-FM Bishop, Calif.; WIKE(AM) Newport and WSTJ(AM) St. Johnsbury, both Vermont, and one-third each of KEVA(AM) Evanston, Wyo. Buyer: Allan Gerry (47%), George Kimble and brother, Russell (15% each) and Craig Fox (23%), who also own WAQX(FM) Manlius, N.Y., and hold CP for new TV at Scranton, Pa. Kimbles also own WCGR(AM)-WFLC(FM) Canandaigua and are principal owners of WDNV(AM) Danville, N.Y. Filed June 29.

■ WMAP(AM) Monroe, N.C. (1060 khz, 1 kw-D)—Seeks transfer of control of Union Broadcasting Corp. from Frank A. Funderburk (66% before; none after) to M. Howard Baucom (34% before; 100% after). Consideration: \$300,000 (BROADCASTING, July 26). Principals: Transferor is selling majority stock to remaining stockholder. Filed July 14.

■ *KSLL(FM)[CP] Richardson, Tex. (88.1 mhz, 10 w)—Seeks assignment of license from St. Luke's Educational Foundation to Southern Methodist University Student's Publishing Co. for \$4,779,61. Seller has no other broadcast interests. Buyer: Noncommercial corporation. Paul G. Hudson is president. Filed July 13.

■ KMAC(AM) San Antonio, Tex. (630 khz, 5 kw-U)—Seeks assignment of license from KISS Broadcasting Inc. to Salem Media of Texas Inc. for \$1 million (BROADCASTING, July 26). Seller is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group owner of four AM's, five FM's and one TV principally owned by James F. Goodman and brother, Ray H. Goodman, and estate of A.J. Fletcher. Its most recent acquisition was WDRV(AM)-WLTV(FM) Statesville, N.C. for \$1.75 million (BROADCASTING, June 28). Capitol Broadcasting bought KMAC(AM) along with co-located FM in 1980 for \$4.65 million (BROADCASTING, Nov. 10, 1980). Buyer: Stuart W. Epperson and Edward G. Astinger III (50% each), who own KUKA(AM)-KMFM(FM) San Antonio; WEZE(AM) Boston; WNYM(AM) New York and WRFD(AM) Worthington, Ohio. Last year they bought KUKA for \$850,000. Epperson also owns KAKC(AM)-KCFD(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger in addition owns KAAR(FM) Oxnard, KTED(FM) Fowler, 25% of KGBA(FM) Holtville and 20% of KGTF(FM) Carpinteria, all California. Filed July 6.

■ KTB(AM) Tyler, Tex. (600 khz, 1 kw-U)—Seeks assignment of license from Smith County Broadcasters to Broadcasters Unlimited Inc. for \$857,164 (BROADCASTING, July 26). Seller: Marshall Formby Inc. and Clint Formby Inc. (30% each) and Tunnell-Formby Inc. (40%). Marshall Formby owns Marshall Formby Inc., and his nephew Clint Formby owns Clint Formby Inc. Tunnell-Formby Inc. is owned by Graddy Tunnel and Don Chaney (50% each). Formbys also own KPLE(FM) Temple, and KPAN(FM) Hereford, both Texas. Buyer: Don R. Chaney, president (30%), B.W. Wallis, Aubrey Irby, Wilton Fair, Wade Ridley and Isadore Roosth (15% each). Except Chaney, each owns 20% of KBUS(AM) Mexia and KMOO(AM) Mineola, both Texas. Chaney owns 20% of KTB. Filed July 14.

■ WVNR(AM) Poultney, Vt. (1340 khz, 250 w)—Seeks transfer of control of Vermont-New York Broadcasting Corp. from Richard Ramson, Norval Ramson and Donald A. Prescott to John A. Colagrande and Burton K. Barlow. Consideration: \$130,000. Principals: Sellers each own one-third of stock and seek 100% transfer. Buyers are John A. Colagrande and Burton K. Barlow (50% each). Colagrande is former 50% owner of WIPS(AM) Ticonderoga and former 11.1% owner of WWOM(FM) Albany, both New York. Filed July 14.

■ WTTN-AM-FM Watertown, Wis. (AM: 1580 khz, 1 kw-D; FM: 94.1 mhz, 20 kw, HAAT: 285 ft.)—Seeks assignment of license from Watertown Radio Inc. to Select Communications Inc. for \$650,000 (BROADCASTING, July 26). Seller: Carl V. Kolata and wife,

Marcella Kolata (50% each), who have no other broadcast interests. Buyer: Arthur W. Gaulke Jr. (60%) and John T.H. Timm (40%). Timm is station manager of WEZW(FM) Wauwatosa, Wis. Gaulke is Sussex, Wis., management consultant. Filed July 12.

Actions

■ WGVV(AM) Greenville, Ala. (1380 khz, 1 kw-D)—Granted assignment of license from Greenville Broadcasting Corp. to Butler Broadcasters for \$150,000. Seller: E.V. Stabler, president and 21.33% owner, and others, none of whom have other broadcast interests. Buyer is owned equally by Millard V. Oakley, Terry Golden and Robert Gallaher. (BAL-820528FA). Action July 16.

■ KGJM(AM) Globe, Ariz. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from James Mace to Heslep Broadcasting Inc. for \$65,000. Seller has no other broadcast interests. Buyer: Charles D. Heslep and wife, Alma J. Heslep (50% each), who have no other broadcast interests. (BAL-820423HW). Action July 16.

■ KHYT(AM) South Tucson, Ariz. (1330 khz, 500 w-D, 5 kw-N)—Granted transfer of control of Golden State Broadcasting Corp. from estate of Robert H. Scholz and others (100% before; none after) to Frank Cihak and Allen B. Witz (none before; 100% after). Consideration: Assumption of \$210,681 debt. Principals: Sellers have no other broadcast interests. Buyer Cihak is banker and Witz is attorney, both Chicago, and neither have other broadcast interests (BTC-820503GV). Action July 16.

■ KRKY(FM) Castle Rock, Colo. (92.1 mhz, 3 kw, ant. 299 ft.)—Granted transfer of control of Douglas County Broadcasting Services Inc. from Richard E. Wood to Richard L. Vandenberg. Consideration: \$36,392.25. Principals: Seller is bowing out due to financial difficulties. Wood, along with Vandenberg, bought KRKY (formerly KMJD) two years ago for \$250,000 (BROADCASTING, April 7, 1980). Vandenberg will assume positive control by purchase of Wood's stock (BTCH-820427HD). Action July 13.

■ KZZJ(AM) [formerly KFML] Denver (1390 khz, 5 kw-D)—Granted assignment of license from Radio Denver Corp. to Golden Bear Communications Inc. for \$760,000. Seller: Bruce L. Lien (100%) who has no other broadcast interests. Buyer: Dennis D. Workman (100%), who is Ventura, Calif., engineer and has no other broadcast interests (BAPL-811209EA). Action July 7.

■ KARR(AM) Great Falls, Mont. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Christian Enterprises Inc. to Taylor Broadcasting for \$350,000. Seller: Nonstock, nonprofit corporation of four AM's and three FM's headed by Harold Erickson, president. Buyer: James E. Taylor and family. Taylor owns KIMM(AM)-KGGG(FM) Rapid City, S.D. (BAL-820527EU). Action July 13.

■ WMYN(AM) Mayodan, N.C. (1420 khz, 500 w-D)—Granted transfer of control of Mayo Broadcasting Corp. from shareholders (100% before; none after) to Ritz Inc. (none before; 100% after). Consideration: \$103,000. Principals: J. Banner Shelton is president and 17.65% owner of selling group of six stockholders, none of whom have other broadcast interests. Buyer is owned by Richard D. Hall Jr. (100%), who is Greensboro, N.C., attorney and real estate investor and has no other broadcast interests (BTC-820601FM). Action July 16.

■ WOYL(AM)-WRJS(FM) Oil City, Pa. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 98.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Oil City Broadcasting Inc. to Fidelity Communications Inc. for \$470,000. Seller: Robert J. Shupala and wife, Jeanne M. Shupala (50% each). Robert Shupala also owns 30% of WWCB(AM) Corry, Pa. Buyer: Group of 12 stockholders headed by Samuel Shapiro, president and 10% owner. He is former consultant to WPGC-AM-FM Washington, D.C. None have other broadcast interests (BALH-820526EJ.EK). Action July 16.

Facilities changes

AM applications

Tendered

■ KLT1 (1560 khz) Macon, Mo.—Seeks CP to in-

crease power to 1 kw. Ann. July 20.

■ WSKE (1050 khz) Everett, Pa.—Seeks CP to change frequency to 1040 khz; increase power to 10 kw/2.5 (CH) and change to non-DA. Ann. July 23.

Accepted

■ WKAT (1360 khz) Miami Beach, Fla.—Seeks modification of CP (BP-791217AS as mod.) to change TL and increase height of tower to 403 ft. Ann. July 20.

■ WLAC (1510 khz) Nashville, Tenn.—Granted CP to make changes in ant. sys. Ann. July 20.

FM applications

Accepted

■ KEWB (94.3 mhz) Anderson, Calif.—Seeks modification of CP (BPH-11, 115, as mod.) to make changes in ant. sys.; change TL; change type ant.; increase HAAT to 300 ft. and change TPO. Ann. July 23.

■ WXCW (95.3 mhz) Homosassa Springs, Fla.—Seeks modification of CP (BPH-800129AG) to decrease HAAT to 259 ft. Ann. July 20.

■ WLAK (93.9 mhz) Chicago.—Seeks CP to decrease ERP to 4 kw; increase HAAT to 1,581 ft., and change TPO. Ann. July 20.

■ WISM-FM (98.1 mhz) Madison, Wis.—Seeks CP to change TL; increase ERP to 23.44 kw; increase HAAT to 736 ft., and change TPO. Ann. July 20.

Tendered

■ KXVR (99.5 mhz) Mountain Pass, Calif.—Seeks CP to change ERP to 10 kw. Ann. July 22.

■ KSMB (94.5 mhz) Lafayette, La.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,077 ft., and make changes in ant. sys. Ann. July 22.

■ KYNG-FM (105.5 mhz) Coos Bay, Ore.—Seeks CP to change TL; change ERP to 740 w; change HAAT to 545.7 ft., and make changes in ant. sys. Ann. July 22.

TV applications

Accepted

■ KFTV (ch. 21) Hanford, Calif.—Seeks CP to change ERP to 2820 kw vis., 282 kw aur; change HAAT to 1,830 ft. and change directional transmitting antenna. Ann. July 22.

■ *KHET (ch. 11) Honolulu—Seeks CP to change ERP to 175 kw vis., 38 kw aur; change TL; and make changes in ant sys. Ann. July 20.

AM actions

■ KTIM (1510 khz) San Rafael, Calif.—Granted CP to change TL. Action July 14.

■ WBAA (920 khz) West Lafayette, Ind.—Granted CP to change monitoring directions for N directional antenna only. Action July 14.

■ KVDB (1090 khz) Sioux Center, Iowa—Granted modification of CP (BP-810210AJ) to change ant. sys.; increase height of No. 2 (SE) tower from 206 ft. AGL to 290 AGL for an increase in HAAT; pattern RMS to be limited to present value. Action July 14.

■ KJIN (1490 khz) Houma, La.—Granted CP to change TL. Action July 13.

■ WRNJ (1000 khz) Hackettstown, N.J.—Granted CP to increase D power to 2.5 kw and make changes in ant. sys. Action July 13.

■ KALO (990 khz) Beaumont, Tex.—Granted CP to change TL. Action July 14.

FM action

■ WESS (90.3 mhz) E. Stroudsburg, Pa.—Granted modification of CP (BPED-791226CQ) to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change HAAT to 164 ft.; and change TPO. Action July 14.

TV actions

■ *WSFP-TV (ch. 30) Fort Myers, Fla.—Granted MP (BPET-604, as mod.) to change ERP to 1,321 kw vis., 158.5 kw aur., and change TL. Action July 6.

■ WMOD (ch. 43) Melbourne, Fla.—Granted MP (BPCT-790814KE) to change ERP to 4,088 kw vis.,

815.6 kw aur., and make changes to ant. sys. Action July 8.

■ *WNVC (ch. 56) Fairfax, Va.—Granted MP (BPET-800402KG) to change ERP to 741 kw vis., 74.1 kw aur. Action July 8.

■ KAYU-TV (ch. 28) Spokane, Wash.—Granted MP (BPCT-791221KF) to change ERP to 1,198 kw vis., 239.6 kw aur.; change HAAT to 2,000 ft. and change trans. Action July 8.

In contest

Procedural ruling

■ Melbourne, Fla. **TV proceeding** (Broadcast Production and Management Corp. and Ellen Ann Thiessen)—ALJ James F. Tierney granted joint request and approved agreement; authorized reimbursement of \$20,000 to Thiessen and dismissed her application with prejudice; granted Broadcast Production's application and terminated proceeding (BC Doc. 81-7290730). Action June 25.

■ Alva, Okla. **FM proceeding** (Coleman Broadcasting Co. and Lynn L. Martin)—ALJ Byron E. Harrison by two separate actions, granted petition by Martin and accepted amendment containing copy of Department of Transportation's determination of no hazard to air navigation (by order, July 6); and granted joint request and approved agreement; authorized reimbursement of \$10,000 to Martin and dismissed Martin's application with prejudice; granted Coleman's application and terminated proceeding (BC Doc. 82-25-26). Action July 7.

■ Dallas, Tex. **Renewal proceeding** (Belo Broadcasting Corp. [WFAA] and Maxwell Broadcasting Corp.)—ALJ Joseph Chachkin granted request by applicants and approved agreement; authorized reimbursement of \$42,500 to Maxwell Broadcasting and granted contingent motion by Maxwell Broadcasting Corp. to dismiss its applications with prejudice; granted motion by Belo Broadcasting Corp. for leave to amend; granted applications by Belo for renewal of the licenses for stations WFAA(AM)-KZEW(FM) Dallas and ter-


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minated proceeding (Doc. 20945-20948). Action July 8.

■ **Seattle, Wash. TV proceeding** (Seattle STV Co. and Tavitac Corp.)—ALJ Joseph Chachkin granted joint request and approved agreement which provides for establishment of new corporation by Seattle and Tavitac to be known as Seattle Broadcasting Corp.; dismissed with prejudice STV's application; granted application of SBC, successor corporation to Tavitac, and terminated proceeding (BC Doc. 80-780-781). Action June 15.

■ **Laramie, Wyo. FM proceeding** (Wyoming Ninety-Five and Curt Gowdy Broadcasting)—ALJ Thomas B. Fitzpatrick granted joint petition by applicants for approval of agreement and dismissed with

prejudice application of Wyoming Ninety-Five; granted petition by applicants for leave to amend to specify new entity to be known as Gowdy FM 95 Inc.; granted motion by Curt Gowdy Broadcasting Corp. for summary judgment and resolved financial issues in its favor; granted application of Gowdy FM 95 Inc., successor corporation of Curt Gowdy, and terminated proceeding (BC Doc. 81-746-748). Action July 7.

FCC actions

■ ALJ Byron E. Harrison granted Hassayampa Broadcasting CP for new FM at Wickenburg, Ariz., and denied application of competitor, Shoblom Broadcasting, for same frequency. ALJ found that Hassayampa application superior on diversification and integration grounds. Hassayampa is owned equally by Richard

Peterson and Stanley A. Watson, Wickenburg businessmen who have no other broadcast interests. Decision becomes effective 50 days after release unless appeal is filed within 30 days or FCC reviews it on own motion. Issued July 15, Ann. July 22.

■ FCC instructed staff to prepare for further consideration draft decision to deny application of WNYC(AM) New York for facilities change to increase power to 50 kw and change transmitter site. Also, to deny WCCO(AM) Minneapolis permission to change its antenna site and equipment. Action July 21.

■ FCC designated for comparative hearing six applications for full time class II-B AM radio stations on clear channel 600 khz and denied request to divide them in two groups for separate hearings. Action July 15.

■ ALJ Walter C. Miller denied application of Pappas Telecasting Inc. to relocate antenna for WHNS-TV Asheville, N.C., to mountain 30 miles south of city and to increase antenna height and power. Action July 13.

■ FCC declined adoption of multiple ownership rules for cable TV industry. Although proposals were considered, one receiving most attention would have prohibited single cable TV system owner from serving more than 2 million subscribers. Action July 15.

Summary of broadcasting

FCC tabulations as of June 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,667	0	1	4,668	121	4,789
Commercial FM	3,378	1	1	3,380	237	3,617
Educational FM	1,112	0	0	1,112	80	1,192
Total Radio	9,157	1	2	9,160	430	9,590
Commercial TV						
VHF	524	1	0	525	12	537
UHF	271	0	0	271	124	395
Educational TV						
VHF	103	1	3	107	9	116
UHF	162	2	4	168	16	184
Total TV	1,060	4	7	1,071	161	1,232
FM Translators	477	0	0	477	257	734
TV Translators						
UHF	2,734	0	0	2,734	284	3,018
VHF	1,635	0	0	1,635	409	2,044

*Special temporary authorization

**Includes off-air licenses

Earth Stations

Actions

Transmit-recvie

■ Argo Communications Corp. for Douglasville, Ga. (E3845). Argo Communications Corp. for Frankfort, Ill. (E3847). Indiana Public Broadcasting Society for Bloomington, Ind. (E4148). Kansas Uplink Services Inc. for Colwich, Kan. (E4395). Argo Communications Corp. for Elmont, N.Y. (E3846).

