

Broadcasting Aug 30

Larry Spiegel on Buying Broadcast.

"When you're buying spot TV smartly, you shouldn't spend all your time worrying about whether a station is an independent or an affiliate, UHF or VHF.

"People are program loyal, not station loyal. If you can advertise in strong programming to someone who is highly attentive, what difference does it make what type of station it is?"



Larry Spiegel is Senior Vice President - Marketing Services. Tracy-Locke/BBDO. Dallas

"Buyers need to keep what they're trying to do in perspective. Which is more than how to get the buy in at a bulk CPM. It's how to get the message across effectively, to the right people at the right time.

"We do a lot of business with Gaylord stations. Their diversity of programming, the opportunity to be in-program, generates a lot of people for a lot of reach.

"With Gaylord as an element, we have been able to make more effective and efficient buys for our clients."

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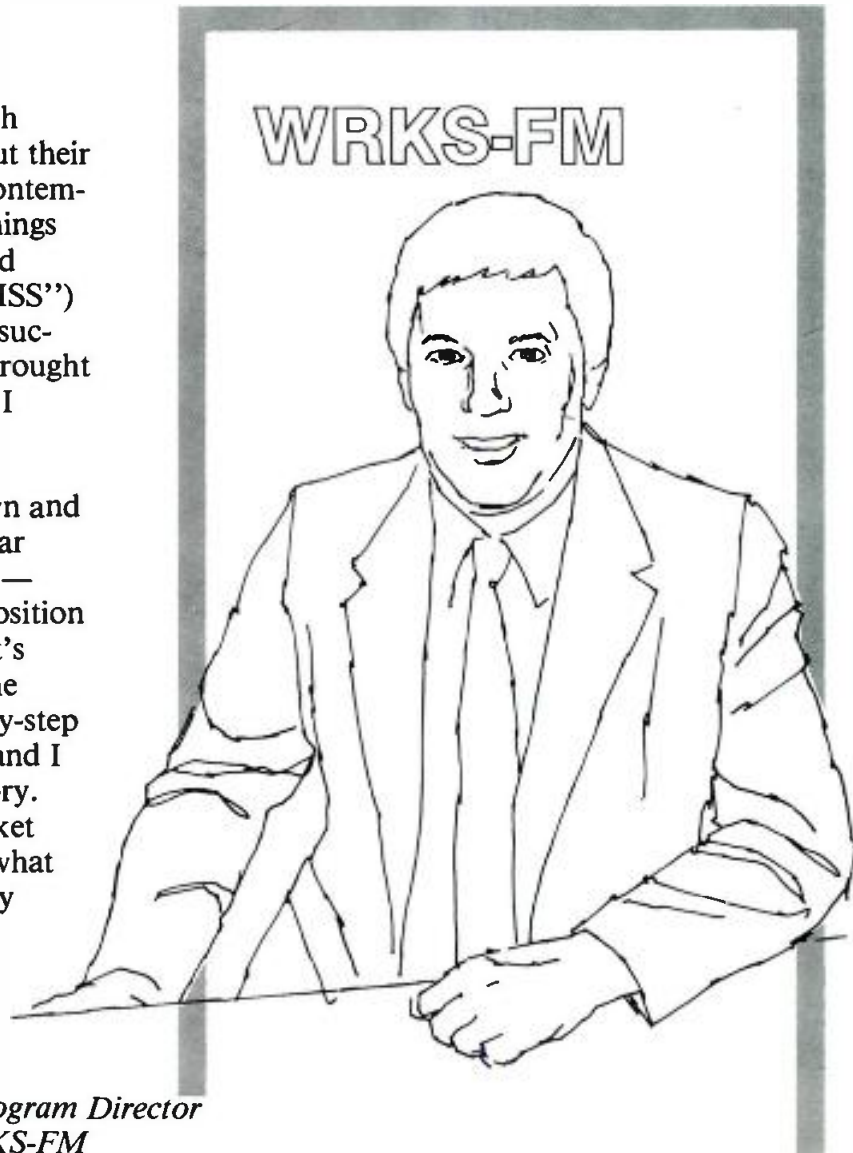
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“It surprised me that they could even help create strong growth in this format.”

“I’d known the people at The Research Group for many years. And I knew about their quality and their successes in the adult contemporary format (where we’d done great things together), Rock — A.O.R., Country, and News/Talk. But at WRKS-FM (98.7 “KISS”) we’d been in an *urban* format, rather unsuccessfully, for quite some time when we brought them in to help us strategize for success. I wasn’t sure what the outcome would be.

Now, at that time — when we sat down and discussed the applications of offensive war strategy to come up with a winning plan — WRKS-FM had an overall #21 market position with a 1.6 (12+) share in Arbitron. That’s what we in New York call “red ink”. The Research Group laid out a careful step-by-step plan which Lee Simonson, Barry Mayo and I set about to accomplish. The rest is history. Our last book showed an overall #2 market position with a 5.9 (12+) share. That’s what we in New York call “black ink”. . . very black ink.”



*DON KELLY, Program Director
“98.7 KISS” WRKS-FM*

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 30**

Networks line up for the fall race □ Paley to retire from CBS □ Fritts sets out to calm the fears of TV broadcasters □ Sales, syndicators, satellites—the many parts of Radio 82

OLD-FASHIONED START □ With actors and writers strikes of previous years no longer factors, TV networks welcome head-to-head beginning of fall season. **PAGE 23.**

PALEY'S NEW HORIZONS □ He's negotiating to become principal in Whitcom Communications; he would step down as CBS chairman but keep ties to company. **PAGE 24.**

FRITTS TO MAKE CASE □ NAB's president-elect to meet with TV board members Thursday and with major TV group owners in Chicago next month. **PAGE 24.**

KLUGE STRENGTHENS HAND □ Metromedia purchase of Field's WFLD-TV Chicago for \$136 million triggers sales to Gannett, Malrite and Doubleday. **PAGE 25.**

DETROIT WANTS TO BE WIRED □ City invites bids for 72-channel, two-way cable system to serve its 471,000 homes. **PAGE 26.**

CABLE COPYRIGHT SNAG □ Negotiators at odds over amendments sought by religious and public broadcasters. **PAGE 27.**

RADIO MARTI □ Administration's measure to establish station to beam news to Cuba becomes more of a legislative cliffhanger. **PAGE 28.**

SPECIAL REPORT: RADIO 82 □ BROADCASTING'S annual examination of medium finds unprecedented competition and sluggish economy spawning widespread change. **PAGE 35.** Spot radio in particular is feeling recession, and reps see little improvement in immediate future. **PAGE 39.** Despite

profusion of new formats, radio stations discover more clarity has been brought to programming. **PAGE 44.** Established operators contend 1982 is year of "shakeout" for radio network business, but newer players in game dispute assessment. **PAGE 50.** Switch from long lines to satellites for transmissions puts pressure on radio station managers to evaluate outside programming. **PAGE 64.** Contemporary continues as most popular format, according to listings of top-10 radio stations in 50 leading markets. **PAGE 64.** Radio syndicators fine-tune programming and services to meet market demand.

VIACOM GETS IT ALL □ Company will pay more than \$75 million to partner Westinghouse for other half of Showtime. **PAGE 88.**

POSSIBLE REPRIEVE □ Provision in tax bill opens way for WOR-TV New York to shift to New Jersey and bypass threat to station's license renewal. **PAGE 94.**

GREENING OF AT&T □ Judge approves settlement that ends eight-year-old antitrust suit and establishes new ground rules for world's largest company. **PAGE 96.**

PROBE OF PAGING BIDS □ FCC will investigate charges that Graphic Scanning Corp. was real party in interest behind applicants for service in 40 markets. **PAGE 98.**

DRUMBEATING IN ANOTHER CAMP □ After five successful years at CBS-TV, Steve Sohmer is practicing his promotional magic as vice president for advertising and creative services, NBC Television Network. **PAGE 119.**

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Growing universe

Nielsen Television Index's new estimate of U.S. TV households, effective today (Aug. 30) is 83.3 million homes, up 2.2% from previous broadcast year's 81.5 million. From networks' perspective, that means each rating point now is worth 833,000 homes. NTI total excludes Alaska and Hawaii which account for bit more than 400,000 TV homes.

Radio too?

Radio station operators examining court decision in music-license case, which holds current ASCAP and BMI blanket licenses for TV stations illegal ("In Brief," Aug. 23), think they see some promise in it for them—if it's sustained on appeal. Attorneys say there may be important distinctions, however. For one thing, where TV stations do little local programming, most radio stations do mostly local programming—mostly music, although recorded elsewhere, at that. But it's speculated that for some radio stations, such as those whose programming comes from syndication and is entirely prerecorded, there may be direct kinship to situation in which TV blanket licenses were struck down.

Radio and TV stations are exactly alike in one respect—which may not be irrelevant if TV decision holds up: Weil, Gotschal & Manges, law firm that won TV decision for All-Industry TV Stations Music License Committee, is also law firm for All-Industry Radio Stations Music License Committee. Radio stations' current ASCAP licenses expire Dec. 31 this year; their BMI licenses, Dec. 31 next year. Appeals in TV case could take years longer.

Hanging in there

FCC General Counsel Stephen Sharp remains willing to serve as FCC commissioner, even if potential length of his term has been reduced from seven years to less than one year with reduction of FCC membership. Question that remains, however, is whether Senate Commerce Committee is ready to have him serve. Committee has refused to hold hearing on President Reagan's nomination of Sharp since it was sent up in May, and there was no sign of change in that position when Congress went into recess on Aug. 20.

Responsibility for Senate's delay is in some dispute, however. Originally, decision to buck White House grew out of Chairman Bob Packwood's (R-Ore.) commitment to Senator Ted Stevens (R-

Alaska), who had had his own candidate for post and who, Packwood said, would say whether there would be hearing on Sharp. But after Stevens gave up on his candidate, constituent Marvin Weatherly, senator's aides began putting out story that decision on Sharp was now up to committee leaders. Packwood's people, as late as last week, said ball remained in Stevens's court.

Looking up

Presidential ambitions of Senate Commerce Committee Chairman Bob Packwood (R-Ore.) are becoming increasingly transparent—at least to ardent supporters of President Reagan. They claim Packwood is positioning himself for move toward White House. Although Packwood spokesmen say senator isn't interested in being President Reagan supporters back in October 1981 read Packwood's vote against President on AWAC's for Saudi Arabia as effort to shore up support in Jewish community; they also see Packwood's later campaign to amend First Amendment to give broadcasters full parity with print media as device to establish national political organization. As chairman of committee with oversight of telecommunications, Packwood, Reagan supporters say, is well positioned to attract campaign contributions from telecommunications industry.

Systems go for DBS

FCC Broadcast Bureau hopes to complete evaluation of applications for direct-to-home satellite broadcasting and submit them to FCC as early as next week. It's expected that most if not all eight applicants proposing to use dedicated DBS band (12.2 ghz to 12.7 ghz) will get approval from staff and FCC, contingent upon outcome of Regional Administrative Radio Conference next June. RARC will allocate spectrum and orbital slots for countries in North and South America and make decisions affecting technical shape of DBS systems.

Helping hands

U.S. government and private sector representatives are developing proposal to provide telecommunications training to citizens of developing countries. Proposal, designed to show affirmative role U.S. can play in international telecommunications, is expected to be announced at opening of Plenipotentiary Conference of International Telecommunication Union, in Nairobi, Kenya, at end of September. Under plan, major telecommunications corporations would offer training, at own

expense. At least initially, training—for 200-300 students annually—would be provided as add-on to corporations' programs for their own personnel. Later, training institute, as it is being called, would have own facilities in Washington.

Among benefits seen for U.S.—besides hoped-for good will of students and their governments—would be business for U.S. Equipment on which students would train would be American.

Try, try again

Proposal to permit cable systems with 12 channels or fewer to stop carrying all but two local duplicated network affiliates is to be advanced by National Association of Broadcasters this week in attempt to restart negotiations on stalled cable copyright compromise (see story, page 27). Computer survey by NAB last week found that nearly 40% of all cable systems are carrying more than two duplicated network signals, most of them located in Northeast and mid-Atlantic states. Cable operators could drop stations farthest away from their counties of service, under proposal, which, if accepted by National Cable Television Association, could be added to copyright bill now pending in House Telecommunications Subcommittee.

Informed of proposal Friday, NCTA President Tom Wheeler called it, "ice in the wintertime," and said he would be "surprised" if it won support from cable operators.

Downs and outs

In wake of House Appropriations Committee action earmarking \$12.4 million for National Telecommunications and Information Administration for fiscal 1983 (which begins Oct. 1), NTIA has sent out notices of reductions in force (RIF's) of 23 positions at Washington headquarters and 17 at Boulder, Colo., facility. (Notices also called for 20 downgradings of positions at Washington and eight at Boulder.) House action met President Reagan's request and represents 25% cut from current \$16.5 million.

FCC, which has targeted 296 positions for cutting to meet Reagan's request for \$74.5 million, will delay notices until it knows for certain what numbers will prevail, official said. House Appropriations Committee left FCC \$79.5 million, amount that wouldn't require FCC to lay off anyone. If Senate Appropriations Subcommittee, which still hasn't scheduled markup for 1983 appropriations, agrees to House's numbers, no notices will have to be sent, official said.