Recvie only

■ Cable Television of Tchula Inc. for Tchula, Miss. (E3884).

Call letters

Applications

Call	Sought by
	New AM
WKCE	Morgan Broadcasting Co., Harriman, Tenn.
	New FM
KZRO	Zero Broadcasting Inc., Marshall, Ark.
	Existing AM's
KCRE	KBNC Crescent City, Calif.
WSWL	WFGS Milton, Fla.
WMVN	WUPY Ishpeming, Mich.
WXOQ	WJLJ Tupelo, Miss.
	Existing FM's
WXCR	WOOT Safety Harbor, Fla.
WCSN	WLWV Tallahassee, Fla.
KDBQ	KMRJ Pittsburg, Kan.
WTFM	WKPT-FM Kingsport, Tenn.
	Existing TV's
WYCC	WCME Chicago
KDLT	KXON-TV Mitchell, S.D.

Grants

Call	Assigned to
	New FM's
KJKK	Diamond Lakes Communications Inc., Murfreesboro, Ark.
WKKG	Appalachian Educational Communications Corp., Bristol, Tenn.
	Existing AM's
WREM	WHHL Pine Castle-Sky Lake, Fla.
WAJE	WEND Ebensburg, Pa.
WIZX	WDIX Orangeburg, S.C.
WKGA	WVVW Grafton, W. Va.
	Existing FM's
WKKS-FM	WITD Vanceburg, Ky.
WNYS-FM	WACJ Buffalo, N.Y.

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RADIO

HELP WANTED MANAGEMENT

Looking for General Sales Manager. Send resume with references and salary requirements to Gil Rozzo, WMZQ, 5513 Connecticut Ave., NW, Washington, DC 20016. EOE. M/F.

Sales Manager for New York's Hudson Valley. Stations WGHO(AM) and WBPM(FM) offer a great opportunity for the right individual who knows how to work with a five-person sales department, knows co-op promotion, merchandising, retailing, and community involvement. Must be organized, a good trainer, a leader. Earnings: Salary plus commission, travel allowance. Send letter of interest, resume and salary requirements to Walter Maxwell, WGHO/WBPM, CPO Box 1880, Kingston, NY 12401. EOE.

Are you a successful local Sales Manager ready for your first management opportunity? Do you thoroughly understand and enjoy local selling? Can you recruit, train and motivate others? Are you energetic, optimistic, honest and stable? If you fit the preceding description, we would like to hear from you regarding this opportunity in a competitive medium market in an attractive Western state. Box C-119. EOE/MF

Station Manager - Western PA AM/FM; Must have sales background and be result oriented. Send resume, references and salary requirements to Norm Siemenda, PO Box 7050, Pittsburgh, PA 15212.

General Manager for Northwest AM/FM. Must be sales and people oriented. Great opportunity for small market manager or medium market sales manager to advance. Previous management required. No floaters. References checked. EEO-M/F. Send resume including compensation history to Box E-37.

WBAI-FM/New York is looking for a topnotch administrator to fill the position of General Manager. Applicants should be experienced at fund-raising and skilled in financial matters. The ability to work under pressure with a wide volunteer organization helpful. Knowledge of community radio desirable, but not essential. Salary: \$18,000-\$20,000. Deadline: August 31, 1982. Resume to: Pacifica Foundation, 5316 Venice Boulevard, Los Angeles, CA 90019.

General Manager for new religious fulltime AM in Southeastern suburban market. Must have strong sales background in program and spot. Base salary, bonus and possible equity for right person. Call 404-493-0249.

Station Manager - 10,000 Watt, FM Educational Radio Station seeks manager with experience in announcing, production, and programming. Duties include administration, planning, and development. Starting date: 8-30-82. Resume and tape to Personnel Director, Elkhart Community Schools, 2720 California Road, Elkhart, IN 46514.

HELP WANTED SALES

Three religious stations - Grand Rapids, Lansing, and Miami. Looking for self-motivated and independent individual for each location. Send resume to: Fred Jacob, 325 East 28th Street, Grand Rapids, MI 49508. EOE.

Sales manager: Top 40 Northeast market. Are you an organized, experienced pro ready to lead a young sales staff? Must be organized to sell and manage. A tough rewarding job for the right person. EOE. Resume and track record to Box C-98.

Madison, WI, offers excellent sales opportunity for bright problem solver on the way up. Must have 1-2 years street sales with outstanding record. Strong on creativity with ability to write, sell imaginative campaigns. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM AM/FM, Box 2058, Madison, WI 53701. A Mid-West Family Station (EOE).

If you love small market radio like we do, can sell, announce, want to move to the sunbelt and have a chance to own a piece of the rock, get in touch with me. Scott McAda, Vice President, WMGO Radio, Box 182, Canton, MS 39046. 601-859-2373. EOE.

KYYY Radio has an immediate opening for a Sales Manager. Person must supervise local sales staff, two years radio sales experience preferred. EEO employer. Contact Bob Denver, Box 1788, Bismarck, ND 58502; 701-223-0900.

Sales Manager. National Public Radio seeks an experienced individual to work in our satellite distribution division with a strong track record in sales management. Individual must have a Bachelor's degree in business, broadcasting or equivalent experience. Applicants need experience in a sales position, excellent organizational/interpersonal skills with radio broadcasting, public broadcasting or satellite distribution experience, highly desirable. Excellent benefits - salary negotiable. Send resumes and salary history to: National Public Radio, Personnel, 2025 M Street, N.W., Washington, D.C. 20036.

Sales Manager for medium market fulltime AM, Gulf Coast area. Looking for strong-on-street experience, plus ability to recruit and train sales staff. Opportunity for management and ownership subject to discussion. Write Box E-39.

General Sales Manager. Highly rated major market Urban Contemp. FM station. Must be experienced in both local retail and co-op advertising and used to selling retail advertising personally. Tremendous opportunity for hard-hitting hard-working sales executive. EEO employer. Write Box E-10.

Sales: Account Executive-medium market. 2 years' experience required. Send resume to WACI Radio, PO Box 701, Freeport, IL 61032, c/o R.C. Weis, President.

Immediate opening for account executive, radio sales, Charlotte market. Experience in news, talk, sports format desirable. Must be aggressive, self-motivated. Salary & commission. Send resume to S. Gilmore, WAYS, 400 Radio Road, Charlotte, N.C. 28216. EOE.

HELP WANTED ANNOUNCERS

Talk radio. If network talk radio has done you in, then contact us. We've got an exciting 24-hour major market station and we're looking for a telephone talk personality with pizzazz. Send resume to Box C-70. EOE.

Announcers-Engineers for two group-owned stations in mid-Atlantic and Southeastern Coast Regions. Send tape and resumes to Group Engineers, POB 11045, Augusta, GA 30907.

Major market radio station is looking for a basketball announcer, preferably with NBA play-by-play experience to broadcast local N.B.A. games. Send resume to Box C-125. An equal opportunity employer.

Entertaining, experienced morning personality for top-rated A/C station. Work with pros and live in the beautiful Berkshires. Finest facilities in the Northeast. Send tape, resume, and salary requirements to Bob Catan, Operations Manager, WUPE, PO. Box 1265, Pittsfield, MA 01202. EOE/MF.

News, talk, MOR, 3kw FM with strong local orientation. Send tape and resume to Kevin Meek, WZZY, PO. Box 427, Winchester, IN 47394. 317-584-9482.

We're looking for a proven winner! Modern Country station in St. Louis ADI is looking for a morning drive/music director. If you have minimum 5 years of stability and want to join a dynamic team of broadcasters, send your confidential resume, tape and salary requirements to: Steve Beeny, c/o KWRE Radio, PO. Box 220, Warrenton, MO 63383.

Full-time radio announcer to work a 6-day week. Must have a mature, heavy adult voice, and a minimum of 2 years commercial radio experience. Send audition tape (voice only) to Pierre Eaton, WINX, Box 1726, Rockville, MD 20850. E.E.O.

Eastern major market group-owned easy listening FM accepting applications for experienced, personality-oriented jocks. True professionals only. Tell all in resume including references and salary requirements to Box E-15. EOE.

Announcer for automated Christian AM/FM radio station in Minneapolis/St. Paul. Send tape and resume to Wayne Pederson, KTIS Radio, Roseville, MN 55113.

Experienced announcer with good production ability to fill adult contemporary format on 50 KW FM. No. 1 station in Pennsylvania's third largest market. Offering good pay for all nights. Must be conscientious, responsible and reliable. Automation experience helpful. Please send tape and resume to Ted Wieder, WLEV, Box 81, Easton, PA 18042.

Music Director/Afternoon Personality. Powerful AM station in lovely western New England town seeks hard-working, mature-voiced communicator. We are adult-contemporary and lead the way in market. Innovation, creativity and strong production skills highly required. No calls; send tape, resume and salary requirements to WPOE, PO. Box 1520, Greenfield, MA 01302. E.O.E., M/F

Announcer: News, sports, DJ, production. Experience. Send resume to Kevin Kenny, PD, WACI-FM, PO Box 701, Freeport, IL 61032.

Morning person sought for small MD AC AM. Experience, production skills needed. Tape and resume to Ted Tate, WKIK, PO. Box 346, Leonardtown, MD 20650. EOE.

Established, No. 1 Northeastern station seeks applications for a bright, alive, mature morning personality 5 years A/C experience minimum. Start approximately \$300/wk., full benefits. Corporation is 35 years old, sound and aggressive. EOE. Resume to Box E-8.

HELP WANTED TECHNICAL

Radio Chief Engineer. Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, PO. Box 728, Houma, LA 70360. Equal Opportunity Employer.

WBAP/KSCS is looking for maintenance personnel with a two (2) year technical degree. One (1)-two (2) years' experience maintaining R.F. and A.F. equipment. E.O.E. Send resume, salary requirements to: Bob Moore, WBAP/KSCS, One Broadcast Hill, Fort Worth, TX 76103.

Chief Engineer for major market operation. Highly successful company needs quality Chief. Must have above average management and technical skills. We can meet your requirements if you can meet ours. Send resumes to Box C-77. Male/Female, E.O.E.

State of the art AOR FM. Radio engineer wanted to maintain new FM. Seeking engineer who demands best signal in town from his equipment! Hands on maintenance. Mature experienced veterans encouraged. Top salary. Box C-126.

Group Technical Director (medium markets, mid-west) Requirements: Strong administrative ability, must have organizational skills and work well with other departments. At least 3 years' experience with sophisticated directional arrays. Responsible for design, installation and maintenance of transmitter, directional arrays, studios, microwaves, et al. Compensation mid-20's, plus benefits. Innovative individuals meeting the above requirements and who are seeking a career opportunity should send resume to Box C-106. An equal opportunity employer.

WGSM/WCTO is seeking an assistant chief engineer. Hands-on maintenance experience and a First-Class FCC license are required. Send resume & references to Marvin Holverstatt, PO. Box 74, Melville, N.Y. 11747. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Electronics Engineer. National Public Radio seeks electronics maintenance engineers with 3 years experience in servicing audio equipment. Selected applicants will be trained in the maintenance of our broadcast facilities. Opportunity for growth and experience. General or FCC 1st Class Radio-Telephone Operators License desirable. Excellent benefits - salary negotiable. Send resumes and salary history to: National Public Radio, Personnel, 2025 M Street, N.W., Washington, D.C. 20036.

Group broadcast chain has opening for technical director. Flagship station in the South. 50,000 watt AM, Class C FM. Must be management-oriented, possess good technical skills plus capability to repair, rebuild, or design technical equipment. Master's degree in engineering or equivalent experience desired. Salary plus car and expenses. Send resume and references to Box E-22. Equal Opportunity Employer.

HELP WANTED NEWS

Northeastern independent all-news station is seeking a radio news editor. Requires two years' experience in news, strong writing skills, the ability to motivate others. Full resume, including references to Box C-127. Equal Opportunity Employer.

News Director/Morning Anchor for top rated AM/FM combo. Continue high level of excellence for award-winning news department. Finest facilities in the Northeast. Work with outstanding staff in the beautiful Berkshires. Send tape, resume, and salary requirements to: Philip A. Weiner, VP/GM, WUPE/WUHN, P.O. Box 1265, Pittsfield, MA 01202. EOE/MF.

Radio News Directors and newsmen needed by Stuart Broadcasting operating stations in Iowa, Missouri, Nebraska, Kansas, Wyoming. Send T & R: Stuart Broadcasting, Box 80209, Lincoln, NE 68501. EOE.

It's the best company you'll ever work for. WDRV, Statesville, has an opening for a reporter, to be a part of a 3-person news team. Strong conversational delivery and reporting skills a must. Good pay and excellent benefits. Tapes and resumes to: Corporate Personnel Department, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605. E.O.E., M/F.

Northern Wisconsin AM/FM looking for announcer/news person. Play-by-play skills helpful, but not necessary. Equal opportunity employer. Send tape and complete resume to: John Munson, P.D., WJMC, P.O. Box 352, Rice Lake, WI 54868.

Two broadcast journalists are needed to join the largest full-time radio news staff in New Jersey. One year's commercial radio experience a must. Excellent starting salary and benefits. Send tape and resume to Ralph Hahn, Assignment Editor, WOBM NewsCenter, P.O. Box 927, Toms River, N.J. 08753. E.O.E.

An equal opportunity employer, mid-Atlantic region, has an immediate opening for a broadcast news professional. Minimum requirements: commercial broadcast experience, reliable car, typing skills, and experience in all aspects of broadcast news writing, reporting, producing & announcing. If you qualify, call our News Director now at 302-478-8898.

News Director. Major market AM-FM. Excellent established company. Winning stations. Aggressive news department. Large staff, well-equipped. Strong background in contemporary news a must. All inquiries kept in confidence if requested. Contact: Steve Keeney, GM, KIMN-KYGO Radio, 5350 W. 20th Ave., Denver, CO 80214. An Equal Opportunity Employer.

WMBD has an immediate fulltime opening for a talented talk host. Work in one of the country's newest, most modern facilities with an excellent on-air team. Send your tape and resume to Neal Hunter, WMBD Radio, 3131 North University, Peoria, IL 61604. Equal Opportunity Employer, M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Radio Development Director for NPR affiliate in El Paso. Conceive, design and implement all print and broadcast promotion for KTEP-FM. In addition, this position will be responsible for developing fund-raising campaigns both on and off the station. Bachelor's degree with three to five years' experience in print and broadcast promotion as well as successful fund-raising experience are required. Master's degree preferred. Program Director - KTEP-FM, an NPR affiliate operating 24 hours a day with 100,000 watts. Responsibilities include developing, managing and scheduling all local, regional and national programming on KTEP. Bachelor's degree required as well as three years' experience in Public Radio (NPR) programming. Grant writing experience and Master's degree preferred. Production/Operations Director for KTEP-TV, an NPR affiliate operating 24 hours a day with 100,000 watts. Responsible for all studio and remote operations and production including personnel, facilities and supplies. Bachelor's degree and three years audio production are required. Master's degree and understanding of NPR operations preferred. Send vita and three letters of recommendation to: David Wilson, General Manager, KTEP-FM, The University of Texas at El Paso, El Paso, TX 79968. Closing date for receipt of vitas is 8-10-82. The University is an AA/EOE.

SITUATIONS WANTED MANAGEMENT

Employed GSM searching for challenging GM position in East. Admirable experience and references. Box 3086, Old State Road, Schenectady, NY 12303.

V.P.-General Manager: Innovative, highly competitive, people-oriented. Seeking developmental challenge with dynamic broadcaster (in major market). Management, sales and programming backgrounds. Experience with the four largest companies, three of the top ten markets. Get acquainted contacts welcomed. Box C-112.

Exceptional general manager looking for exceptional opportunity. 18 years doing it all, managing AM/FM. Expertise includes sales, profits, programming, superior leader and motivator, people-oriented. Excellent track record can be checked. Write Box C-114.

General Manager in one of the top 15 markets seeking a positive, challenging management position in a large or medium market. Knowledgeable in all phases of sales, programming and administration. Organized and aggressive leader with over 21 years large to small market experience. High broadcast standards. Community-active family man. Interested in long term association with a quality organization. Write Box E-1.

General Manager. Sales up 35% over last year and climbing. Ratings now a solid No. 1. Experience in all aspects on management. Turnkey or turnaround. Write Box C-94.

Experienced manager - sales manager with excellent background. Available immediately, Southeast. 703-346-2260.

Brokers, investors, owners. Manager available. Small/Medium. Good track record. Best references. Successful all phases. Your property in good hands. Write Box E-28.

General Manager - last seven years managing major market facilities, plus seven years sales, sales management, and on-air program direction. Proven results and experience. Box E-20.

Owners - If you can't be there, you had better have someone running your stations who will not only make you money, but protect your investment. Young heavy hitter who gets the job done. Currently employed in top five market. All markets reply with confidence. Box E-29.

General Manager - 20 years in broadcasting, 10 years management. Sales-oriented with full knowledge of business. Active in community! Let's talk before you decide. Write Box E-35.

SITUATIONS WANTED SALES

I've got as much experience as your best salesman once had! Male, age 27. Navy veteran, B.S.; Communications, Univ. of Tenn. Interested in sales and production. Have written TV and radio spots and jingles. Resume. Personal interview, Tom Kennedy, 615-525-2938, or write Box C-34.