Infomercials

With the purchase of controlling interest (80%) in Consumer Cable Corp., San Antonio, Tex., last May, Harte-Hanks Communications Inc., newspaper publisher, broadcaster and cable television operator, became a cable programmer, albeit on a small and local scale. CCC leases a channel on Rogers-UA's 120,000-subscriber San Antonio system and fills it 24 hours a day, seven days a week with "infomercials" of "various types and forms." The infomercials are typically 15-minute and half-hour programs produced by local businesses with the dual purpose of providing consumer information and selling a particular product or service. The businesses must buy the time on the CCC channel in the same way they would buy air time on a local radio or television station.

Compared with radio and television, the CCC time is quite a bargain. According to Larry Brook, president of CCC, a company can buy four showings a day of a 15-minute program for \$3,825 a month. That breaks down to just \$31.87 a showing. CCC also handles the production of the programs for \$125 per hour, Brook said.

Harte-Hanks owns KENS-TV San Antonio and, pursuant to an agreement between the two Harte-Hanks entities, CCC is repeating each of KENS-TV's local newscasts several

times a day. George H. Anderson, president, Harte-Hanks Television Group, and the man to whom Brook reports, believes that the co-operation between CCC and KENS-TV will work to their mutual benefit. The repeat of the newscasts on CCC's channel increases the attractiveness of the channel, he said, and at the same time increases the exposure of the top-rated KENS-TV news. That additional exposure, he said, could be the "tie-breaker" in the decision of businesses to advertise on KENS-TV rather than on one of the other stations.

Although Harte-Hanks wants CCC to be a profit center, Anderson said, the corporation sees CCC as a vehicle for learning about new businesses. CCC, for example, is talking with the two San Antonio newspapers about providing a "text and audio" classified advertising service over the CCC channel.

City owned

The City of Commerce, a lightly populated and heavily industrial suburb of Los Angeles, will build a municipally owned cable television system to serve the city's 3,200 homes. The Commerce city council made the decision following a recommendation for city ownership made by Computron, a New Jersey-based consulting firm.

A city spokesman said about \$600,000 will probably be spent on system construction, which will primarily serve the residential area of Commerce. About 70,000 people work in Commerce, but only 11,000 live there. The city expects to contract with a local cable operator yet to be named for system management and headend feed.

On the right track

The Cable Television Administration and Marketing Society will warm up cable operators for the Eastern Cable Show next month with another in its series of track days. The Eastern Cable Show, sponsored by the Southern Cable Television Association, begins a three-day run at Atlanta's Georgia World Trade Center Sept. 9; the CTAM seminar will be held Wednesday, Sept. 8, at the city's Peachtree Plaza. In a promotional letter to cable marketers, Marty Lafferty, director of program services, Cox Cable Communications, and chairman of the event, said the day would be "a valuable tool in keeping your local managers abreast of the industry's current programming, marketing and sales tactics." In addition to the track session, United Cable's Leni Lambert will speak on how to reach the 45% of homes that are passed by cable but have chosen not to subscribe, and Ajit Dalvi, marketing executive from Cox Cable Communications, will speak at lunch on "Developing a system marketing plan." Registration is \$100 for CTAM members and \$150 for nonmembers.

Prism purchase

Prism, the Philadelphia regional pay television network, has signed an agreement to carry 10 Big 5 college basketball games for the next three years. The games, among Villanova, Pennsylvania, Temple, La Salle and St. Joseph's, will be delivered over Prism's terrestrial microwave system to 310,000 subscribers in 74 area cable systems. The price of the deal was not disclosed. Prism has had a sports contract with the Big 5, in addition to the baseball Phillies, basketball 76'ers and the hockey Flyers.

To R is human

Arlington TeleCommunications Corp., a cable system serving 22,000 subscribers in the Washington suburb of Arlington county, Va., plans to introduce The Playboy Channel next month. Sensitive to the potential problems introduction of the pay network's R-rated programming can cause, and eager "not to violate community standards," ARTEC took the precaution of asking Arlington residents what they thought about its offering such programming. Although the results of the survey dis-



See who you're listening to. KNOK-FM Fort Worth, Tex., is claiming to be the first black radio station involved in regular radio-cable simulcasting. The station's morning drive-time show is carried three days a week (Monday, Wednesday and Friday) over Warner Amex's fledgling Dallas cable system. VideoRadio, as the program is called, features air personality Scott West (seated) supported by news and sports from Jackie McKenzie and James Hawthorne (standing). Although cable subscribers will be able to watch West spin records, punch up commercials, read commercials and interview guests live and via telephone, some of the music will be enhanced by video clips of artists. In addition to the promotional value of the television exposure, said KNOK-FM's William Chatman, vice president and general manager, "this program increases the visibility of blacks on TV in the Dallas/Fort Worth area ... and it helps to educate people as to how live radio works."

tributed to the press don't reveal what the majority thought about R-rated cable programming, they do indicate that most residents (more than 80%) believe the cable system has the right to offer such programming and that they and their neighbors have a right to watch it. Only about 6% of those surveyed were strongly opposed to the introduction of the service. The survey also indicated that ARTEC's decision to add the service may be a smart business move. Approximately one out of four current subscribers said they would be "very interested" in subscribing to it and one out of 10 non-subscribers expressed interest in it.

Meter readers

September is set for the start of Nielsen metered measurement of the CBN Cable Network. Monthly reports will provide half-hour audience estimates and, four times a year during sweeps, Nielsen will provide demographic data drawn from the diary sample. CBN joins ESPN, WTBS(TV) Atlanta and CNN as the fourth advertiser-supported cable service regularly measured by Nielsen.

S-A into SMATV

Scientific-Atlanta Inc., a major supplier of hardware to the cable industry, has long been interested in supplying equipment to the burgeoning SMATV business. That interest is underscored by the firm's introduction of a "mini-cable system package" designed specifically to transform quickly any MATV system into a SMATV system. The package contains an S-A new Series 9000 2.8-meter dish, Model 6650 receivers, two Model 360-1 low-noise converters (for simultaneous reception of horizontally and vertically polarized signals) and new low-cost Model 6330 modulators. The cost of a typical installation, including five receivers and five modulators—necessary for five-channel SMATV service—would be less than \$17,000, according to S-A's John Bacon. The package includes cabinetry, connectors and cable and, S-A claims, two technicians can install it in less than half a day.

According to S-A, the small-aperture, 2.8-meter dish should be suitable in most areas, but can be expanded to 3.2 meters for higher gain in weak signal areas by adding extender panels.