Looking for an aggressive, articulate, goal-oriented self-starter? This recent college grad with no experience in broadcast sales but with plenty of broadcast training and tons of enthusiasm is looking for you! Stations East of the Mississippi River only. Call Robert, 202-291-7388, or write 3701 13th St., N.W., Apt. No. 1, Washington, D.C. 20010.

SITUATIONS WANTED ANNOUNCERS

Catch a rising star and put him on your payroll. Young anchor/reporter seeks PBP opportunity. PBP experience, 4 major sports. Impressive track record, references. Talented, personable, committed to excellence. For more than your money's worth, call Barry, 617-823-5822.

Major Market Talk Host. Strong air work. Hosted own shows in New York, Chicago, Philadelphia, and Miami. Now free to negotiate. Seeking position that's mutually beneficial. Write Box C-101, or call 212-684-0470.

Hard Worker-excellent references-good production. Recently weekend/swing for No. 1 medium market CHR FM. Desire full-time CHR/AC position. Prefer Northeast. Alan, 203-347-7445.

Two years commercial experience in small market. want to move up. Adult, Top 40, MOR. Want to be creative, not just push buttons. Call Dave, 201-777-0749, anytime.

Creative DJ with two years on-air commercial radio experience looking for medium market break. Productive and reliable. For T&R, contact Jim Mulvaney, 312 388-3040; 12832 May, Chicago, IL 60643.

Professional sound and attitude. Dependable, cooperative, eager for first break. Available now. Brian Davis, 414-255-2078.

Bright, young, versatile broadcaster. 1981 college grad, experienced in country-crossover, A/C personality, play-by-play, and news. Interested in position to work hard and learn. Midwest preferred. Neil Isaacs, 616-798-4613.

Available to work hard all day to replace the person who won't. Writer, talker, jock, newsmen. Call "PA", 201-773-3492.

Some experience, college training, working, interested sales. Also young, energetic, dependable. Resume, tape available. Write Box E-6.

Need a Minority? Ten years' experience, excellent PD prospect, friendly pipes, good ratings, hard worker. (Presently in top 20 market). Great references and there's more. Box E-31.

Entertaining and accurate play-by-play Quality air shift, sports director, 3 years' experience. 516-437-2688.

C'mon, you guys! With 6 years' experience, B.A. and 3rd endorsed, I thought you'd be breaking down my door. Won't somebody even knock? Seeking live CW or oldies medium market on East Coast. Box E-33.

Plus! Add it up - then add it to your station. Mature, married. Plus experience in country reporting MD. Plus production. Plus copy. Plus news. Plus special show production. Plus general ticket. Plus ham extra. Plus remotes, and personals. Currently all of above at Colorado A/C station. Seeking move back to medium/major. Calif. to Texas. It's a plus - can do, will do. Box E-17.

Mature Broadcaster, all phases, seeks news, talk show, or good music position in station with management concerned for its people. Excellent background. Call 313-682-7798.

Sportscaster, 8 years' experience play-by-play. Football, basketball, baseball. Personable talk show host and production capabilities. Resume furnished upon request. Available immediately. Write Box E-9.

Looking for experience, mature voice, good commercials and news. Salary negotiable. Bill 612-447-2835, after 11 AM.

Multi-talented personality in the entertainment industry, seeks re-entry into broadcasting. Mature voiced, experienced announcer with extensive knowledge in all phases of music. Strong on-air ability, with professional delivery skills of news, sports and interviews. Interested in long term association with a quality organization. Gary Cole, 201-886-1425; 300 Winston Dr., Suite 105, Cliffside Pk., N.J. 07010.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

SITUATIONS WANTED ANNOUNCERS CONTINUED

Do you like CHR? What a coincidence! Not only do I love CHR, but I have years of experience and a burning desire to win. Void where prohibited. Joe, 717-248-6578.

SITUATIONS WANTED TECHNICAL

Sex plays no part in this ad: first phone engineer, experienced, capable, mature, references, sensible wage. Write Box E-36.

SITUATIONS WANTED NEWS

I'm dependable, creative and willing to do whatever it takes. All formats and news, but prefer sports. Willing to relocate. For tape, resume write Pete Borowicz, 2204 Joppa Ave., Zion, IL 60099; or call 312-746-1350.

Very special PBP sportscaster, anchor and interviewer seeks advancement. Nine years' experience; talented, dependable and consistent. 516-781-0037. Gary.

News department need rejuvenating? Motivating, demographics-oriented ND is available at 904-269-4940. Major-market experience. If you want the news team to beat, call now.

Experienced News Director available for large to medium Sunbelt market. Serious, respected journalist. Effective motivator and manager. Write Box C-100.

13 yr. radio & T.V. sports announcer, with 8 years play-by-play hockey. Also, extensive sales & marketing experience. Looking for major league challenge, with dynamic station, PBP preferred. Write Box C-104.

Capitol Hill radio reporter. Covering your Congressional delegation and other Washington news. Ed Connors, 800-424-5020.

Demand more than just 1st class play-by-play sports announcing. Demand daily personalized sportscasts and editorials. Now available with experience. Looking for Midwest, middle market opportunity. Box E-27.

Award winning newsmen and talk host with Chicago, California, Wyoming experience. Messages 307-632-5894 or 312-848-9263. 812½ W 31st, Cheyenne, WY 82001.

You need a diligent, working perfectionist. I need first challenge. BA broadcast journalism. Miss V. Humphrey, 212-629-0428, after six.

News/Talk Stations: Format stalled? Staff need motivating? Sounds like you need a news director with programming as well as journalistic sense. 904-269-4940.

News Reporter. Creative self-starter. B.S. degree. Extensive broadcast training. On-air experience. Good writing and interviewing skills. Call Tammy, 616-468-5141.

Recent college grad seeks news position. 2 years on-the-air experience giving newscasts for 100,000 watt FM station. Excellent writing background. For tape and resume, write Box E-2, or call Mark at 503-636-6634.

Sports Director, medium market. Four sport PBP management, production, air quality excellent. Prefer mid-Atlantic region. ACC experience. 812-372-0309.

Intelligent, creative and experienced, drive-time anchor and award-winning sports and news reporter at No. 1 station in 50's market, college degree, 4½ years' experience. 918-743-1209.

Hire a reporter with moxie! Articulate, intelligent and experienced recent college grad seeks entry level news position. Give me a break! Richard, 612-377-5622.

3½ years' experience in news and sports looking for right opportunity, anywhere in the country. Chad, 713-484-3977.

PBP Specialist. Experienced, educated, reliable, dedicated. Football, basketball, baseball. Enthusiastic, descriptive. Available immediately. Box E-30.

Sold Sportscaster. College, high school football, 8 years all sports. Let's talk. Dan Lee, 316-231-6205.

5-yr.' experience in radio news, most as News Director. Looking for another step up. Contact Bill Gilmer, 313-982-4457.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Twin Telecommunication degrees and nine years' experience warrants investigation! Management, production, announcing, journalism. (West). Write Box E-12.

Successful Medium Market PD looking for greater challenge, 7 years' experience CHR/Urban Contemporary/Black & Adult Contemporary. Extensive knowledge of music, promotions & sales. Let's talk. Anthony Gray, 504-925-8027.

Major market total entertainer seeks challenging PD/air slot. Hard working, stable-unbelievable at remotes. Write Box E-44.

7 years programming/announcing. Stable personality experienced in contemporary, Top-40, AOR, oldies. East preferred. Resume, Tape. Frank Cavaliere, Rt. 1, Box 343C, Carlsbad, NM 88220. 505-885-1769.

TELEVISION

HELP WANTED MANAGEMENT

Cablecasting Manager to manage production, commercial sales, and local origination facility for award winning cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced cablecasting or TV station manager with strong marketing and administrative skills ready to move up into first-rate 20,500 subscriber cable TV operation. Five years management experience desired. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 W. O'Brien Drive, Agaña, GU 96910. Tel. 477-9334.

Director of marketing/development. A growing PTV station serving southwestern Indiana, south-eastern Illinois and northern Kentucky needs marketing and development head to direct and supervise all marketing/fundraising activities including subscriptions, auction, program underwriting, planned giving and public information. Experienced marketing/development professional with successful track record and management experience in marketing and fundraising reports. Send complete resume and salary requirements in confidence by August 15 to Connie Stunkel, WNIN-TV, 9201 Petersburg Road, Evansville, IN 47711. No phone calls please. An Equal Opportunity Employer.

Station Manager needed for group-owned smaller market UHF network affiliate in Northeast. Must be sales-oriented, particularly experienced in national/regional sales. Good opportunity with growth-oriented company. Box E-13.

Accounting Supervisor position open immediately at KTUU-channel 2, NBC affiliate in Anchorage, Alaska. Responsibilities include: accounts receivable, accounts payable, and payroll preparation. Will supervise two accounting clerks. Broadcast experience required. Send resume to General Manager, KTUU-channel 2, P.O. Box 2880, Anchorage, AK 99510. 907-279-7477. KTUU is an EOE.

Director of Broadcasting Responsible to the GM for directing and supervising program, production and engineering personnel and activities. Must be a well organized TV broadcast operations manager and programmer with minimum of two years experience in each of the following: TV producing and directing, programming and TV operations management including budget development and control. Effective marketing of production services is a key responsibility. Candidates with a successful track record in soliciting and facilitating commercial, industrial, and other non-program related production contracts are highly desired. Qualified candidates should send a complete resume and salary requirements in confidence by August 15 to Connie Stunkel, WNIN-TV, 9201 Petersburg Road, Evansville, IN 47711. No phone calls please. An Equal Opportunity Employer.

HELP WANTED SALES

Local sales—ABC/VHF affiliate in Florida has immediate opening for account executive with strong broadcast sales experience. Must be self-starter. E.E.O. Send resume to Box C-105.

Experienced sales reps to sell great new children's TV series in United States & International market. Call 516-826-2735.

HELP WANTED TECHNICAL

TV Studio maintenance engineer. Work in a modern new facility with state-of-the-art equipment. Experienced in diagnosis/repair of studio and ENG cameras, helical scan recorders, editing equipment, routing and production switchers. Requirements: AA Degree or equivalent, background in electronics. Two years' experience in repair and maintenance of electronic equipment. Ability to repair at component level. Salary commensurate with experience. Gallaudet College offers an excellent benefit package including civil service retirement, bus to Metro stop, free parking, Federal health insurance plan. Please send resume to: Gallaudet College, Personnel Office, 800 Florida Avenue, N.E., College Hall Bldg., Room 7, Washington, D.C. 20002. EOE, M/F.

Hands-on Chief Engineer—Maintain transmission system (baseband processing, microwave, UHF TV transmitters, translator) in accord with FCC regulations and perform other duties required under Part 73.661. Some studio equipment maintenance. Participate in planning and construction of expanded production and master control facilities. Position requires a minimum of 5 years employment in operating, maintaining and repairing broadcast equipment, including at least 1 year at UHF facility. Experience with Klystron transmitters essential. Some management experience preferred. Excellent growth and advancement opportunity. Contact: H.D. Lung, V.P. KSCI, 1950 Cotner Avenue, West Los Angeles, CA 90025. 213-479-8081. Equal Opportunity Employer.

Video Technician—Maintenance & operation of on-campus CCTV, studio, and related television equipment. AAS in electronics preferred, minimum 3 years' experience. Deadline Sept. 15, 1982. Send resume to: Dr. Joseph S. Gardiner, Director Instructional Resources Center, State University College, Oneonta, N.Y. 13820. An equal opportunity employer.

Broadcast Maintenance Engineer wanted for growing ABC affiliate in South Florida. Must be capable of maintaining engineering equipment, studio cameras, Quad, and TCR 100. Two years' maintenance experience required. Send resume and salary requirements: Personnel, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407. EOE, M/F.

Wanted: Maintenance Engineer—Skilled in the maintenance of ENG equipment and studio equipment. The station is gearing up for the purchase and installation of state-of-the-art equipment to be installed in a new building. The engineer hired will be expected to be able to contribute to the planning process for the new equipment, its installation and maintenance, as well as the maintenance of existing studio equipment. Write: Mr. Charles Goode, Studio Chief Engineer, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Equal Opportunity Employer.

Maintenance Engineer—established post-production house has immediate opening for experienced engineer. Tape, CMX, switcher experience a must. Call Gregory Reis, 312-280-2200.

KOLO Television, Reno, NV, seeks studio maintenance engineer on TK-46, ACR-25, Sony 3/4", E.N.G. Position available immediately. General class license + 3 years' experience. Write or phone: Chief Engineering, KOLO-TV, PO Box 10,000, Reno, NV 89510. 702-786-8880. An E.O.E. employer.

Studio Maintenance Engineer—General class license. One to two years' experience required in maintenance of Ampex 2", RCA TCR-100, Sony cameras and 3/4" ENG. Solid background in theory required for position at ABC VHF affiliate in sunny SW. EOE, M/F, AA. Send resumes to Box E-19.

ENG Maintenance Technician. Minimum 3 years' experience in repair and maintenance of ENG cameras, and recorders, and knowledge of associated test equipment. Send resume to Myron Oliner, C.E., KBTB, 1089 Bannock St., Denver, CO 80204. An equal opportunity employer.

HELP WANTED TECHNICAL CONTINUED

Night lead operational engineer (Broadcast Technician III) for major market Northwest PTV VHF station. Requires post-production and maintenance experience. Time code or computer editing experience; ability to resolve broadcasting and post-production problems on the spot. MQ: four years full time experience/training in radio or television broadcast technician work. Salary: \$19,992-\$25,584, plus shift differential and liberal benefits. Deadline: August 30, 1982 For official Broadcast Technician III application form (required), contact Henri McClenny, Staff Employment Office, HK-20, 1320 NE Campus Parkway, Seattle, WA 98195. 206—543-2889. AA/EEO.

Chief Engineer with working knowledge in transmitter and studio equipment. Resume to Manager, Box 6125, Helena, MT 59604.

Chief of Technical Operations: Ability and 3 years' experience in maintaining all types studio and transmitter television equipment; FCC first or general telephone license required. Supervisory ability/experience necessary. Idaho State University, Pocatello, Idaho location. Contact Vaun J. McArthur, Director of Engineering, Idaho Educational/Public Broadcasting System, 1910 University Drive, Boise, ID 83725. 208—385-3727. EOE.

WBAL-TV, Baltimore, is looking for a technician with at least two (2) years operational experience including: production switchers, audio consoles, studio cameras, VTR (3/4, 1 & 2 inch), maintenance and trouble shooting. Prefer at least an Associate Technology degree and previous major market TV experience. EOE. Send resume to Director, Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

Corporate video studio technician. Major Northeast corporation seeks video technician to maintain fully equipped corporate TV studio. Must understand Ikegami camera electronics and be able to repair Sony 3/4-inch recorders. Starting salary \$18,000 or more, depending on qualifications and experience. Excellent company benefits. Send resume of qualifications and salary requirements to American Can Company, American Lane, Greenwich, CT, 06830. Attn: W.F. Panza. An equal opportunity/affirmative action employer, M/F.

Maintenance Engineer. A unique career opportunity in the subscription television industry. If you hold a first class FCC license or equivalent and have at least 3 years prior experience as a television maintenance engineer, you could be part of the challenge. You'll be maintaining subscription television broadcast equipment, including a UHF television transmitter, and studio equipment. Formal education in communications and broadcasting is preferred and thorough working knowledge of studio equipment is essential. This position offers an excellent salary/benefit package, along with the matchless opportunity to be part of one of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements to: WBTI-TV, 5177 Fishwick Drive, Cincinnati, OH 45216. Attention Linda Kelley. An Equal Opportunity Employer, M/F.

TV Maintenance Technician engineer. Experience with Ampex 1200, 2000, AVR 1, NPR 2, RCA TK28 film chain. Send resume to Don Fox, Video Dub, Inc., 423 West 55th Street, New York, N.Y. 10019. 212—582-9550.

HELP WANTED NEWS

Wanted: News Director for ABC affiliate serving Naples, Ft. Myers, FL. Prefer director with UHF experience in fighting powerful VHF station. Good equipment, fringes and working conditions. Must be good people handler and have excellent qualifications and recommendations. Does not have to be the number one person in present position. Prefer someone from Florida or a Southern State, but not an absolute must. Individual selected will be given latitude to run the department. Send resume, tape to: WEVU-TV 26, 28950 Old 41 Road, SE, Bonita Springs, FL 33923.

Weekday Co-Anchor needed for dominant No. 1 top fifty news station in Northeastern PA. Must have reporting experience and strong writing skills. Rush tape, resume, and salary requirement to Sue McInerney, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641.

Reporter: needed to handle general assignments for dominant No. 1 station in the Northeast. Aggressiveness, good writing skills and a knowledge of ENG is required. Rush tape, resume and salary requirement to Sue McInerney, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA. 18641.

Weatherperson: Group-owned CBS affiliate in top 100 Midwest market seeks warm, authoritative, knowledgeable primary weather anchor with proven communications skills. Excellent benefits and opportunity for career advancement within 6-station group. Send resume and air check to Bruce Childs, WANE-TV, 2915 West State, Fort Wayne, IN 46808. EEO/M-F.

Energetic, experienced news producer wanted. If you can work well in a large news department, and are better than average, rush resume to Box C-120. EOE.

News Director. Outstanding opportunity for experienced aggressive News Director in Sunbelt major market. Send complete resume in first letter. All inquiries held in strictest confidence. An equal opportunity employer. Write Box C-134.

Northeastern top fifty station is looking for an aggressive weekend anchor/reporter. Good writing skills and production experience a must. Rush tape, resume and salary requirement to Sue McInerney, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641.

Reporters. Strong creative journalists. We want to see people who are creative packagers, have extensive "live" experience, and can communicate stories as they affect people. Write Box E-32.

Producer for top-rated 11 o'clock newscast. You must be an experienced writer, well-organized and capable of supervising the night assignments, as well as program timing and content. Top consideration to applicants with prior reporting and producing experience. Sample tape and resume to News Director, WOKR-13, Box L, 4225 W. Henrietta Rd., Rochester, NY 14623. EOE.

Photographer/Editor—ENG news photographer wanted for Alaska's largest and most progressive TV newsteam. Must understand immediacy of news photo work and be proficient editor. Send tapes and resumes to: News Director, KTUU TV 2, PO Box 2880, Anchorage, AK 99510. No calls, please. KTUU is an EOE.

Meteorologist to back up our number one meteorologist on our number one news team. We're looking for a personable, credible forecaster with long-term potential. E.O.E. Send tape and resume to: Jim Collins, WTVC, 410 W. 6th Street, Chattanooga, TN 37402.

New ABC affiliate looking for 6 & 11 anchor. Small market station with major market look. Super opportunity to move up. Rich Klos, News Director, WGXA-TV, 912—745-2424. EOE.

KING-TV Seattle, Wa. KING-5 News has several news openings. Consumer reporter. KING-5 News has an opening for an experienced, on-air consumer reporter. Investigative reporter—KING-5 News has an opening for an experienced, on-air investigative reporter. Investigative reporter/producer—KING-5 News has an opening for an experienced investigative reporter/producer. On-air experience is not a prerequisite. Sports anchor/reporter—KING-5 News has an opening on its sports staff for an experienced sports reporter; there will be some anchoring opportunities. Candidates for these positions will be assessed on the basis of past reporting samples, experience and training. King Broadcasting is an equal opportunity employer. Send tapes and resumes to: Paul Steinle, News Director, KING-TV, PO Box 24525, Seattle, WA 98124.

News Director. Good, young staff needs knowledgeable leader. Must be experienced; and have strong leadership, organizational, writing, and producing skills. Television news background. Equal opportunity employer. Send resume to: Box E-23.

Executive Producer. Aggressive, hands-on newswoman. We're looking for a creative talent who can conceptualize story ideas, newscast formats, motivate people, and present a compelling on-air product. Send resume, news philosophy, and ratings track record to Box E-24.

Sportscasters—"Leisure Time", a Monday through Friday leisure activity strip being developed in conjunction with major publishers and cable television network, seeking male and female sports journalist with training and experience to anchor show. Write Box E-3. EOE, M/F.

General assignment reporter—Experienced strong writer, creative individual. Tape, and resume to Jerry Howard, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. E.O.E.

NBC affiliate in rapidly developing market has openings for general assignment reporter and P/T weather caster. Only aggressive self-starters who want to join a progressive 16-member news team need apply. Send tape and resumes to: News Director, KTUU TV 2, PO Box 2880, Anchorage, AK 99510. No calls, please. KTUU is an EOE.

News Production Manager for top 30 market—We place high priority on creative packaging, interesting visuals, and a technically clean program. We need someone to help maintain those standards. Send resumes to Box E-4.

Producer. Need creative journalist for one of America's leading news stations. We want a person who knows how to marry content with all of the production tools. Excellent writing skills. Write Box E-25.

Reporter for aggressive, award-winning medium market station in the Southeast. We are a top-rated station with a commitment to news. If you are an experienced reporter, a digger who fights for the lead, we would love to hear from you. Write Box E-38. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/Director: Top Miami network affiliate needs experienced, creative, energetic professional for locally produced studio and EFP programs. Send resume and tapes (no phone calls, please) to: Len Jasco, Production Manager, WCKT, 1401 79th Street Causeway, Miami, FL 33141. An Affirmative Action/Equal Opportunity Employer.

Top 50 market PM Magazine seeks co-host with television on-air and story producing experience to work with male co-host already on staff. Send tape and resume to Gary Brown, WBRC-TV, PO. Box 6, Birmingham, AL 35201.

Number one PM Magazine in top sixty market needs co-host to work with our very talented female co-host already on staff. Must be excellent writer and producer with lots of energy! Previous PM experience preferred. Send resume, tape, and salary requirements to: Jo-Allison Phillips, WTOL-TV, PO. Box 715, Toledo, OH 43625. E.E., M/F.

Television Announcer/Director One of America's most prominent groups has an opening in a Sunbelt, growth-oriented CBS affiliate. We need a dynamic, creative self-starter with the ability to write, produce and direct commercials, news and programs. Candidate should have broadcast audio board experience and a good announcing voice. Write Box E-26. We are an equal opportunity employer and always encourage minorities and women applicants.

Industrious and experienced production person needed. Must be fully proficient with 3/4" editing. Must be creative, write good copy, deal well with clients and be conversant in audio, lighting and sets. No beginners, please. Salary commensurate with experience and ability. Send full history, requirements and resume VCR with first letter to WSVI-TV, Box 8, St. Croix, VI 00820.

Associate Producer for new network talk show project. Must have experience in originating creative ideas and editing. Send resume to Box E-14. EOE.

Two positions available at University of Idaho PTV. Videographer-director requires experience or training in ENG shooting, editing, creative decisions, and directing remote and video programs. Writer-reporter-producer position includes teaching responsibilities and requires degree (Master's preferred) and professional experience. Resume, 3 references, and sample required for both positions. Closing date August 20. For full details and vacancy announcement, call or write A. R. Hook, RTV Center, Moscow, ID 83843. 208—885-6723. We are affirmative action/equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Board Operator: Should have prior control room experience including news strip directing. Contact: D. Rolf Aanstad, Production Manager, KQCD-TV, Box 1577, Dickinson, ND 58601. 701-225-6843.

KCRA-TV/Sacramento seeks graphic artist strong in illustration, with demonstrated skills in the areas of design, layout, typesetting and photography. Previous TV experience and degree in commercial art preferred. Person selected must join union. Resume and samples to: J. Randall Smith, Art Director, KCRA-TV, 310-10th St., Sacramento, CA 95814. EOE, M/F

Development Director. To supervise all underwriting, membership and other fundraising activities for public broadcasting television and radio station. Primary responsibility to obtain corporate support. Also must develop long-term plans for expansion and funding programs and creation of new projects. Salary negotiable. Contact: Fred Marino, WQLN, PO. Box 10, Erie, PA 16512. Equal Opportunity Employer.

Production Manager—Dept. head level for Sunbelt market. Quality conscious, creative person with thorough knowledge of state of the art production facilities and solid background in supervision. Past producer/director experience required. Send resumes in confidence to Box E-21. Equal Opportunity Employer.

PM Magazine co-host to work with current female on highly rated, strong show. Mature delivery, good story producer. PM Magazine experience necessary. Send tape and resume right away to George Hulcher, Executive Producer, WHAS-TV, Box 1084, Louisville, KY 40201. EOE.

SITUATIONS WANTED MANAGEMENT

Finance—Oxford-degree chartered accountant with 6 years accounting experience seeks financial position in television. Willing to relocate. Andrew Maxwell, 150 Joralemon St.-6B, Brooklyn Heights, NY 11201. 212-522-5539.

SITUATIONS WANTED TECHNICAL

To prospective employers: Recent "tape" school graduate, hard working & responsible—w/ENG, editing, tech. & post production experience. Presently seeking an entry level position in either television/cable industries. T/R on request. Call (evenings): 212-766-5043. Write: D. Farber, 671 Rulland Road, B'klyn, N.Y.

SITUATIONS WANTED NEWS

Energetic, black female with B.A. in broadcast journalism, good production skills and some experience seeks entry level television news position. Pamela Davies, 634 W. 95th St., Chicago, IL 60628.

Aggressive and articulate sports journalist with 4 years' experience in all facets of field (edit/shoot/report/anchor/produce) seeks position with sports staff that strives for quality and innovation. Mark, 607-748-8591.

Versatile, experienced movie and book reviewer/sports anchor. Ready to move up to bigger market. Will head arts department or do anchoring and reporting. Please call 212-840-3636.

Experienced small market news director looking for reporter's position in medium market. Box C-136.

Meteorologist seeking weather only, some TV and radio experience in top 20 market, good appearance, enthusiastic, medium Midwest market desired. Write Box C-137.

I'm more than just a pretty face. I'm an award winning television who can report, write, shoot and edit. Have on-air experience. Looking for entry-level position as either general assignment or sports reporter. Call Laura at 301-262-4711.

Looking for experienced News Director? Skilled administrator. Aggressive, award-winning journalist. Newscast production specialist: people-oriented; strong emphasis writing, visualization. Affordable. Prefer commitment, stability, chance for upper management over market size. Box E-41.

Top 20 radio weathercaster seeks first job in television. Accredited with American Meteorological Society and Washington, D.C. chapter. 6601 Armeigh Road, Baltimore, MD 21209. 301-484-8615.

News Director—Currently number two person in top 30's news operation, experienced in all facets of television news management. Young, aggressive family man seeking new challenge. Box E-5.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Recent UMass grad (Broadcast Management) seeks entry level position in public affairs programing or sports. Prefers northeast. Steve, 413-267-3422. Tuesdays/Wednesdays.

New York State, Connecticut! This production manager is anxious to return home for challenging position. Creative, experienced, respected. Leave message with Verna, 717-272-0434. I'll call you back.

Experienced, bright, ambitious female with 4 years advertising agency and promotion background, including broadcast advertising, wants position in promotion department of station, Cable/TV programmer. High in organization and writing skills. Contact S. Rodman, 203-655-8677.

Hardworking fellow seeks entry level production/photographer position. MA Journalism. Dino Chambers, 503-683-1471; 217-578-2840.

CABLE

HELP WANTED SALES

Sales/Public Relations. Growing Ohio cable group has immediate opening for sales/public relations oriented individual. Primary responsibility will be the direct sale of advertising time to area retail accounts. Will also interface with local governments such as city councils for the purpose of obtaining and renewing cable franchises. Previous related experience required. Send resume stating salary requirements to Box C-129. EOE, M/F/H.

HELP WANTED TECHNICAL

Video System Technician—to plan, install, maintain new studio/remote facility. Degree or experience essential. \$18,000-\$23,000. Send resume to: PO. Box 50406, Indianapolis, IN 46250.

ALLIED FIELDS

SITUATIONS WANTED MANAGEMENT

Cable/broadcast mgt. Professional. State-of-art experience. Advertising, computers, program scheduling. PPV. 614-481-5062.

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.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 404-324-1271.

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; lowers: WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 404-324-1271.

AEL-FM25KW transmitter wanted for parts or auxiliary. Also, any recent 5KW FM transmitter. 517-349-2040.

Western Electric amplifiers, tubes, mixers, other products. Call 213-576-2642.

Wanted: AEL FM3KB/FM5KB transmitter with or without exciter. Unit must be complete and restorable. Contact Jack Phillips, KALW, San Francisco, 415-648-5706.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

10KW FM Transmitters, Harris 10H1 (1969), on air CCA 12000E (1978), direct FM exciter, CCA 10000D, on air. Call M. Cooper, 215-379-6585.

1 KW AM transmitters: Collins 20V3, exc. cond.; also, RCA BTA-1R on air w/proof. Call M. Cooper, 215-379-6585.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE TT-530 VHF, hi band 25kw good working condition; GE UHF transmitter 30kw (low band), operating with good useable klystrons; RCA TTU-50C, 50kw UHF, low band; RCA 10kw Ch. 42, excellent condition; RCA 30kw UHF, hi band, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Most of the above can be returned! (4) Varian 30kw Klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp., 404-324-1271.

Incredible Camera Buy! New Thomson MC-301 ENG camera includes 14:1 Fuji, servo/zoom lens, 1.5" viewfinder, (3) salicons, AC supply, carrying case, factory warranty, your price \$6,950! Call while they last. Ray LaRue, Quality Media Corp., 404-324-1271.

VTR's: RCA TR-70; (3) RCA TR-60 record units 1000 hrs. total time each; Ampex 1200B; Ampex VR 3000 with metering and charger. Call Ray LaRue, Quality Media Corp., 404-324-1271.

Color cameras - used: GE and RCA film chains, excellent condition: (1) Norelco LDH-1, 50' cable; (1) GE PE-350; (3) GE TE-201 good operating condition; Ikegami HL-33, HL-35; Toshiba/GBC CTC-7X, minicam, plumbs. Call Ray LaRue, Quality Media Corp., 404-324-1271.

Sparingly used Ampex VPR-20 portable video recorder W/TCG, color stabilizer, battery packs and charger, carrying case. 30-day warranty. \$35,000. Used Ikegami HL-77 camera in good condition, good tubes, as is. \$10,000. Three used UCA TK-76 cameras, as is, all are still working. \$6,000 each or as group \$15,000. New Ikegami ITC-350 cameras, four with 1428 plumbs, 9 others with sats, at cost. Both studio and ENG versions available. Landy Associates, Inc., Cherry Hill, N.J. 609-424-4660; Framingham, Mass. 617-877-9570.

For sale or trade. 2 "VR-3000" 2-inch portable recorders. Excellent condition. Low priced. 312-236-5535. Panos Productions, (days).

Solid State TV Exciters: Change out your old tube-type unit to the new NEC solid-state, IF modulated Exciter. Upgrade your present transmitter and improve your reliability, color, and stability problems. Call Ray LaRue, Quality Media Corporation, 404-324-1271.

Auditronics model 110A control console. Excellent condition. For information, call Terry, 301-652-9740.

For sale-2-years-old Sono Mag ESP-I automation system with 4 carousels, 4 Otari reel-to-reels, automatic loader, manuals, & misc. spare parts. Excellent condition! Lloyd Mayberry, 817-559-3331.

SMC DP-2 stereo automation system, 3 reels, 5 carousels, 3 carts, printer, encode center, video monitors, extras. KMAJ, PO. Box 4407, Topeka, KS 66604; 913-272-2122.

Copper strap, wire, screen. Check our prices. 317-962-8596, ask for copper sales.

TK-27 color film camera, \$5000. Call or write: T. Arthur Bone, WPRI-TV, 25 Catamore Blvd., East Providence, R.I. 02914. Tel: 401-944-1287.

16 MM single system film equipment, good condition: (7) Frezzolini LW16 cameras w/sound head built on amp. Ang 12 x 120 zoom, 400 ft. mags; (1) CP16A W/built in amp. 12 x 120 zoom, 400 ft. mags; (3) Angenieux 12 x 120 zoom lenses, 2 w/o eyepiece—1/ w 1 inch finder. Make offer on any or all. Contact Hal Stopfel, WHAS-TV, 502-582-7220, or Box 1084, Louisville, KY 40201.

Liquidation. Complete color production facility. Equipment for sale: studio/EFP/remote. Everything like new. 804-232-1211.

RCA TK630 Broadcast studio color cameras with 1" plumbicons, lens, camera cable, fully updated. Eric Address, E.J. Stewart, Inc., 215-626-6500.

**FOR SALE EQUIPMENT
CONTINUED**

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Towers for sale: 1-1000' G-7 guyed, 1-1425' 10' face guyed, 1-890' 7' face guyed, 1-150' self-support, 1-190' self service, 1800' of RCA 191B 3-1/8" coax, 1-450' microwave. Call 901-274-7510.

Available now. 2 Ghz TV microwave, 5 watt transmitter and receiver with LNA. Terracom TCM601BL. Also 525' of line, 10' dish with radome. New, below present cost. Sid Shumate, 804-977-7082.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Comic relief. Just for laughs Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

INSTRUCTION

Announcers! Upgrade your performance! Avoid embarrassing errors of speech which discredit you and your station! Broadcasters' Career Advancement Language Guide now available in cassette format from San Diego's Language Improvement Services. An absolute must for every announcer! An incredible value! Send \$9.95 to LIPS, 416 West San Ysidro Blvd., Suite K-33, San Diego, CA 92073. Prompt delivery! Prepare for major markets! Send today for this outstanding one-hour presentation, which combines valuable instruction with entertaining humor. 100% money back guarantee.

RADIO

Help Wanted News

NEWS DIRECTOR/LOS ANGELES

If you can lead a staff of major market news veterans, then we want you to be our News Director in Los Angeles. Major contemporary station seeks unique individual to perform on-air and oversee news operation of one of the nation's most-respected broadcast facilities. Mail resume and letter stating salary requirements to Box C-118. EOE. M/F.

TELEVISION

Help Wanted Sales

LOCAL SALES MANAGER

Network affiliated station within the top 40 markets, Sunbelt area, looking for persons with previous sales management experience. Person should be heavy on creative and promotional sales. Send resume to Box C-23. An equal opportunity employer, M/F.