'Brideshead' on USA

Will top-drawer prove top draw? USA Network is betting its cablecasting reprise of what's been called public television's most successful series will make its own mark in the cable world. *Brideshead Revisited*, the co-production of Granada Television, WNET(TV) New York and NDR Hamburg, based on Evelyn Waugh's novel, headlines the list of new series of USA will introduce when it starts its fifth year of operation Sept. 27. Other new series are *Hot Spots*, a showcase for young performers, *Monday Night Matchup*, an NFL preview program, and *USA Cartoon Express*, an early-evening collection of Hanna-Barbera cartoons

that replaces the *Calliope* children's series which moves to weekday mornings. In development are an *NHL Weekly Magazine* hockey series, and *Co-ed*, a "look at the teen scene" based on the *Scholastic Magazine* publication of the same name.

Adults only

SelecTV Programming, Los Angeles-based subscription television program service, is offering its adult entertainment package to southern California cable operators as a separate pay tier. Scrambled programming is being fed direct to headends by a mountaintop microwave transmitter in a test for possible expansion into other markets. SelecTV, which programs broad-based STV

program service over KWHY(TV) Los Angeles, guarantees a minimum of 12 adult features per month.

Two-way text

Videodial, New York-based subsidiary of France's Telesystems, has introduced a new videotext software package compatible with IBM mainframe computers. Package known as TSV 5000, is also compatible with regular videotext terminals and company is promoting its use for such two-way applications as banking, insurance, retail and brokerage. Storage capacity and number of terminals are limited only by the size of the mainframe, company claims. Package also features automatic page editor.

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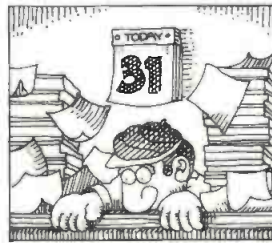
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Business Briefly

TV ONLY

Allen Products Beef treats for dogs. Begins Sept. 20 for 10 weeks in about 54 markets. Day, prime and fringe times. Agency: Weightman Advertising, Philadelphia. Target: women, 25-54.

Idaho Potato Commission Potatoes. Begins Oct. 4 for 10 weeks in 28 markets. Day, prime access and prime times. Agency: D'Arcy-MacManus & Masius, San Francisco. Target: women, 25-54.

Kasser Distillers Chateau Luzerne wine. Begins Sept. 22 for nine weeks in Pittsburgh and Philadelphia. Fringe, prime and weekend times. Agency: Elkman Advertising Co., Bala Cynwyd, Pa. Target: adults, 25-49.

R. T. French Co. Sauce and gravy mixes. Begins Sept. 13 for eight weeks in about 30 markets. Day, fringe, news and prime access times. Agency: J. Walter Thompson Co., New York. Target: women, 18-49.

DeBeers Consolidated Mines Diamonds. Begins Sept. 13 for eight weeks in about 30 markets. News times

only. Agency: N W Ayer, New York. Target: adults, 25-54.

Allen Products Alamo dry dog food. Begins Sept. 27 for six weeks in 18 markets. All dayparts. Agency: Weightman Advertising, Philadelphia. Target: women, 25-54.

ITT Continental Baking Home Pride bread. Begins Sept. 27 for six weeks in 30 to 35 markets. Day and fringe times. Agency: Vitt Media International, New York. Target: women, 25-49.

Lane Limited Captain Black tobacco. Begins Sept. 7 for six weeks in about 30 markets. Early fringe, late fringe and sports times. Agency: Vitt Media International, New York. Target: men, 25-54.

Martha White Foods Cornbread mix. Begins Oct. 4 for five weeks in about 45 markets. Agency: Eric Ericson & Associates, Nashville. Target: women, 25-49.

Blueray Systems Heating equipment. Begins Sept. 13 for four weeks in about 15 markets. Early fringe, late fringe, news,

sports and weekend times. Agency: Fones & Mann, New York. Target: men, 25-54.

Ore-Ida Foods Inc. Homestyle potatoes. Begins this week for four weeks on network TV. Agency: Doyle, Dane Bernbach, New York. Target: women, 25-49.

M.B. Walton Vinylife. (vinyl repair kit). Begins Sept. 20 for three weeks in about 35 markets. Day, fringe and weekend times. Agency: A. Eicoff & Co., Chicago. Target: total adults.

International House of Pancakes \$1.99 pancake special. Begins Sept. 15 for two weeks in about 10 markets. Day and fringe times. Agency: Brooks Advertising, Palos Heights, Ill. Target: adults, 25-54.

State of Florida Tourism. Begins in October and runs into November in about 30 markets. Day, early fringe, late fringe, news and prime times. Agency: Mike Sloan, Miami. Target: adults, 25-54.

RADIO ONLY

Taylor Wine Lake Country Soft. Begins this week for eight weeks in two markets. All weekday drive times. Agency: Kenyon & Eckhardt Advertising, New York. Target: adults, 25-54.

Canadaigua Industries Wild Irish Rose wine. Begins Oct. 4 for eight weeks in about 40 markets. All drive times. Agency: Helfgott, Towne & Silverstein, New York. Target: adults, 25-49.

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Arbitron audience estimates. Spring, 1982. MSA AQH Monday, Sunday 6A-Mid. Subject to qualifications outlined in the original research.

Rep Report

KQAK(FM) San Francisco (formerly KMPX(FM)) to Bernard Howard from Roslin Radio.

KRZN(AM) Denver: to Bernard Howard (no previous rep).

WLLE(AM) Raleigh, N.C.: To Bernard Howard from Lazar.

WSNY-FM Columbus, Ohio: To Major Market Radio from Bernard Howard.

WGGG(AM) Gainesville, Fla.: To Bernard Howard from Savalli & Schutz.

KGHO-AM-FM Hoquaim, Wash.: To Masla from Savalli & Schutz.

KCCO(AM)-KRLG-FM Lawton, Okla.: To Bernard Howard from Pates/Walton.

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□ Fall fertilizer. Begins Sept. 6 for six weeks in about 24 markets. All drive times. Agency: Kenrick Advertising, St. Louis. Target: men, 25-54.

Swissair □ Air travel. Begins Sept. 18 for two three-week flights in Boston, Chicago and New York. Agency: GrafDesley, New York. Target: men, 25-54.

National Bakers Services □ Royal pudding. Begins Oct. 4 for four weeks in about 12 markets. Morning, afternoon and evening drive times. Agency: Ted Chin & Co., New York. Target: women, 35-plus.

Jostens □ Class rings. Begins this week for four weeks in two markets. Morning, afternoon and evening drive times. Agency: Carmichael-Lynch Advertising, Minneapolis. Target: men and women, 12-24.

Oregon Ryegrass Growers □ Farmers overseeding. Begins Oct. 1 for two weeks in Texas, Oklahoma, Tennessee, Louisiana and Mississippi. Early morning and midday drive times. Agency: Pioneer National Advertising, Salem, Ore. Target: men, 25-54.

California Table Grape Commission □ Grapes. Begins Sept. 20 for two weeks in about 30 markets. All drive times. Agency: Scroggin & Fischer Advertising, San Francisco. Target: women, 25-49.

Alpert's Furniture □ Begins Sept. 6 for one week in five markets. Monday and Tuesday drive times, 5:30 a.m.-8 p.m. Agency: Ingalls Associates, Boston. Target: adults, 25-plus.

California Cling Peach Advisory Board □ Fruit cocktail. Begins in October for varying flights in 24 markets. Agency: Chiat/Day Inc., San Francisco. Target: women, 25-54.

AdVantage

Herbal edge. Gillette Co.'s personal care division has launched \$12-million campaign for new shampoo and rinse products, For Oily Hair Only. New products were developed with Gillette by New York-based Advertising to Women, same team that created successful Silkience shampoo and conditioner. TV campaign is aimed at men and women within segmented market that includes 20% of U.S. population. Spot segment is scheduled to run on network prime time and daytime shows with science and super cleanliness main thrust of commercial. Spot opens with group of men and women, garbed in white, giving shampoo treatments with shots of scientific testing interspersed with product shots listing special blend of eight natural herbal ingredients. Commercial ends with mirrored photos of man and woman with slogan: "It's not just a lot of detergent." Campaign will run through December.



Gillette



Fisher-Price

Truck stop. Fisher-Price Toys is introducing new truck to its line called Power Tow. Truck is activated by flywheel motor which eliminates need for batteries. New product will air in 30-second spot television commercials during daytime hours and will begin in October and run through December. Audience targeted is housewives. Commercial features small child with his father demonstrating operation of truck. Waring & LaRosa Inc., New York, is advertising agency for Fisher-Price Toys.

□ **The squeeze.** John Blair Marketing, New York, is combining television and print advertising in introducing new promotional concept, "Squeezeplay." Service is available when client buys full-page national advertisement in Blair Inserts (coupons in weekday and Sunday newspapers) or Prime Families Direct (direct mail couponing) for one brand on one-time basis. In return, John Blair takes 30-second TV commercial produced by client's advertising agency, electronically compresses it to 25 seconds (assertedly without loss of quality) and adds five-second tag that supports Blair insert promotion. In addition, Blair is making introductory offer to pick up tab for production, which includes compression, tag and distribution via Blairsat, company's own satellite system.

□ **New farm network.** California Agri-Radio Network has been formed and will provide four programs each day to 20 stations throughout the state. Network will supply two, five-minute programs of general farm news, third covering research and new developments in farming and fourth supplying closing commodity prices and California crop update. It will be represented by Blair Wired State Networks division of Blair Radio.

□ **Eastman's spot radio comparisons.** For second quarter of 1982, 25-54 age group continued to account for 33% of all spot radio requests at Eastman Radio, same as in first quarter of year. Eastman said 18-49 group requests increased from 16% to 17%, while 25-49 declined from 14% to 13%. Youth requests exhibited largest change with 18-34 increasing from 9% to 11%, reflecting increased business from record, amusement parks, soft drink, jeans and video games companies.

□ **Familiar faces, new name.** Trio of advertising veterans from Illinois has formed new full-service advertising agency, Davis/Muender/Ostir Inc., in Rockford, Ill. President of new agency is Percy Muender, former vice president of Howard H. Monk & Associates, Rockford, Ill., and vice president, account supervisor at Foote Cone & Belding, Chicago. Vice president, creative director, Don Davis, also was with Howard H. Monk & Associates and additionally served as art director at Leo Burnett and Needham, Harper & Steers, both Chicago. Loren Ostir, vice president/broadcast, has headed his own TV production company—Loren Ostir Creative Photography—for past 11 years. New agency is located at 810 East State Street, Box 4227, Rockford, Ill., 61110. Telephone: (815) 962-2020.

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HARRIS

A radio advertising commentary from Larry Shushan, KEZL(FM)-KSDO(AM) San Diego.

How to dehumanize the radio business

Buying radio on a cost-per-rating-point basis seems to have become the rage among media buyers and planners at virtually all the big agencies. Let's have a look at how it actually serves the client, the agency, the rep and the radio station.

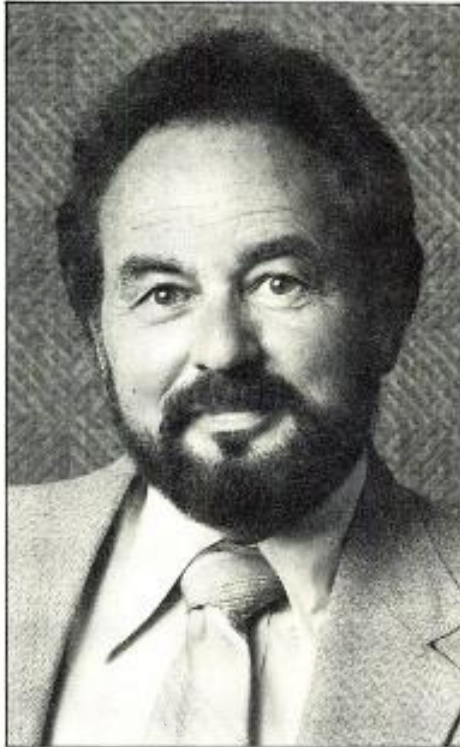
CPP, as we shall refer to it from here on, has been popular in television buying for some time now. It makes sense for TV because TV has programs. There's nothing personal about buying a TV show. The show itself doesn't know or even care if a particular advertiser wants to buy it or not, nor does the viewer care what channel it's on. The TV station national sales manager doesn't get too upset if a buyer doesn't want *All in the Family* because it doesn't deliver the point criteria. He's got another program that will . . . perhaps in another day, or time. There's no personal affront taken because his station doesn't produce the show. It only carries it as part of its network commitment.

So TV cost-per-point buying is relatively impersonal and mechanical. *60 Minutes* is *60 Minutes*; it views the same on all stations in all markets and attracts the same kind of audience. Buyers know the show and its appeal, and they can view it any time.

So how does all this relate to radio CPP buying? It doesn't! Radio stations are not "programs" and while it may look like CPP is a viable, reasonable way to buy radio, because it's easier and faster, I'll point out reasons why it isn't.

Radio is a personal medium. People listen to "their" station because they like the music, or the announcer, or how the station puts it all together. Radio listeners who listen to news or news/talk stations do so because they like the news people on the air, the business, weather, traffic and sports reports, or because they like (or even dislike) the talk show host. The point I'm making is that radio is a person-to-person, humanistic communications vehicle that not only entertains and informs, but takes on a personality with which the listener can identify; that's why listeners call it "my station."