**LOCAL SALES
CALIFORNIA**

Network affiliate in top 25 market is looking for energetic local sales representative with minimum of two years experience. Group operator, excellent benefits, stable market. Big emphasis on creating new business. An equal opportunity employer, M/F. Send resume to Box C-138.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

CHIEF ENGINEER

Post-Newsweek Stations is seeking an individual to direct the technical operation of WDIV in Detroit. The ideal candidate will have an electronics degree or equivalent experience, and will have past experience in operating as well as maintaining television equipment, possibly at a production facility or remote operation. WDIV will be moving into new facilities in the fall, therefore prior experience with facility construction, equipment installation and check-out a plus. Send resume to: Stephen R Flanagan, Director, Engineering Development, WJXT-TV, PO. Box 5270, Jacksonville, FL 32207. EOE. M/F



Help Wanted Management

TV PROMOTION MANAGER

Major Midwest network affiliate seeks strong, creative, on-air promotion person with ability to create, execute, follow thru on all aspects of media mix, with heavy emphasis on all aspects of on-air promotion. Major responsibilities, great opportunity for growth. Resume to Box E-40.

Help Wanted Technical

**Maintenance
Technicians**

With our recently developed 24-hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable Company is fast becoming a recognized cable industry leader.

Currently, we have several outstanding opportunities for highly skilled individuals experienced in the installation and maintenance of television and studio facilities to join our newly constructed network operations center. A broad knowledge of television studio technology along with an understanding of computer technology are highly desirable qualifications.

Located in an extraordinary waterfront location convenient to New York City, GWSC provides a highly supportive environment that recognizes talent and rewards contributions. You'll also receive competitive salaries and generous fringe benefits. For prompt consideration, please forward resume and salary history, in confidence to: Dept. BCT

Manager, Technical Operations



**Satellite
Communications**

41 Harbor Plaza Drive

P.O. Box 10210

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An Equal Opportunity Employer, M/F

**COMMERCIAL
PRODUCER**

to head two man department. Seasoned, hands-on professional, experienced in all phases of 1" video production, from concept to completion. Studio and location shooting; writing and editing; lighting and set design; commercials and sales promotion. Thorough understanding of TV sales and client relationships. Will have own equipment and complete creative freedom. No telephone contact, please. Send resume to Cliff Fisher, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An equal opportunity employer.

WANTED: AUDIO ENGINEER

With minimum of 5 years' experience in TV studio, remote set up, mixing, and maintenance. Up to \$30K for the complete audio person, plus generous benefits and 35-hr work week. Resumes to: Richard Pfister, Chief Engineer, WTTG, Metromedia Inc., 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016. An equal opportunity employer, M/F.

**Help Wanted Technical
Continued**

SE7EN

NEEDS THREE PROS.

CHIEF ENGINEER

To be responsible for providing overall engineering leadership and direction, identifying priorities, ensuring quality of facilities and techniques, and maintaining compliance with FCC rules and regulations. Additionally, will develop training procedures, assist in budget preparation, and perform related technical, leadership functions.

TV ENGINEERING SUPERVISOR

Will supervise technicians in the installation, maintenance and operation of equipment in compliance with company engineering standards and FCC rules and regulations. Requires at least 5 years' TV broadcast experience with ENG, digital background and FCC General License. Supervisory experience preferred.

ENGINEERING TV TECHNICIAN

Requires FCC General License, preferably with 2-5 years' experience in studio broadcasting demonstrating strong electronics and maintenance background.

For prompt, confidential consideration, please send resume, specifying position of interest, to Employee Relations Department, 7 Bullfinch Place, Government Center, Boston, MA 02114. No phone calls, please.

WNEV-TV 
A New Day Dawning.
An Equal Opportunity Employer

**Help Wanted Programing,
Production, Others**

ASSOCIATE PRODUCER

For The Baltimore Show That
Beats Simmons and Donahue!

Group W's PEOPLE ARE TALKING needs you if you have national TV talk show booking experience, plus writing and organizational skills. Send resume, ideas, and references to: Human Resources Dept., WJZ-TV, Television Hill, Baltimore, MD 21211. An Equal Opportunity Employer, M/F/H.

WJZ-TV

13



Top 10 market has co-host position open for PM Magazine. Seeking bright, articulate person to work with female co-host and 12-person staff with 3 years' experience. Television on-air experience necessary. Story-producing experience desired. Group-owned station. Send resume and tape to P.O. Box 6779, Cleveland, OH 44101. An Equal Opportunity Employer.

VISCOM

A division of Visnews, the world's largest television news agency, is seeking a Chief Engineer for its new Operations Centre in New York. Applicants should have a keen interest in international news and extensive experience in television broadcasting, particularly 3/4" U-matic and one-inch type C video tape equipment and operations. Familiarity with terrestrial and satellite transmission systems would be an advantage. Responsibilities will include working supervision of a small operating staff, planning and installation of news facilities, coordination with domestic and international carriers, and liaison with broadcasters and other clients. It is expected that the successful candidate will make a significant contribution to the continued success of Visnews in the growth area of international news. This is a unique opportunity for a self-starting broadcast engineer with entrepreneurial flair. Applications to:

Viscom International (Chief Engineer)
Empire State Building
350 Fifth Avenue, Suite 8208
New York, NY 10118

KAYU-TV
28

New Independent Pacific Northwest. Young, progressive company looking for aggressive broadcast professionals in the following areas: sales, traffic, engineering, production, film.

Send resume and references to:
KAYU-TV
P.O. Box 8115
Spokane, WA 99203.

An Equal Opportunity Employer, M/F.

PRODUCTION MANAGER

Responsible for all on air and commercial production, creative services, graphics, promotion, and PSA's. People skills and organizational ability top priorities along with knowledge and experience in EFP and studio equipment. Group-owned four station network. Send resume and/or call: Tom Disinger, Station Manager, NTV Network, P.O. Box 220, Kearney, NE 68847. 308-743-2494. EOE.

TALK SHOW HOST

We are a major market television station looking for a host for our daily information/variety program. Will consider medium and small market talent who are ready to move up. Send resume to Box E-7. EEO employer. M/F.

CO-HOST/STORY PRODUCER

PM Magazine in medium Southeastern market seeks co-host with good story producing skills. Will join female co-host now on staff. Please send tape and resume to: Julie O'Reagan, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An Equal Employment Opportunity Station.

TV HOST/HOESSES

Daily public affairs/talk variety program. Extensive interviewing and/or reporting experience necessary. Candidate must have thorough knowledge of national and international news and have flexibility of handling interviews of all kinds. News experience helpful. Send salary history and resume to Box E-11. An equal opportunity employer. M/F.

**Help Wanted Programing,
Production, Others
Continued**

PRODUCTION MANAGER

Dept. head level for Sunbelt major market. Quality conscious, creative person with thorough knowledge of state of the art production facilities and solid background in supervision. Past producer/director experience required. Send resumes in confidence to: Box E-16. Equal Opportunity Employer.

Help Wanted News

WTVJ/MIAMI

NEWS REPORTER

Aggressive news operation seeks a reporter to cover general assignments and "live" reporting. Minimum of 3 years reporting experience in a major television market. Excellent air presentation and the ability to develop stories required. We offer an excellent salary & benefits package.

Please send resume and tapes (no phone calls please) in confidence to:

**Employment Manager
WOMETCO ENTERPRISES, INC.
324 N. Miami Avenue
Miami, FL 33128**

Equal Opportunity Employer

**PRODUCER/
DIRECTOR**

We are looking for a top flight Producer/Director to direct newscasts, sports, prime time talk shows and specials.

You must have a firm and innovative grasp of the latest technologies including GVG switchers. Quantel effects and still stores. Chyron IV and one inch computer editing.

We're not only looking for a technical wizard but one who can design and manage a production from start to finish.

Requires a substantial background in various types of television production and an orientation towards doing impressive work.

Excellent GE benefits. Send resume along with salary history to Robert Gordon Jr., Executive Producer WNGE-TV, 441 Murfreesboro Road, Nashville, TN 37210. An equal opportunity employer.

**GENERAL ELECTRIC BROADCASTING
WNGE/NASHVILLE**



**METEOROLOGIST/WEATHER
ANCHOR**

Aggressive Sunbelt market station looking for a professional to gather and prepare, then deliver weather information for six and eleven PM newscasts. Send tape and resume to Dave Walker-News Director, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An Equal Employment Opportunity Station.

**Help Wanted News
Continued**

**TELEVISION AND CABLE
NEWS PEOPLE**

On behalf of our clients, we are updating our files of experienced anchors, weathercasters, sportscasters, reporters and producers.

Send recent tape and resume to:



**McHugh and Hoffman, Inc.
3970 Chain Bridge Road
Fairfax, Virginia 22030**

Materials may not be returned

KSTP-TV needs a top notch general assignment reporter. We want an experienced person who can dig out good stories and make them come alive on television. Send a resume and samples of your best work to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No beginners or telephone calls, please. Equal Opportunity Employer.



KSTP-TV

REPORTER

Challenging opportunity for small or medium market reporter to work in No. 1 and No. 5 markets. Initiative and creative production skills essential for packaging issue-oriented reports. Minimum two years' experience. (EEO) Send resume and cassette to Kathleen D. Lynch, Director, New Jersey Nightly News, 1573 Parkside Ave., Trenton, N.J. 08638.

NEWS DIRECTOR

Outstanding opportunity for experienced aggressive News Director in Sunbelt major market. Send complete resume in first letter. All inquiries held in strictest confidence. An equal opportunity employer. Write Box C-130.

PRODUCER NEEDED

for one of the top-rated PM programs in the country. Must be familiar with PM and have strong management abilities. Two years television experience required. Send resumes to Larry Beaulieu, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706. Belo Broadcasting Corporation, an equal opportunity employer.

PRODUCER—11:00 NEWSCAST

3-5 years minimum experience, including live coverage. Solid journalist. Skilled writer. Creative producer. Send tape and resume to Assistant News Director/Programs, Ken Middleton, WJLA-TV, 4461 Connecticut Ave., N.W., Washington, D.C. 20008. Equal Opportunity Employer.

**Situations Wanted Programing,
Production, Others**

WELL ROUNDED

University of Miami grad with PM, sports, research, and promotion experience is looking for a creative position with a fast-paced broadcasting operation. Available immediately. Will relocate. Call Bruce, 305—531-5745.

**MAJOR CALIFORNIA MARKET
METEOROLOGIST**

Network affiliate in 21st market looking for a professional to add to the staff. Degree and/or AMS seal preferred. Ability to interpret satellite and radar and present weather in an interesting, innovative style and warm, outgoing manner. Send tape and resume to Jim Morgan, News Director, KXTV, 400 Broadway, Sacramento, CA 95818. An EOE employer, M-F

ALLIED FIELDS

Help Wanted Programing, Production, Others

SOUTHEAST'S TOP PRODUCTION FACILITY

seeking video tape editors. Must have at least one year active experience with DVE, 1" VTRs, production switchers and computer editing. Must work and communicate effectively with clients. Contact:

Operations Manager
Video Tape Associates
2040 Sherman Street
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ADMINISTRATIVE AIDE

We're looking for someone knowledgeable in and enthusiastic for the budding/burgeoning videotext-teletext-cablevision-electronic journalism industry, especially one familiar with industry demographics, employment opportunities, skills required, conditions of employment, etc. Excellent benefits, pay to low \$40K, national and EEO employed. Reply to Box E-18.

Help Wanted Technical

BROADCASTING AM/FM SALES ENGINEER/PRODUCT MANAGER

AM•FM transmitter manufacturer needs Sales Engineer. Ability to help guide development of expanded product line and knowledge of industry helpful. Send resume or call Mr. Halle, Television Technology/Wilkinson, 5970 W 60th Ave., Arvada, CO 80003, 303-423-1652

Radio Programing

ATTENTION AOR, ROCK MANAGERS & OWNERS

Tired of having only Men 18-24 or Teens-24 to sell? We can put you into the big money demo, 25-54, and you won't even have to change formats! Our consultant fees tailored to your market size. Contact: The Saroumen Group, P.O. Box 17032, Austin, TX 78745.

Employment Service

"RADIO PLACEMENT"

If you are currently employed, but thinking of improving your position, or if you are "in between and looking," NBTC can help. We specialize in placing qualified D.J.'s, news people, sports, PD's, sales and management. For confidential details, including registration form, enclose \$1.00 postage and handling to: National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, AL 35216, 205-822-9144.

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

Wanted To Buy Stations

GROUP OWNERS INTERESTED

in buying Florida properties. Principals only. Reply with confidence to Box-C-116.

Public Notice

PUBLIC NOTICE THE CITY OF BALTIMORE MARYLAND

Will accept sealed proposals to the Board of Estimates, City of Baltimore, Maryland, for furnishing and delivering a Cable Communications System under Franchise. Proposals will be received in the Office of the City Comptroller, Room 204, City Hall, 100 North Holliday Street, Baltimore, MD 21202. No later than 11:00 a.m., local time on Wednesday, November 17, 1982. A pre-proposal meeting will be held at 9:00 a.m. on August 23, 1982, at the War Memorial Building in Baltimore City. Proposals must be filed on the forms and in the manner prescribed in the bid specifications (BP-35582), and must be accompanied by a non-refundable filing fee of \$15,000, payable by certified check to the Mayor and City Council of Baltimore City. Bid specifications may be obtained by sending a check for \$100, payable to the Mayor and City Council of Baltimore City, to Purchasing Agent-CATV, Bureau of Purchases, 111 North Calvert Street, Baltimore, MD 21202. 301-396-5703. Approved: S.D. Zemansky, City Purchasing Agent-CATV.

PUBLIC NOTICE APPLICATION FOR CABLE TELEVISION LICENSE TOPSFIELD, MASS.

The town of Topsfield, Ma., will accept applications for a Cable Television License pursuant to the regulations established by the Massachusetts Community Television Commission. Applications may be filed at the address below until 8:00 p.m. on October 18, 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission form 100 and must be accompanied by a one hundred dollars (\$100.00) non-refundable filing fee, payable to the Town of Topsfield. Ten (10) copies of the application should be filed. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspection in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Topsfield Board of Selectmen, Town Hall, Topsfield, MA 01983.

TOWN OF WELFLEET PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE

The Town of Welfleet will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 p.m. on September 9, 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Welfleet. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Benson R. Moore, Chmn., Warren H. Rhodes, Wilbur C. Rockwell, Welfleet Board of Selectmen, P.O. Box A, Welfleet, MA 02667.

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Contact Arthur Holt or Bernie Fuhrman for details on the station which matches your specific needs in broadcasting.

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AM RADIO STATION

Large Southern Market. Religious format - good billing. 25% down. Good terms. Reply with qualifications. Box B-125.

SOUTHWEST

Fulltime AM in medium size market. Absentee owner. Good cash flow. Nice studios, nearly new equipment. Building and land included. Two competitors. Only financially qualified will receive replies. Write Box C-65.

POWERHOUSE IN HAWAII!!

10,000 watts, day & night fulltime, non-directional AM, center-dial location. Right owner/manager should do \$600,000+ yearly. Full price: \$650,000. This action-packed opportunity could well be the No. 1 "buy" in the industry today. Write Box C-69.

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nationwide mergers & acquisitions

STATION	CONTACT
SW Top 10 C1.C FM \$8500K Cash	Corky Cartwright (303) 740-2224
SE Metro AM/FM \$2500K Cash	Bill Chapman (404) 458-9226
MW 2400 pot. CATV \$1000K Cash	Bob Thorburn (404) 458-9226
SE Med/Met. Fulltime \$750K \$100K	Bill Cate (904) 893-6471
SW Metro Fulltime \$600K Cash	Bill Hammond (214) 387-2303
MW Small FM \$560K Terms	Peter Stromquist (612) 831-3672
MW Small AM/FM \$550K \$150K	Bill Lochman (816) 254-6899
S Small AM/FM \$450K Cash	Bill Whitley (214) 387-2303
S Small AM/FM \$300K 29%	Ernie Pearce (615) 373-8315
NW Small Fulltime \$300K Cash	Elliot Evers (213) 366-2554

To receive offerings within your area of interest, or to sell, contact John Emery, Chapman Co. Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

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 303-636-1584
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 Colorado Springs, CO 80909

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Death of founder & manager. Middle-Tenn. 1-kw AM day regional radio serving metro suburbs. Large growing market. Highly profitable. Brick building on 4 city acres. \$210,000-terms negotiable. Call Wayne B. Davis, 703-281-7320 or 615-374-2111.

NOW AVAILABLE

Excellent radio stations in Missouri. John Mitchell & Associates, P.O. Box 1065, Shreveport, LA 71163. 318-868-5409.

AM RADIO STATION

Growing east Texas market. Good cash flow. Real estate. \$800,000, terms. Write Box E-42.



R.A. Marshall & Co.

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Sunbelt mid-size growth market. Outstanding real estate situation with dominant AM/FM combo. \$1.5 million, terms.

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Midwest Independent TV. Approximate 100th market with about 12 million dollars TV revenues. Expect to gross 850,000 dollars in this third year of operation and growing. Asking \$3.1 million, on terms. H B La Rue, 212-288-0737.

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

MAJOR MARKET

FM for sale. Please write Box C-123.

HOT COLORADO FM

Top rated Class C with record billing growth. Expansion prospects. \$1.1 mil, on terms. Qualified principals only reply to Gary Willson, Broker, 415-435-3159.

THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948
 Elmira, N.Y. 14902
 24 hr Phone: (607)733-7138

Bob Kimel's office:
 P.O. Box 270,
 St. Albans, VT 05478
 24 hr Phone: (802)524-5963

Brokers and Consultants

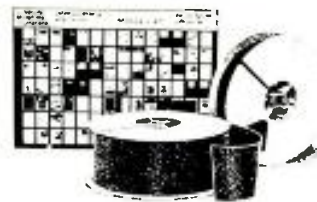


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CO	FM	275K	30K	Small
IL	FM	400K	20%	Small
NE	AM/FM	1,100K	30%	Small
AZ	AM	350K	50K	Small
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FOR SALE

VHF television station. Sunbelt market. \$16,000,000.

UHF television station. Major Southwest market. \$1,000,000 cash.

Class C FM. Medium Texas market. \$1,300,000.

Principals only please respond to Box E-43.

UTAH AM/FM

where business is great. 17,000 population. \$595,000, with easy terms. Write Box E-34.

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 a associates, inc.
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SPECIAL HALF-PRICE OFFER

For the issues dated August 2, 9, 16 and 23 **ONLY**, BROADCASTING will reduce Situations Wanted rates to 25¢ per word with a \$3.75 weekly minimum. Blind Box numbers: \$1.50 per issue. These special rates apply **ONLY TO SITUATIONS WANTED NON-DISPLAY ADS FOR THE ABOVE LISTED WEEKS**. Payment must accompany the order.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted:

LISTED ABOVE

All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Bruce Holberg, VP-general manager, LIN Broadcasting's WMET(FM) Chicago, named president and general manager, LIN's WFIL(AM)-WUSL(FM) Philadelphia.

Edward Herbert, VP, operations, Taft Broadcasting, and program operations manager, Taft's WKRC-TV Cincinnati, named VP, general manager, WKRC-TV.

Terry Wood, general manager, WRVR(FM) Memphis, named VP for parent, Viacom Radio.



Brantley

Martin Brantley, VP and station manager, KPTV(TV) Portland, Ore. named general manager.

Robert Miller, assistant marketing research analyst for Leo Burnett, Chicago, joins KATZ(AM) St. Louis-WZEN(FM) Alton, Ill., as general manager.

Walker Morris, sales manager, WCHL(AM)

Chapel Hill, N.C., named general manager.

John Hrubesky, general manager, KTHI-TV Fargo, N.D., named VP.

Michael Byrd, general manager, KLVJ(AM) Beaumont, Tex., assumes additional responsibilities as general manager of co-owned KYKR-FM there.

Tom Bender, program manager, RKO Radio Network, New York, joins WFAA(AM) Dallas as operations manager.

Joseph Murphy, operations director, WILX-TV Onondaga, Mich., named station manager.

Ron Bailey, general sales manager, WBHP(AM) Huntsville, Ala., named station manager.

F. Dayton Chapin, from Communications Funding Corp., Cape Elizabeth, Me., joins Daniels & Associates, Denver, as VP, investment services.

Art Luebke, acting general manager, noncommercial KOZK(TV) Springfield, Mo., named general manager.

Burnill Clark, interim general manager, non-commercial KCTS-TV Seattle, named general manager.

Nancy Raine, director of Public Radio Cooperative, Boston, and associate director of Eastern Public Radio Network, resigns.

Paul Curtis, account supervisor, WNEV-TV Boston, named manager of financial processing. **Joan Kelley**, administrative secretary, public affairs office, WNEV-TV, named administrative secretary.

John Ray, news director, WLEX-TV Lexington, Ky., joins WPTV(TV) West Palm Beach, Fla., as broadcast services manager.

Jerry Bridges, regional business manager, Cablevision of Waco, Tex., subsidiary of MetroVision, Inc., named system manager. **Robert McCann**, management trainee, MetroVision, succeeds Bridges.

Tom Bringola, controller, WCVB-TV Boston, named station business manager. **Phil Chin**, chief accountant, named assistant business manager.

Advertising

Frank Hoag, owner and president, Frank Hoag & Associates, Troy, Mich., joins Campbell-Ewald, Warren, Mich., as senior VP and management supervisor.

Peter Dimsey, senior VP, worldwide marketing and sales director, Avis, joins Kenyon & Eckhardt, New York, as senior VP, management representative. **Harry Kay**, VP and media director, Wells, Rich & Green, Chicago, joins Kenyon & Eckhardt, New York, as VP, director of corporate media planning systems.

Dennis Regan, corporate controller, Young & Rubicam, New York, named senior VP.

Robert (Kim) Gaynor, senior VP, director of account services, McCann-Erickson, joins Gurasich, Spence, Darilek & McClure, Austin, Tex., as executive VP of operations.

Steve Caputo and **George Huelser**, media planning directors, and **Gene Huber**, manager, media research group, Doyle Dane Bernbach, New York, elected VP's.

Penelope Queen, VP, associate research director, Dancer Fitzgerald Sample, New York, assumes additional duties as international research director.



Hammer

Richard Hammer, director of syndication sales, CBN/Continental TV Syndication, joins Mutual Broadcasting, New York, as VP, Eastern sales manager.

Appointments, Peters, Griffin, Woodward: **James Marsh**, financial manager, KXTV(TV) Sacramento, Calif., to director of finance-administration, New

York; **Matt Kreiner**, national sales manager, WVEC-TV Norfolk, Va., to manager, Chicago office; **Alvin Miller**, from account executive, Los Angeles office, to manager, San Francisco office, and **William Tynan**, account executive, New York, to senior account executive, Chicago.

Roger Bumstead, senior VP, director of media planning, Marschalk, New York, named director of media services, Cleveland office.

Michael Robertson, associate creative director, Scali, McCabe & Sloves, New York, joins Needham, Harper & Steers there in same capacity.

Diana Mullet, media buyer/planner, Byer & Bowman advertising, Columbus, Ohio, named media director.

Elaine Click and **Nancy Otto**, media planners/buyers, Goodwin, Dannenbaum, Litman & Wingfield, Houston, named co-media directors.

Appointments, Avery-Knodel Television, New York: **Susan Perelson**, account executive, to assistant sales manager, NBC team; **Lori Silverman**, account executive, to assistant sales manager, ABC team; **Debra Hogan**, account executive, to assistant sales manager, CBS team; **Linda Scutari**, senior media buyer, Kenyon & Eckhardt, to account executive, NBC team; **Robert Hollingsworth**, from Seltel, to account executive, CBS team. **Lori Goodman**, reporter, *Press Connection*, Madison, Wis., to account executive, Minneapolis.

Rich London, sales manager, Katz American Television, Los Angeles, named national sales manager, white team, New York. **Rick Rubin**, account executive, Los Angeles, succeeds London.

Lisa Wagner, media supervisor, Dunnan Jeffrey advertising, Union, N.J., named associate media director, responsible for all local TV

SHERLEE SENDS HER BEST.

When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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and radio buying.



Cioffari

Paul Cioffari, account executive with CBS Cable, New York, named Eastern sales manager.

Gerry Reddy, research analyst, John Blair, New York, joins Katz Independent TV Sales there in same capacity.

Terry Gaughan, district sales manager, Boise Cascade, Chicago, joins Katz American Television there as

account executive.

Appointments, Katz Television Continental, New York: **Jay Friesel**, manager, gold team, to national sales manager, gold stations, succeeding **Jay Overton**, VP and national sales manager, who assumes same responsibilities for Continental's Olympic stations: **Dan Lucci**, account executive, bronze team, succeeds Friesel **Jack Higgins**, team manager, Chicago office, to sales manager, bronze team, New York.

Harry Bickelhaupt, general sales manager, WLBT(TV) Jackson, Miss., joins D'Arcy-MacManus & Masius, St. Louis, as media negotiator.

Nancy Haslam, advertising and promotion manager, Pocket Books, division of Simon & Schuster, New York, joins Calet, Hirsch, Kurnit & Spector there as account executive.

William Olendorf, from Peters Griffin Woodward, Chicago, joins Petry Television there as account executive.

Gerard Rossi, account executive, Benton & Bowles, New York, joins Foote, Cone & Belding there in same capacity.

Marsha Peterson, account executive, CBS-FM National Sales, Chicago, joins Dallas office as sales manager. **Kay Holmen**, account executive, RKO Radio Sales, Chicago, joins CBS-FM National Sales there in same capacity.

Simona McCray, sales manager, CBS-FM National Sales, New York, named director of sales for CBS's Radioradio there.

John McKay, from Peters Griffin Woodward, Chicago, joins Harrington, Righter & Parsons there as account executive.

Steve Cobble, sales representative, Harrington, Righter & Parsons, Atlanta, joins Katz Television Continental there in same capacity.

Milton Marcus, VP, executive art director, Needham, Harper & Steers, New York, named associate creative director.

Gall Tobias Smith, advertising sales representative, *Houston Post*, joins Qube Cable there as account executive.

Kris Keith, from J. Walter Thompson, Atlanta, joins Blair Radio there as account executive.

Evan Kurtz, account executive, Avery-Knodel, New York, joins Metro TV Sales there in same capacity.

Stephen Roy Ryckman, from Metro TV Sales, New York, joins Petry Television there as account executive.

Sandy Sheffer, account executive, John Blair, New York, joins Katz Independent Television there in same capacity.

Frank Schmidt, from Choice air courier service, Philadelphia, joins Quantiplex, information resource division of John Blair, New York, as account executive.

Robert Dunn, VP, general sales manager, WTIC(AM) Hartford, Conn., named corporate VP, sales, for parent, Ten Eighty Corp., owner of WTIC-AM-FM Hartford.

Richard Aune, national sales manager, KGAN-TV Cedar Rapids, Iowa, named general sales manager.

Charles Buckenmyer, account executive, WTVG(TV) Toledo, Ohio, named senior group manager, sales.

Bob Butler, general sales manager, WSEE(TV) Erie, Pa., joins WPTF-TV Raleigh-Durham, N.C., as director of sales.

Larry Shrum, assistant general sales manager, KPRC-TV Houston, named general sales manager.

Richard Pearson, account executive, KVIA-TV El Paso, named general sales manager.

John Durham, account supervisor, Joe Haines advertising, Memphis, joins WREC(AM)-WZXR(FM) There as general sales manager.

Shelley Armstrong, general sales manager, WWJ(AM)-WJOL(FM) Detroit, joins WFAA(AM) Dallas in same capacity, succeeding **Michelle Gazes**, who becomes sales manager.

Sally Beamer, sales manager, Village sports, Chapel Hill, N.C., sports production subsidiary of The Village Co., joins Village Broadcasting's WCHL(AM) Chapel Hill as sales manager, succeeding **Walker Morris** (see "Media," above).

Deborah Sinay, VP, national sales manager, WCVB-TV Boston, named VP, general sales manager. **Josh McGraw**, account executive, named sales manager.

Programing



Newman



Levinson



Ruth

Peter Newman, director of market planning and research; **Sara Levinson**, director of marketing support services, and **Daniel Ruth**, director of information services, Group W Satellite Communications, Stamford, Conn., named VP's.

Susan Baerwald, director, mini-series and novels for television, NBC Entertainment, Los Angeles, named VP. **Perry Simon**, manager, comedy development, NBC Entertainment, Los Angeles,

named director, comedy development. **Phyllis Vinson**, director, children's and Project Peacock programs, NBC Entertainment, named VP, children's programming. **Winifred White**, manager, Project Peacock, named manager, children's programs.

Shane O'Neil, VP, RKO Pictures Inc. and Performance Properties, New York, named executive VP.

Arthur Reynolds, senior VP, communications systems, Oak Communications, San Diego, Calif., named VP, marketing, Oak Media Development Corp.

Howard Mendelson, director, media sales, Gold Key Media, joins Lexington Broadcast Services, New York, as executive VP, director of media sales.

Bonnie Moorhouse, administrative assistant to promotion director, news, CBS Entertainment, New York, named administrator of production, on-air production, CBS Entertainment, East Coast. **Lauren Joy Sand**, manager, program development, broadcast standards and practices, ABC Television, joins CBS Entertainment, Los Angeles, as director, late night development.

Robert Allen Cohen, general sales manager, Janus Films, New York, named VP, television.

Jerry Goldman, VP, television production, Filmways, joins Paramount Television Production, Los Angeles, as VP, finance.

Ron Gilbert, VP, business affairs, Time-Life Films, joins Hill/Mandelker Films, Los Angeles, as VP, business affairs.

Jonathan Giles Zimmerman, assistant director, Columbia Pictures Television, Burbank, Calif., named director of production management.

Don Silverman, producer, Paramount Television, Los Angeles, joins Playboy Programs there as supervising producer.

Robert Berkson, director, human resources, Eastern division, Warner Amex Cable Communications, New York, named director, management recruiting.

Don Friedman, director of operations, KRKB-TV Sacramento, Calif., joins Mizlou Television, New York, as director of sales development. **Paul Dujardin**, account executive, AT&T, joins Mizlou as head of network services.

Leslie Jacobson, chief counsel, programing, Home Box Office, New York, named associate general counsel. **Shelley Fischel**, labor counsel, named chief counsel, labor and special litigation. **Horace Collins**, associate counsel, programing, named senior counsel, film programing. **Faith Wender**, associate counsel, programing, to senior counsel, original programing.

Nancy De Los Santos, producer, *Sneak Previews*, PBS, Chicago, joins Tribune Productions there as producer, *At the Movies*.

Jorn Winther, producer-director, *All My Children*, ABC, New York, joins Imero Fiorentino Associates there as executive producer-director.

Chrys Rogers, one-time legal assistant to former FCC Commissioner Tyrone Brown and recent graduate, Georgetown University Law Center, Washington, joins Black Entertainment Television there as manager of affiliate relations. **Jefferi Lee**, producer-director, *PM*

Magazine, WDMV-TV Washington, joins BET as network operations manager.

Ara Parseghian, analyst, NCAA football, ABC Sports and former football coach at Notre Dame University, joins CBS Sports as analyst, NCAA football.

Frederick Younggren, manager of accounting services, Applied Digital Data Systems, Inc., joins Satori Productions, New York, as controller.

Dan Vallie, program director, WBZZ(FM) Pittsburgh, and national program director for parent, EZ Communications' contemporary radio stations, named VP, programming, EZ Communications, and will move to EZ's headquarters in Fairfax, Va.

David Bernstein, program director, WAAF(FM) Worcester, Mass., named program director of co-owned WFTQ(AM) Worcester, succeeding **Cliff Blake**, who joins WZZK(FM) Birmingham, Ala., as production director and air personality. **Robert Barnett**, music director, WAAF, succeeds Bernstein.

Carl Gardner, executive producer, KNUS(AM) Denver, named program director.

Evelyn Keller, program director, WNGE(TV) Nashville, named manager of programming.

Eric McKaig, from KING(AM) Seattle, joins KOMO(AM) there as production director.

Allen Sternberg, operations manager, WKCT(TV) Miami, joins WPEC(TV) West Palm Beach, Fla., as production manager.

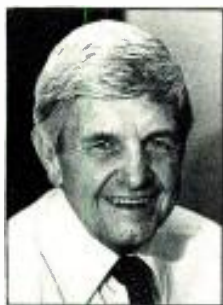
Doug Wheeler, sports director, WSBK-TV Boston, named production manager. **Fred Bierman**, producer, WSBK-TV, named executive producer.

Greg Barron, freelance producer, WCCO-TV Minneapolis-St. Paul, named producer, *The Moore Report*.

Louis Galiano, from WCPX-TV Orlando, Fla., joins KOVR(TV) Stockton, Calif., as production manager. **Bob Austin**, from WRCB-TV Chattanooga, joins KOVR as executive producer, new *PM Magazine* unit.

Fred Wymore, from KOVR(TV) Sacramento, Calif., joins *ABC News this Morning* as sports correspondent.

News and Public Affairs



Ferguson

Bill Ferguson, editor, UPI's national broadcast newswire, Chicago, named VP-executive broadcast editor, responsible for UPI's broadcast and cable editorial operations, as well as development of news services for new technologies.

Robert Eaton, producer, *NBC Magazine*, named chief, Burbank

bureau. NBC News.

John Reeder, general manager, Arkansas Radio Network, Little Rock, Ark., joins Associated Press there as broadcast executive.

Robert Miller, news and sports director, WMST-AM-FM Mount Sterling, Ky., joins WTKC(AM) Lexington, Ky., as news director.

Jim Abbott, manager of broadcast operations, WCBF-TV Charleston, S.C., joins WXEX-TV Richmond, Va., as news director.

Bill Reavis, manager of information services, Cessna Aircraft Co., Wichita, Kan., and former managing editor of news department, KAKE-TV Wichita, joins KTVY(TV) Oklahoma City as assistant news director. **Randy Ollis**, from WDTN(TV) Dayton, Ohio, joins KTVY as meteorologist.

Appointments, news department, WKNA(TV) Melbourne, Fla.: **Robert Delaney**, from Florida State Department of Health and Rehabilitative Services, Sarasota, Fla., to news director; **Mack Edwards**, from WINZ-AM-FM Miami Beach, to assistant news director; **Rachel Platt**, from WMEL(AM) Melbourne, **Leslie Draper**, from WLMD(AM) Laurel, Md., and **Frank Lasko**, from WCIX-TV Miami, to reporters.

Debi Chard, assistant news director, WCSC-TV Charleston, S.C., named news director.

Gordon Govier, correspondent, KLMS(AM) Lincoln, Neb., joins noncommercial WNWC(FM) Madison, Wis., as news director.

Michael Gleason, news producer, WBZ-TV Boston, joins WNEV-TV there as managing editor. *Newse7en*.

John Petersen, anchor, WNEM-TV Saginaw, Mich., named assistant news director.

Marjorie Arons-Barron, chief editorial writer, WCVB-TV Boston, named editorial director.