What drives radio station managers and sales managers to distraction is when a buy is made with none of the above taken into consideration. They feel dehumanized, depersonalized and, worst of all, formularized. Station managers spend lots of time and money giving their station an image, promoting their music, their personalities so that they will appeal to a



Larry Shushan is general manager of KEZL(FM) and director of sales at KSDO(AM), both San Diego. Before that he owned KPRI(FM) San Diego from 1960 to 1968. He has been a rack jobber in the record business and before that, from 1946-1953, he played bass fiddle in the Los Angeles Philharmonic Orchestra.

particular audience. It's personal—a lot of talent and knowledge and ego goes into being successful in radio; capturing the audience and keeping it; playing to the audience; appealing to the audience, and projecting individual as well as an overall station personality.


Keep in mind that unlike TV programs, a buyer can't "view" or even listen to every radio station to assess its personality and appeal; that's why we have reps. So, along comes a buyer who is given a CPP criteria by the supervisor. The buyer calls the reps, and other than a casual interest in the format, the audience composition, the station's community involvement and how it is perceived in the market, the first thing the rep hears is the CPP. The rep then calls the station for avails and rates and quotes the CPP goal to the station manager who then says, "Well, are they aware of our format? That we're the dominant (whatever) format in this market? That we've won every public affairs award in town? That our morning man is number one and makes public appearances

everywhere? Did you tell them all that?"

"Yes," says the rep, "but they don't care about all that. The buy is coming down tomorrow and I have to submit the avails today based, of course, on the CPP they're looking for." "You know," says the sales manager, "something just occurred to me. If they don't want to know about us, and they don't really care, why do we need a rep at all? We have the technology right now to eliminate buyers and sellers. Their computer can call my computer. I can probably program it to tell them what avails we have. I can program it to tell them the rate based on avails and their computer can calculate whether or not our computer reaches their CPP goal and can place the buy or tell my computer 'no.' It probably wouldn't even get upset. So who needs you, them or me for that matter?" Once the computer is programmed to interface with all of "their" computers, all "they" need is one person to tell their computer the demos, the markets, the CPP and push the button. So that eliminates the buyer too. Who says dehumanization can't be fun. We can even "teach" our home computer to buy a car for us (based on cost per mile; all cars are the same aren't they?), or groceries (based on cost per meal; food is food right?). Well, you get the point. It gets depressing when everything is reduced to a formula for instant gratification. When a buyer says "a rating point is a rating point" we're back to TV again . . . Reaching the CPP goal doesn't mean you've reached the right audience for the product.

The sad thing is, the client gets shortchanged with all of this CPP dehumanization. If a particular station with just the right audience for the client isn't on the buy because its CPP was too high, and a station with little or no "personality" perception in the market did get on the buy, has the client been served? Is the client only served when a harried buyer triumphantly exclaims: "I met my CPP goal, I don't know much about who or what I bought, but I brought the market in at \$30?" Weeks later the client may wonder why results were not so terrific in the last campaign, but the planner or account executive says, "Gee, I don't understand it . . . we met our CPP goals."

All listeners are not alike; all radio stations are different. Let's go back to buying radio on a humanized basis, numbers of people, qualitative, reach and frequency, logic and reason. Sellers given an opportunity to sell, not errand people talking about points, points, points.



Every competitor knows that winning takes something beyond the ordinary, a unique combination of qualities which in total produce a consistent winner. Whether it's clearing the bar or closing a sale, you can't win without that special edge.

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THE TORBET EDGE

Frank E. Wood, President of Circe Communications, Inc. comments on the partnership, "Torbet has been winning for us at WEBN, Cincinnati for years. Since we intend to win in Louisville, the affiliation is a natural."



Torbet Radio

New York Philadelphia Boston Chicago Detroit St Louis Atlanta Dallas
Denver Los Angeles San Francisco Seattle Portland Salt Lake City Minneapolis

*City of license: Jeffersonville, Indiana

This week

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

■ **Aug. 30-Sept. 3**—*Edinburgh International Television Festival*. Parliament House, Edinburgh, Scotland.

Aug. 31-Sept. 1—*Society of Broadcast Engineers* "twin-metro" convention for Philadelphia and New York chapters. Ramada Inn, East Brunswick, N.J.

Sept. 1—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Cliff Abromats, news director, WABC-TV New York, on "Eyewitness News: A Streetwise Approach." Copacabana, New York.

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 *National Commission on Working Women*, and *Avon Products Inc.* Information: Sally Steenland, National Commission on Working Women, 2000 P Street, NW, Washington, 20036.

Also in September

Sept. 8—*Cable Television and Marketing Society*

■ Indicates new or revised listing

Eastern show "Track Day" Peachtree Plaza, Atlanta. Information: Emily Burch, (202) 296-4219.

Sept. 8—*Society of Cable Television Engineers* workshop: "The Front Line Supervisor: The Key to Keeping Your Company Union-Free." Atlanta Hilton.

Sept. 8—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Kay Koplovitz, president, USA Network, on "The Cable TV Boom—The Positive Explosion." Copacabana, New York.

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

Sept. 9-11—*Society of Broadcast Engineers'* Central region convention. Stouffer's Riverfront Towers, St. Louis.

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—*Academy of Television Arts and Sciences* Emmy Awards banquet honoring nonbroadcast Emmy nominees. Century Plaza, Los Angeles.

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—*Washington Metropolitan Cable Club* luncheon. Speaker: John Saeman, Daniels & Associates, Washington Marriott, Washington.

■ **Sept. 15**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Tony Malara, vice president and general manager, CBS-TV, Copacabana, New York.

■ **Sept. 15**—*Washington Journalism Center* conference, "The Flat Rate Tax—Pros and Cons." Watergate hotel, Washington.

■ **Sept. 15**—*Women in Communications* meeting on "Illiteracy in America." Speaker: Barbara Bush, wife of Vice President Bush. Helmsley Palace, New York.

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. 17-18**—Sixteenth annual *South Dakota Broadcasters Day*. South Dakota State University campus and Holiday Inn, Brookings, S.D.

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 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. Speakers include Eddie Fritts, incoming president of National Association of Broadcasters; Representative Al Swift (D-Wash.); Paul Harvey, ABC Radio, and by satellite, FCC Chairman Mark Fowler. 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

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. 15-19**—*Association of Independent Television Stations* 10th annual convention. Century-Plaza hotel, Los Angeles.

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.

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.

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ISN'T IT GOOD TO KNOW THERE'S SOMETHING THAT WON'T LET YOU DOWN.

Everybody's learned to live with Murphy's law. But that doesn't mean all hope is gone with the wind. There's still something you can rely on—film. The state-of-the-art imaging technology is built right into the film medium itself. So motion picture photography is dependable. Camera equipment is also simple and unobtrusive.