Larry Lyle, 6 p.m. news producer, WTSP-TV Tampa-St. Petersburg, Fla., named assistant news director. **Cheryl DeCamp**, noon news

producer, succeeds Lyle. **Barbara McLeod**, producer, 11 p.m. news, succeeds DeCamp.

Appointments, news department, WPLG(TV) Miami: **Larry Shenosky**, 12:30 producer, to weekend producer, succeeding **Kathy Sciore**, named special projects producer; **Jamie Gangel**, reporter, WTOP(AM) Washington, to same capacity; **Victoria Corderi**, from *Miami News*, to reporter; **Andrew Harrell** and **Mario Hernandez**, assistant photographers, **Bob Eyres**, program department photographer, **Jeff King**, from KCRG-TV Cedar Rapids, Iowa, and **John Lyon**, from WTSP-TV Tampa-St. Petersburg, Fla., to photographer-editors, and **Gary Travers**, from WIOD(AM)-WATA(FM) Miami, to weekend weather anchor.

Appointments, news department, KTLA(TV) Los Angeles: **Scott Barer**, from assignment editor to assignment manager; **Akila Gibbs**, from assignment desk assistant to assignment editor; **Lenn Goodside**, from noncommercial KPBS-TV San Diego, and **Dann Bozzo**, from KMPC(AM) Los Angeles, to assignment desk assistants; **Leann Taylor**, from news coordinator to news administrator, **Jane Wells**, from KHS(FM) Los Angeles, and **Barry Grey**, from KABC-TV Los Angeles, to newswriters.

Gil Fryer, anchor-producer, WAPT(TV) Jackson, Miss., joins WLYH-TV Lancaster, Pa., as anchor and co-producer. *Action 15 News*.

David White, news director, WSOC-AM-FM Charlotte, N.C., joins WSYR-AM-FM Syracuse, N.Y., as news anchor.

Bob McBride, anchor, WBBM-TV Chicago, joins WRC-TV Washington in same capacity.

Mary Murnane, from WHO-TV Des Moines,

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Iowa, joins WTSP-TV Tampa-St. Petersburg, Fla., as weekend anchor-reporter.

Ike Seamans, correspondent, NBC News, Miami, named correspondent, Rome.

Tom Sinkovitz, co-anchor, noon news, WCPO-TV Cincinnati, named co-anchor of expanded early evening news.

Dennis Hunter, from Young Ideas Advertising, Eureka, Calif., joins KVIQ(TV) there as anchor.

Deborah Cutter, from KHJ-TV Los Angeles, joins KHOU-TV Houston as noon anchor.

Sarah Kendall Yancey, from WRCB-TV Chattanooga, joins WTQV-TV Lexington, Ky., as anchor.

Gregg Risch, anchor-reporter, KPIX(TV) San Francisco, joins KRON-TV there as correspondent, Washington bureau.

Mark Samansky, from KAZY(FM) Denver, joins WMET(FM) Chicago as morning news anchor.

Tracy Phelps, public affairs manager, non-commercial WUCF-FM Orlando, Fla., joins WEZY(FM) Cocoa, Fla., as reporter.

Eileen Heaton, from WAVE-TV Louisville, Ky.; **Kathleen Bachman**, from WBRE-TV Wilkes-Barre, Pa., and **Eric Reynolds**, from WMBB(TV) Panama City, Fla., join WAVY-TV Portsmouth, Va., as reporters.

Jodi Amatulli, from WTNH-TV New Haven, Conn., joins WNEE-TV Hanover, N.H., as reporter.

Dan Benedict, broadcast instructor, Lyndon State College, Lyndonville, Vt., joins WBIR-TV Knoxville, Tenn., as news photographer.

Technology

Charles Quinn, division VP, materials and facilities, RCA Consumer Electronics Division, Indianapolis, named division VP, operations.

Guy Beakley, director of research and development, Scientific-Atlanta, Atlanta, named VP. **John Tekowits**, director, human resources, Harris Corp., Melbourne, Fla., joins Scientific-Atlanta as VP, human resources.



Taylor

William Taylor, executive director of technical operations and international facilities, ITT World Communications, New York, elected executive VP. **Bob Olson**, VP and director of marketing, and **John Wilson**, VP and director of engineering, elected senior VP's.

Richard Hoffman, general counsel, General Instrument, New York, named VP.

Fred Zimmermann, from Cetec Broadcast Group, Cetec Corp., El Monte, Calif., joins Moseley & Associates, Goleta, Calif., as operations manager.

Stanley Lapin, VP, engineering, Contemporary Communications Corp., New Rochelle, N.Y., MDS common carrier, named senior VP. **Bruce Kahn**, from Microband Corp., joins CCC as director, site administration.

Lori Zeller, coordinating producer, Joseph Zink & Co., New York video production facility, named VP of operations and production.

Robert Thomas, from Lexidata Corp., joins XYTEX, Woburn, Mass.-based producer of electronic publishing equipment, as senior design engineer.

Douglas Truckenmiller, VP and head of communications department, DeWild, Grant, Reckert & Associates, consulting firm, joins Colony Communications, Providence, R.I., as director of engineering.

Jim Brown, chairman, electrical engineering technology department, DeKalb, (Ga.) Community college, joins Turner Broadcasting System, Atlanta, as engineering training director.

Joyce Everett, administrative assistant to president, Comsearch, Reston, Va., named VP, administrative services. Comsearch provides engineering services for satellite earth stations, point-to-point microwave systems and cellular radio.

Isao Takekoshi, market development support associate, Northeast region, Sony Video Communications, Paramus, N.J., named manager, special markets, market development group, based in new headquarters in Park Ridge, N.J.

Lori Pinkerton, producer-air personality, WGCH(AM) Greenwich, Conn., joins United Stations, New York, as production engineer.

Promotion and PR

Patricia Nolan, manager, sales operations, Hearst/ABC Video Services, named manager, sports merchandising and promotion, ABC Television Network Sales, New York.

C. Edwin Gish, director, on-air promotion, CBS Entertainment, named VP, on-air promotion.

Karen Gregory, acting manager, corporate communications department, McCann-Erickson Worldwide, joins N W Ayer, New York, as corporate communications associate.

John Abrams, manager of creative services, RKO Radio Network, joins Katz Communications, New York, as associate director, corporate relations. **Mary Brooks**, secretary to director of corporate relations, named administrative assistant, corporate relations department.

Bonnie Bernholz, account executive, Hill & Knowlton, Houston, named VP.

Jean Farinelli, senior VP and account supervisor, Carl Byoir & Associates, New York, joins The Public Relations Group, Tracey-Locke/BBDO, Dallas, as senior VP.

Marjorie Marable, public affairs associate, College Board, New York, joins Home Box Office there as manager, affiliate public relations, Eastern and Southern regions. **Larry Lauck**, public relations manager, Society of Petroleum Engineers, Dallas, joins HBO there as manager, affiliate public relations, central region.

Lissa Elchenberger, column editor, NBC Press, New York, named administrator, national press services, NBC Press.

Ellen Eisenberg, editor-writer for Interface, New York, nonprofit public policy research firm, joins Viacom Enterprises there as manager of television promotion.

Allied Fields

Frank Santucci, senior product manager, Ampex Corp., has formed Redwood City Calif.-based independent manufacturers' representative firm, Advanced Marketing, to represent broadcast production and post-production equipment manufacturers.

Tom Fairbourn, associate director of development, noncommercial WITF-FM-TV Hershey, Pa., joins National Captioning Institute, Falls Church, Va., as director of program development.

Elected officers to new one-year terms, Station Representatives Association: president, **Bob Kizer**, Avery-Knodel Television; VP-TV, **Wally Schwartz**, Blair Television; VP-radio, **Bill Fortenbaugh**, Katz Radio; secretary, **Vic Ferrante**, Katz Television, and treasurer, **Peter Moore**, Torbet Radio.

Kathy Pauley Ramsey, director of membership, Chicago Association of Commerce and Industry, joins National Association of Business and Educational Radio, Washington, as director of marketing.

Deaths



Seymour

Dan Seymour, 68, former chairman and chief executive officer of J. Walter Thompson Co. and during 1930's and 1940's one of nation's leading radio announcers, died of heart attack last Tuesday (July 27) at his home in New York. Seymour was announcer for such radio shows as *The Aldrich Family*, *Duffy's*

Tavern, and *The Benny Goodman Show*. On Orson Welles's *War of the Worlds* radio broadcast in 1938, he delivered realistic bulletins that terrified listeners with news of invasion of New Jersey by Martians. Seymour later became producer-director for CBS in radio and television and in 1950 joined Young & Rubicam, New York, as vice president in charge of television programming. He joined Thompson in 1955 as head of television and radio department. He rose to president in 1964 and chairman in 1972, retiring in 1974. He is survived by his wife, Louise; son, Stephen (chief executive officer of Abell Communications Corp., Baltimore, group station owner) and three daughters, Judith Fowler, Nancy Morgan and Kathie Stevens.

William Abrams, 47, senior VP and management supervisor, SSC&B, New York, died of leukemia July 22 at New York hospital. He is survived by sister and three brothers.

Gary Dent, 45, head of own communications appraisal firm, Gary A. Dent & Associates, died of cancer July 2 at his home in Hurst, Tex. He is survived by his wife, P. Lynn Dent.

Kennett Hinks, 85, retired director, J. Walter Thompson, New York, died of heart attack July 22 at Johns Hopkins University hospital, Baltimore.

Sam Burk, 67, president and general manager, KIRX(AM)-KRXL(FM) Kirksville, Mo., died of cancer July 16 at University Medical Center, Columbia, Mo. He is survived by his wife, Vera, and three daughters.

Showtime's Sie: engineer turned cable marketer

In the 10 years that John Sie has been in the cable television industry he has made a radical transition, perhaps an about face, in the role that he plays.

He joined the industry in 1972 with the Jerrold Electronics Corp. of General Instruments and headed a division within Jerrold responsible for the development (and marketing) of advanced state-of-the-art two-way interactive systems. Sie is now senior vice president, marketing and planning, for Showtime, which, behind HBO, has the second largest subscriber base in the pay TV programing world.

Born in Kiang-Si, China, and raised in Shanghai, Sie emigrated to the U.S. in 1950 at the age of 14, shortly after the Communist Chinese revolution. Two days after landing in San Francisco, he headed for New York, where he has been ever since. (That is not to say that he has remained immobile within New York confines. He notes that he has lived in all five of the city's boroughs at one time or another.)

Sie's educational background belies his qualifications to market and map strategy for a national program service. It is high-technology oriented, and includes both a bachelor and a masters degree in electrical engineering, as well as completion of course work for a doctorate in the related field of electrophysics.

Sie's field of expertise was microwave technology. In 1959, while completing course work for a doctorate, he received an RCA David Sarnoff research fellowship. Research conducted under the RCA grant led to Sie's development of the parametric amplifier, currently being used in ultra-low noise earth stations.

Prior to his stint at Jerrold, where he was first hired by John Malone, then president of the company, to run its terminal products and services division and later named vice president in charge of all CATV products, Sie was president of a company that he and five other scientists formed, Micro State Electronics Corp. That was in 1960. Micro State dealt in technology for the newly emerging microwave and solid-state fields, primarily for applications in the aerospace industry. Most of its business was conducted with the Defense Department and NASA.

In 1964 Micro State was sold to Raytheon Co., the Boston-based high-technology firm with interests in the aerospace industry. Sie remained president of the newly acquired Raytheon subsidiary until 1970, when he opted not to take part in Raytheon's plans to consolidate and relocate the Micro State operations to Boston.



John James Sie—senior vice president, marketing and planning, Showtime Entertainment; b. April 12, 1936, Kiang-Si, China. Emigration to U.S., 1950; BEE, Manhattan College, 1957; MEE, Polytechnic Institute of Brooklyn, 1958; senior member of technical staff, defense electronics products division, RCA Corp., 1958-1960; president, Micro State Electronics Corp., 1960-1970; consultant to aerospace industry, 1970-1972; general manager, terminal products division, Jerrold Electronics, 1972-1976, and vice president, CATV products division, 1976-1977; vice president, marketing and affiliates, Showtime, 1977-1979, and senior vice president, marketing and affiliates, 1979-1982; present position since April 1982; m. Anna Maglioni, Jan. 7, 1966; children—Susan, 22; Deborah, 21; James, 19; Michelle, 15; Allison, 13.

When he left Micro State in 1970, Sie became a consultant to the aerospace industry, advising companies on how to apply their technology to such commercial uses as microprocessors and satellite communications. It was during this period that Sie became intrigued with cable television, or as he puts it, when he "stumbled into the wired nation."

He recalls that back then cable was considered "by us 'advanced high-tech people,' to be low-tech and schlock."

Nevertheless, Sie believed in the potential of two-way interactive systems as they applied to cable TV. At the time, most if not all of the two-way systems were still on the drawing board, or perhaps even still a gleam in the eyes of the futurists, such as himself and John Malone.

In 1972, under the leadership of Malone (currently president of number-one ranked MSO Tele-Communications Inc.), Jerrold was the leading supplier of products to the cable industry, according to Sie. But up to then, Jerrold had no one to put in charge of the development of two-way technology for the company. Sie got the nod and, "armed with high-tech-

nology, energy and a lot of enthusiasm," he went about his appointed task.

Sie came to a "quick realization" that it was not a lack of technology or hardware that was holding back the implementation of systems, but rather "a lack of software, consumer demand and field tests."

In 1973, the bottom fell out of the cable TV industry (the low point of which was when the Securities and Exchange Commission halted trading of Teleprompter stock) and Jerrold put its two-way system proposals, including Communicom, on the back burner—"way back," as Sie recalls—to concentrate on developing pay TV terminal and converter business.

In 1976, Sie was appointed vice president in charge of Jerrold's CATV division. Also in that year, he gave a presentation on the hardware side (with software applications) of the pay TV world to Viacom's Doug Ditttrick, Jeffrey Reiss and Jules Haimovitz who were then just launching their new pay cable service, Showtime.

Sie made a definite impression on at least some of Viacom's decision makers, because in May 1977 Reiss approached him about a position at Showtime and in July of that year he joined the company as vice president, marketing and affiliates. He was responsible for developing a business plan to launch Showtime via satellite distribution.

Hardware background aside, Sie believes that it is his "entrepreneurial spirit," business background and knowledge of cable that got him the job at Showtime of selling software.

Will Showtime ever catch up to HBO in terms of subscribership? "I think so," says Sie, but "it's a matter of time and a matter of breaks, too."

And a key ingredient in the strategy that will help make that prediction a reality is a marketing approach that Sie calls "core packaging," or the "heavy-user theory." Essentially, that concept boils down to convincing the cable operator to take "the broad-based appeal services," HBO and Showtime, and to sell them as one package. The idea, he says, is to "go after the heavy users, sell them the core package," and then provide more specialized services on an "a la carte" basis to smaller targeted groups of subscribers.

Only time will tell if that theory pans out. In the meantime, Showtime continues to expand its subscriber universe. In the last six months it has signed agreements with 255 systems passing 3 million homes.

Sie's contributions to cable have not gone unnoticed by the industry. At the NCTA convention this year, he received the association's Robert H. Beisswenger Memorial Award for demonstrating "courage and foresight in breaking new ground in the cable industry." ■

At open meeting Wednesday (August 4), **FCC is expected to approve ABC's planned Home View Network**, which would provide scrambled pay programming over O&O's and affiliates during early-morning hours for taping by subscribers (BROADCASTING, May 3). It will also grant ABC authority to apply for STV approval on behalf of affiliates. (Sony received type approval from FCC last week for decoders to be used in ABC's HVN system.) Commission also will consider notice of proposed rulemaking aimed at giving FM broadcast licensees broader latitude in using subsidiary communications authorizations, notice of proposed rulemaking aimed at eliminating requirement that broadcasters keep operating and maintenance logs, proposals for expanding hours of operation of daytime-only stations, and notice of proposed rulemaking aimed at eliminating requirement that cable operators file annual financial reports.

Blair Television said last Wednesday (July 28) it has **resigned as national representative of WNEV-TV Boston**, effective no later than Aug. 15, because of "business and philosophical differences between Blair TV and the station's current operating management." Decision came after new owner of station, New England Television Corp., had asked Blair and several other national representatives to make presentations for representation business. Blair spokesman said it is first time in company's history that it has resigned major station account. He declined to cite specific areas of disagreement with New England Television. Blair has represented station since December 1980 when it was owned by RKO General, whose license was stripped by FCC and taken over by NETV which began operations last May 22. NETV said it made short-term agreement with Blair at time it took over station, saying it would re-evaluate representation later.

ABC faces trial on libel charge it had persuaded U.S. district court to dismiss. U.S. Court of Appeals for Sixth Circuit last week reversed summary judgment district court had granted ABC in case of Detroit housewife who says she was depicted as prostitute in ABC documentary broadcast on April 22, 1977. Court said she was entitled to jury trial of her suit because there was factual question of whether broadcast defamed her. Clark was shown in documentary in segment illustrating adverse effect prostitution had on integrated middle-class neighborhood in Detroit. ABC contended it was obvious broadcast did not suggest Clark was prostitute. It also claimed qualified privilege because broadcast was in public interest. But Clark said church members had shunned her and that she had been denied jobs by two prospective employers after broadcast. She also said she had been propositioned. Appeals court majority, in rejecting ABC's

contention Clark clearly was not prostitute, noted "striking" contrast in appearance between Clark, who is black, and two other women in same segment. One was white and one black but both were older and heavier in appearance than Clark, who was in her early 20's and attractively dressed. Majority also said ABC was not entitled to qualified privilege because Clark had only "the most tenuous connection" with public interest subject matter.

Golden West Broadcasters announced last Thursday (July 29) its **intention to sell** its national representative firm, **Major Market Radio**, and said it is considering three offers. One is from group consisting of MMR President Warner Rush and other MMR employees; another from Interep, holding company that owns McGavren-Guild, Hillier-Newmark-Wechsler and Bernard Howard Inc., and third from combination of MMR employees and Interep. Golden West said it has decided to devote its efforts entirely to eight broadcast properties it owns. Under new arrangement MMR will continue to represent Golden West radio stations in Los Angeles, San Francisco, Portland, Ore., and Seattle.

Democrats are cranking up **two-pronged advertising campaign** in connection with fall elections, but appear ready to pay only for one prong. Democratic National Committee last week announced plans for spending between \$1.5 million and \$2 million on ads stressing Democratic theme that Republican programs are unfair. Half of money has already been raised, according to Robert Neuman, DNC's director of communications, "bulk of it from unions." Money will be spent for time in states where DNC thinks ads can affect gubernatorial races and contests for state legislature. Second prong of Democratic campaign was effort by three committees—national, congressional and senatorial—to get free time for response to Republican commercial they say is misleading. Commercial was one in which grandfatherly looking actor dressed as postman gave President Reagan credit for Social Security cost-of-living increase—which Democrats, and even White House, say Reagan attempted to postpone. Letter from DNC's Charles Manatt; Representative Tony Coelho (D-Calif.), of congressional committee, and Senator Wendell Ford (D-Ky.), of senatorial campaign committee, was sent to 120 stations last week.

WXXA-TV Albany, N.Y., was due to start broadcasting at 6:15 p.m. Friday on channel 23, becoming, according to FCC sources, "approximately" **795th licensed commercial TV station to go on air in U.S.** Sign-on had been preceded by several weeks of pre-inaugural rivalry that customarily greets station newcomers,



Watt he meant. Secretary of Interior James Watt was all over the airwaves in recent weeks explaining a letter he wrote to Israeli Ambassador Moshe Arens in which he said American support for Israel would be jeopardized unless American Jews supported the Reagan administration's energy policies. Cable News Network (at left) claims Watt first disclosed the contents of the letter on its *Crossfire* program, hosted by Tom Braden (l) and Pat Buchanan (r).



A few days later on Mutual Broadcasting System's national call-in *Larry King Show*, Watt explained that no threat was intended and the letter in no way constituted "blackmail." *The Larry King Show* goes on live at midnight six times weekly, and Mutual reported that the phone lines were jammed with callers, some who waited more than an hour to ask Watt questions. It was later announced that Ambassador Arens also would appear on King's show.

with Viacom's WNYT(TV) Albany, channel 13, distributing lengthy research report challenging WXXA-TV's claim to be first independent in market as well as its estimates of projected audience delivery, and with WXXA-TV responding by, among other things, sending its own employees out to picket itself with placards proclaiming WXXA-TV "unfair to the overdogs." WXXA-TV is licensed to Albany TV 23 Inc., with James D. Boaz president and general manager. Boaz said pre-launch jousting had been "fun," made more so by \$300,000 in advance bookings from such clients as Kellogg, General Foods, General Mills, McDonald's, local auto dealers and Boston Stores chain.

SJR Communications reportedly reached agreement to sell its sole remaining radio station, **KLVU(FM) Dallas**, to John Tenaglia and Robert Weary for **\$8.5 million**. SJR Communications, subsidiary of San Juan Racing Association, bought Dallas 10 kilowatt in 1979 for \$3,750,000. Buyers are principal owners of **WSRF(AM)-WSHE(FM)** Fort Lauderdale, Fla., which they bought four years ago for \$5 million. Weary also owns cable systems in Midwest. Last year SJR sold all its radio stations, except KLVU, to Gulf United Corp. for \$62 million plus \$5 million in assumption of liabilities. Gulf United later spun off four of those stations. SJR reportedly delayed selling Dallas outlet until it was past FCC three-year ownership requirement. Blackburn & Co., Washington, was broker.

Knight-Ridder Newspapers Inc. has announced third agreement with newspaper company to explore **electronic home-information services**. Latest is with **A.S. Abell Publishing Co.**, publisher of *Sun* newspapers in Baltimore, and follows pattern set in agreements reached with First Affiliated Publication Inc.'s *Boston Globe* and with Capital Cities Communications Inc.'s newspapers in Kansas City, Mo., and Fort Worth. Knight-Ridder, in cooperation with AT&T, has been testing its Viewtron videotext service in south Florida since 1980, and is planning commercial venture in that area next year. And under agreement with A.S. Abell, that publisher will receive access to data developed in Viewtron trials.

Three broadcast organizations and National Association of Broadcasters have asked FCC to issue **declaratory ruling** that licensee who sells time to political party or committee for political commercials is not obligated to offer free time to opposing political parties, regardless of whether time was sold during or outside of campaign period. Petition, presented last week by CBS, Gaylord Broadcasting Co. and Metromedia Inc., as well as NAB, in effect asks FCC to reverse position it took in case involving National Conservative Political Action Committee. Commission held there that sale of time to political action committee outside of campaign period might obligate broadcaster to offer free time to opposing group, under so-called Cullman Doctrine. NCPAC has appealed that decision. Petitioners contend that ruling they request is necessary "to comport with the purposes" of equal time law "and to restore the legitimate discretion of broadcasters in this area." They say earlier commission rulings held that Cullman Doctrine does not apply to sale of time for political ads inside or outside of campaign periods.

NBC-TV announced it will affiliate with **KCBJ-TV Columbia, Mo.**, effective Aug. 8. Move had been expected since ABC-TV announced it planned to switch from KCBJ-TV, on channel 17, to University of Missouri's channel 8 KOMU-TV Columbia, NBC affiliate (BROADCASTING, April 5). KOMU-TV and KCBJ-TV are only stations licensed to Columbia, which with Jefferson City, Mo., forms nation's 147th market.

SIN is at it again—operator of SIN Television Network and Galavisión has filed **complaint with FCC charging Western Union discriminated against SIN** "by imposing inequitable and unreasonable conditions on its acquisition of transponders on Westar V." Heart of matter is SIN didn't get transponders on

Westar V—it had picked up two transponders on Westar IV, under assumption that bird would be "cable satellite." Now (largely following Westinghouse's acquisition of spots on Westar V for its several services) it looks like Westar V will turn into mythical Cable Net Two with only one other cable supplier left with SIN on Westar IV. SIN request for slots on V have been turned down; SIN says Western Union said its capacity has already been allocated and V has not been "designated" program supplier satellite. Complaint bears similarities to one SIN filed against RCA when it lost out on bid for Saicom III-R transponder; commission ruled against SIN then.

Dr. Vladimir Kosma Zworykin, often referred to as "father of television" ("Profile," Jan. 7, 1980), died last Thursday (July 29) at Princeton (N.J.) Medical Center one day short of his 93d birthday. Zworykin declined "father" accolade, saying hundreds contributed to television over many years, but achievement of practical television stems largely from his pioneering work in 1920's and 1930's. He was inventor of first practical camera tube, iconoscope, and his development of kinescope picture tube formed basis for many important advancements in field. Russian-born Zworykin came to U.S. after World War I and worked for Westinghouse Electric and Manufacturing Co., Pittsburgh, from 1920-29, participating in early work on television. His research into television accelerated in 1929 when he met David Sarnoff, later president and chairman of RCA, who invited Zworykin to join RCA. He served as director of RCA's Electronic Research Laboratory, first in Camden, N.J., and later in Princeton, N.J., until his retirement in 1954. He served as honorary VP and technical consultant to RCA until his death. He was holder of more than 120 U.S. patents in fields ranging from gunnery control to space exploration. He is survived by his second wife, former Katherine Polevitzky; his first wife, former Tatiana Vasilieff, and daughter by his first marriage, Elaine Zworykin Knudsen.



Strains in U.S.-Canadian trade relations involving telecommunications were evident on Capitol Hill last week. Canada's ambassador to U.S., Allan Gottlieb, called on Senator Barry Goldwater (R-Ariz.) to express concern about provision in Goldwater's cable television bill (S. 2172) that would restrict Canadian ownership of U.S. cable systems. Provision is intended to mirror Canada's restriction on foreign ownership of cable systems there, but Gottlieb, according to account of meeting provided by embassy press attache Mark Cortie, said cable television issue should be viewed in overall field of telecommunications—in which U.S. enjoys \$500 million surplus over Canada. And Gottlieb, noting that General Telephone and Electric is second largest telephone company in Canada, said that action by one country in one area of telecommunications "could bounce back in another sector," according to Cortie's account. Press attache said no "precise" action was threatened or mentioned. And Goldwater, according to aides, showed no inclination to change his mind on provision. Meanwhile, on House side, Deputy U.S. Trade Representative David R. Macdonald offered additional evidence administration is moving toward position of support of Senator Patrick Moynihan's measure to restrict U.S. imports of Canada's videotext technology—Telidon. Measure would be added to legislation that now simply mirrors Canadian law that denies tax break to Canadians who advertise on U.S. broadcast stations. Macdonald, as did his boss, William Brock, in earlier appearance on Capitol Hill, said additional means of approaching problem of persuading Canadians to modify tax bill should be considered.

High noon

The stage is set for history at 1771 N Street in Washington this week. At 9 a.m. tomorrow (Aug. 3) the executive committee of the National Association of Broadcasters will meet in extraordinary session to decide what to do about filling—at least on an interim basis—the joint board chairmanship vacated two weeks earlier by Eddie Fritts. That afternoon, those six men will be joined by eight others to sit as the search committee, and to weigh the merits of the seven who have volunteered so far as candidates for the NAB presidency (and whose careers and ideas are summarized on pages 25, 26 and 27 of this issue). Or, perhaps, to take the far harder course of acknowledging that the search process so far has been compromised beyond repair, and that any choice made under the prevailing circumstances would be flawed.

Vote counts are notoriously unreliable in these circumstances. As this was written the search committee was evenly split on the question of going ahead or calling for another round. This magazine, as readers are well aware by now, favors the latter course. We have watched the selection process with great attention, from the day we first reported that Vince Wasilewski was to retire and that a new era might be opening for the NAB (BROADCASTING, March 29)—and we have been increasingly discouraged at every turn. In a time when AT&T's John Fox has just beaten the pants off Tim Wirth on a common carrier bill with enormous implications for broadcasting's future, and in an era that has seen such advocates as the National Cable Television Association's Bob Schmidt and Tom Wheeler burning up the media lobbying track in Washington, it confounds reason that there are no more choices on NAB's horizon than were there four months ago.

Happily, there's no need for urgency. President Wasilewski, the steady hand at NAB's helm for 17 years, is back on the job after surgery, ready to continue in his accustomed role for several months longer. The experienced and popular John Summers is in place to keep the association operating. The counsel and energies of such leaders as former board chairmen Wilson Wearn and Tom Bolger are there to be called on as the process continues.

What there *isn't* at the NAB is a vacuum. What there *is* is a hard choice. This week, the industry is counting on 14 men to make the right one.

Numbers game

The FCC has introduced a new element into its consideration of changes in its multiple ownership rules: indexing. As instigator of the commission's interest in indexing, Mimi Weyforth Dawson last week unveiled her model, something called the Herfindahl-Hirschman Index that the Justice Department uses to test whether proposed business and industrial mergers will cause undue concentrations of economic control.

The Herfindahl-Hirschman Index is described elsewhere in this issue and will not be discussed in detail here for fear of a typesetters' revolt. In essence, the squares of a lot of numbers are added up. If the magic figure passes X, forget the merger.

It must be said that in principle the Herfindahl-Hirschman Index is an improvement over the formula that the FCC uses now to limit multiple ownerships. At least H-HI attempts to appraise market power in rejecting or approving candidates for merger. The FCC's seven-seven-seven rule simply puts that arithmetical limit on the numbers of AM's, FM's and TV's anyone can own, no matter how big or small or where located.

That said, it must be added that the replacement of the rule of sevens by an FCC version of the Herfindahl-Hirschman Index (there, we've said it again) would impose its own hazards. In

composing an index, the FCC would have to decide new limits of maximum size and thus replace one arbitrary set of figures with another. Is ABC, CBS or RCA to be the model of maximum share of the "national video distribution market" or are permissible multiple ownerships to be bigger or smaller than those represented now by the network companies? Why?

There has never been a real-world need for the FCC's rule of sevens. Only two broadcast portfolios, Metromedia and Park Broadcasting, are at those limits now. Nor is there a real-world need for an index. There are antitrust laws that could be invoked in the extremely unlikely event that a participant in the "national video distribution market" attained undue control.

Still, it's probably salutary that Commissioner Dawson brought indexing up. The inclusion of that proposal in the rulemaking to admit networks to cable ownership gives interested parties a chance not only to discuss it but also to lay out what ought to be persuasive arguments for abandonment of all arbitrary limits on television or radio ownership.

What recession?

Money seemed to be bustin' out all over network television last week. Up-front selling had finally got off the dime and was moving, as reported elsewhere in this issue, with a vigor suggesting that this usually prophetic phase of the new sales season may be wrapped up this week. Coincidentally, American Home Products and NBC-TV signed a three-year, \$250-million deal, billed as the biggest known single-sponsor commitment in television history. At CBS-TV they were talking about the prospect of commercial time going for a million dollars a minute in CBS's next outing in the Super Bowl ("Closed Circuit," July 26).

Good sales are good signs—unless they're made at prices too low, a condition that seems to have no bearing here. In fact, it was the size of the network increases, variously estimated at 15% to 25%, that delayed the start of up-front buying. But the buying, once started, has come in a rush that seems likely to take it close to the \$2-billion mark, 20% above last year's. That is a good sign for an economy that needs one. It is also a good sign for the spot television business.

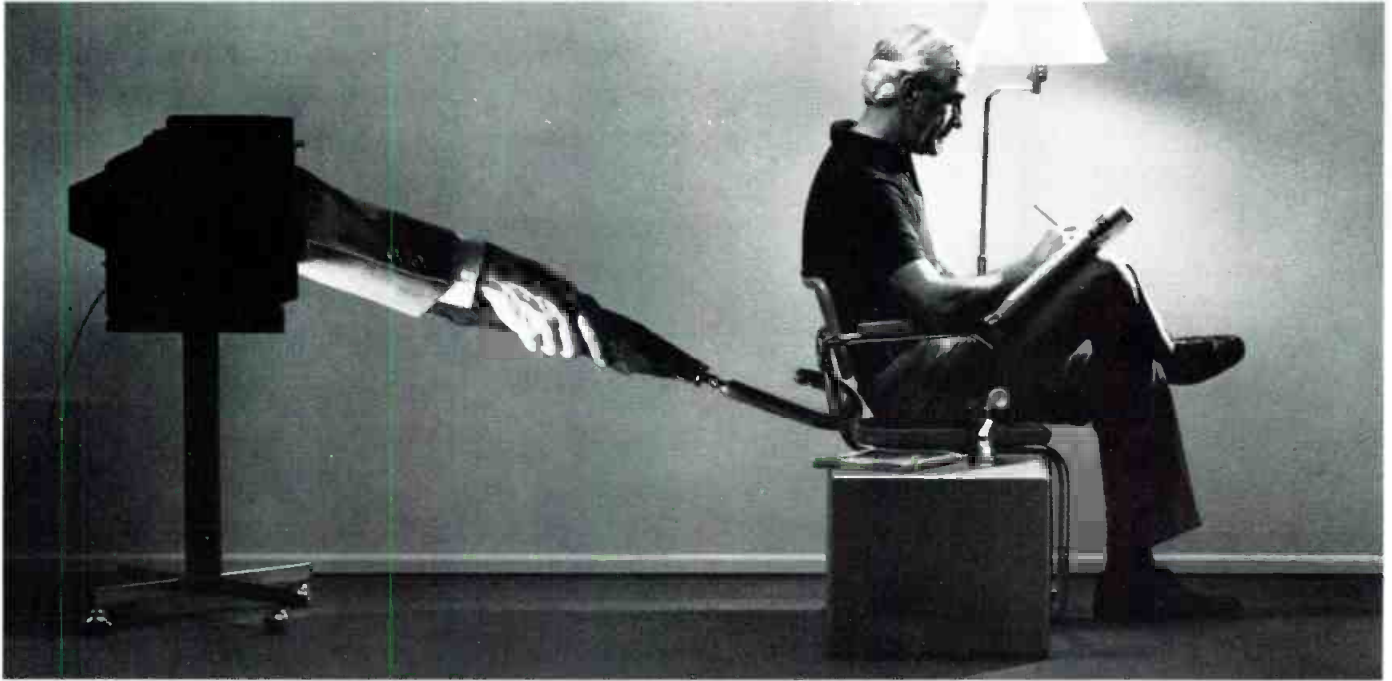
Conventional sales wisdom has it that as the networks go, so goes spot. This has usually been the way it works, the main exceptions having been when spot did well despite sloppy network sales. The current absence of sloppiness from network business should consequently cheer the hearts of spot—and local—salesmen.



Drawn for BROADCASTING by Jack Schmidt

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