For your next production, depend on Eastman color films.
You can't go wrong.



Eastman film. It's looking better all the time.



"It's true. When we took the station over in 1978 spots were selling for only \$1.25. But, we felt there was excellent market potential if we provided an outstanding radio product.

"I'm not a programming person, I'm a bottom line businessman, so I consulted a top programmer—Jay Mitchell. One of the first decisions Jay made was to bring in AP Radio Network. At first I balked—we could hardly afford the basic radio wire. Jay argued that the AP news and features would upgrade our sound and our rates.

"Back in 1978 the street rate was \$1.25. Now a spot on the news or an AP Feature is \$28."

"I was skeptical, but now I'm a believer. We don't use everything that comes down the network, but we sure use a lot of it. AP Radio Network is absolutely top quality with all the prestige of the AP behind it. We strip and package it just the way AP suggests. Our news and features sell well at premium prices.

"We've cut commercial time per hour from 18 minutes down to 12. Our goal is no more than 10 minutes. Better programming and less clutter more than justify the much higher rates. The result—more bottom line profit per hour and a better product to sell.

"The AP network has been one of the key factors in our growth. I don't think there's a station in the country that's too small to take on the AP Radio Network and upgrade their air product the way we did.

"For me AP means Added Profit."

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bring your station, contact AP Broadcast Services today at 50 Rockefeller Plaza, New York, NY 10020 (212) 621-1511

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Added Profit



Broadcast Services Innovation for better news programming

conference and convention. "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.

Sept. 20-23—*New England Cable Television Association* annual convention and exhibition. Speakers include Tom Wheeler, president, National Cable Television Association, and Arthur Taylor, chairman, Entertainment Channel. Dunfey Hyannis hotel, Hyannis, Mass.

Sept. 21—*Federal Communications Bar Association* luncheon. Speaker: Charles Brown, chairman, AT&T. Touchdown Club, Washington.

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

■ **Sept. 21**—*Independent Media Producers Association* seminar. "How to Do Business with Washington Ad Agencies." Gangplank Restaurant and Marina, Washington.

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 address by Vincent Wasilewski, outgoing president of National Association of Broadcasters. Waldorf-Astoria, 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. 23-26**—*American Advertising Federation* Western region conference. Salt Lake Hilton, Salt Lake City.

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. Speaker: Vincent Wasilewski, outgoing president of National Association of Broadcasters. Ogden Hilton, Ogden, Utah.

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

Sept. 28—*Radio Advertising Bureau's* sales clinic. Hilton Inn, Florida Center, Orlando, Fla.

Sept. 28-Oct. 1—Third annual Videodisk Symposium of *Nebraska Videodisk Design/Production Group*. Nebraska Educational Telecommunications Center, Lincoln, Neb.

Sept. 29-30—*CBS FM National Sales* annual seminar. St. Regis hotel, New York.

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**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Alan Wagner, president and chief executive officer, The Disney

Channel. Copacabana, New York.

Sept. 30—*Radio Advertising Bureau's* sales clinic. Sheraton Center hotel, Charlotte, N.C.

Sept. 30—Cabletelevision Advertising Bureau conference. Cathedral Hill hotel, San Francisco. Information: Barbara Hobart, (212) 751-7770.

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. Speakers include Robert Wussler, Turner Broadcasting System; Percy Sutton, Inner City Broadcasting; Robert Bennett, Metromedia, and Ragan Henry, Broadcast Enterprises National. Sheraton-Washington, Washington. Information: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

October

Oct. 1—"Cable Television Interconnect in Massachusetts" conference sponsored by *Boston Health Care Cable Consortium*, *Boston University, Communications Consortium*, *Emerson College*, *Northeastern University*, *Massachusetts Cable Television Commission*, *University of Massachusetts* and *WGBH Educational Foundation*. Boston University Law Auditorium, Boston. Information: (617) 727-6925.

■ **Oct. 1**—Deadline for entries in *U.S. Television Commercials Festival*. Information: Filmfest, 841 North Addison Avenue, Elmhurst, Ill., 60126, (312) 834-7773.

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

■ **Oct. 1-2**—*Wisconsin UPI* broadcasters meeting with UPI newspaper editors with UPI Wisconsin Awards presentation. Devil's Head Resort, Merrimac, Wis.

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. 4-7—*Telocator Network of America* 34th annual convention. Speakers include Mark Fowler, FCC chairman, and Larry Harris, FCC Broadcast Bureau chief. Sheraton Washington, Washington.

Oct. 5—*Radio Advertising Bureau's* sales clinic. Sheraton Denver Airport, Denver.

Oct. 5—*Cabletelevision Advertising Bureau* conference. Michigan Inn, Detroit. Information: Barbara Hobart, (212) 751-7770.

Oct. 5—*Association of National Advertisers* corpor-

ate advertising workshop. Plaza hotel, New York.

Oct. 5-7—*University of Wisconsin-Extension* 28th annual Broadcasters Clinic. Sheraton Inn, Madison, Wis. 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. 6-7**—*National Association of Broadcasters* directional antenna seminar. Cleveland Airport Marriott, Cleveland.

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 meeting. Holiday Inn, Cape Girardeau, Mo.

Oct. 8—*Radio Advertising Bureau's* sales clinic. Chicago O'Hare Marriott, Chicago.

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. Information: Barry Orton, (608) 262-2394 or (608) 262-8953.

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

Oct. 11-13—*National Cable Television Association* business development symposium, "Minorities and Cable: The Interconnect of the 80's." Washington Marriott, Washington.

Oct. 12—*Radio Advertising Bureau's* sales clinic. Springfield Hilton (suburban Washington), Springfield, Va.

Oct. 12-13—*Yankee Group*, Boston-based cable consultants, seminar on delivery of interactive services and products via cable. Plaza hotel, New York.

Oct. 13—*Radio Advertising Bureau's* sales clinic. White Plains hotel, White Plains, N.Y.

Oct. 13—*Cabletelevision Advertising Bureau* conference. Plaza of the Americas, Dallas. Information: Barbara Hobart, (212) 751-7770.

Oct. 13-14—*Kentucky Broadcasters Association* annual fall convention. Hyatt Regency hotel, Lexington, Ky.

Oct. 13-14—*Arbitron Radio* workshop. Colony Square, Atlanta.

Oct. 14—*Association of National Advertisers* new product marketing workshop. Roosevelt hotel, New York.

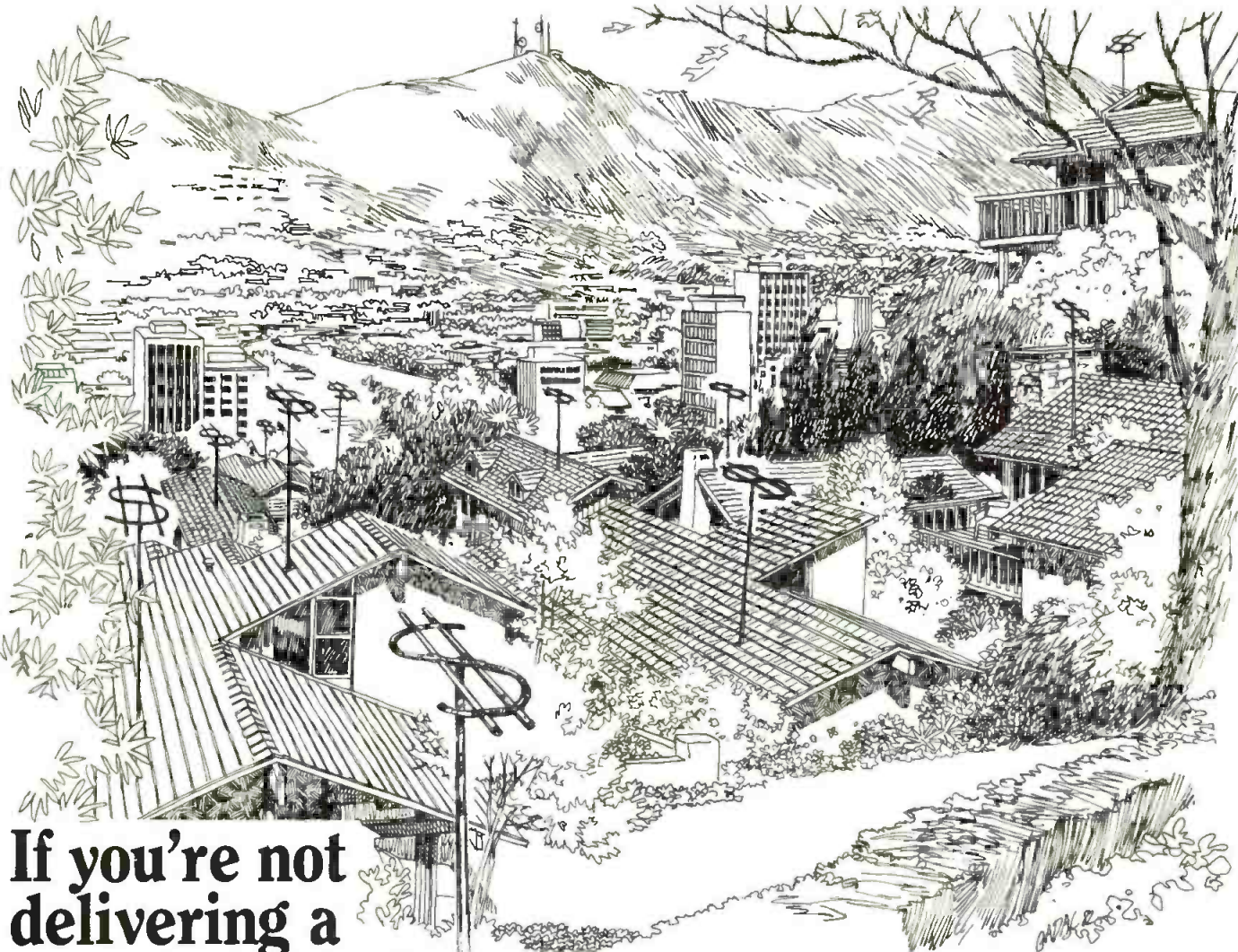
Oct. 14—*Radio Advertising Bureau's* sales clinic. Sheraton-Tara hotel, Framingham (Boston), Mass.

Oct. 14-15—*Society of Broadcast Engineers, Pittsburgh chapter*, ninth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

■ **Oct. 14-15**—"World Telecommunications 1982" conference, sponsored by *Financial Times of London*. Grosvenor House hotel, London. Information: (212) 245-7784.

Oct. 14-17—*Federal Communications Bar Association* annual seminar, "Satellite Communications: Responsibilities of Media to the Public." Castle Harbour hotel, Bermuda.

Oct. 14-17—*American Women in Radio and Television* Southeast area conference. Peabody hotel, Memphis.



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Oct. 15-16—*National Religious Broadcasters Eastern convention.* Parsippany Hilton, Parsippany, N.J.

Oct. 15-20—*Vidcom/MIP-TV* fall international video marketplace. Palais des Festivals, Cannes, France.

Oct. 17—*American Society for Information Science* course on electronic publishing including teletext, videotext, videodisks. Columbus Hyatt Regency hotel, Columbus, Ohio.

Oct. 18-19—Seminars on current business and legal problems of cable television and satellite master antenna television, sponsored by *Illinois Institute for Continuing Legal Education.* Hyatt Regency Chicago, Chicago. Information: (217) 787-2080.

Oct. 18-20—*Rocky Mountain Cable Television Association* convention. Hilton Inn, Albuquerque, N.M.

Oct. 19—*Radio Advertising Bureau* sales clinic. Sheraton-Northlake Inn, Atlanta.

Oct. 19-20—*Public Service Satellite Consortium* seventh annual conference. Washington Hilton, Washington.

Oct. 19-20—*Yankee Group,* Boston-based cable consultants. seminar on delivery of interactive services and products via cable. Rickey's Hyatt, Palo Alto, Calif.

Oct. 19-21—*Mid-America Cable TV Association* 25th annual meeting and show. Tulsa Excelsior hotel and Tulsa Assembly Center Arena, Tulsa, Okla. Information: Rob Marshall, (913) 887-6119.

Oct. 19-21—*Alabama Cable Television Association* fall meeting. Ramada Inn, Fort Walton Beach, Fla.

Oct. 19-21—*Washington Journalism Center's* Conference for Journalists, "Nuclear Freeze: World Arms Issues." Watergate hotel, Washington.

■ **Oct. 19-21**—*Intelmatics '82* conference sponsored by *U.S. Independent Telephone Association* and conducted by U.S. Telecommunications Suppliers Association. Hyatt Regency O'Hare, Chicago.

Oct. 20—*Cabletelevision Advertising Bureau* conference. Drake, Chicago. Information: Barbara Hobart, (212) 751-7770.



Reflection

EDITOR: Like other broadcasters around the country I am not privy to what actually went on in Room 9042 of Chicago's O'Hare Hilton on Sunday evening, Aug. 8. However, having followed the accounts of the search for a new NAB president, I agree with the comment of Don Curran of Field Communications: it has been very distasteful.

In the Aug. 16 issue of BROADCASTING there are references to Ed Fritts's "exceptional political instinct." I would submit that knowing how to count votes does not necessarily qualify one to be a leader.

While not all NAB directors agreed on the choice of Don Thurston, his efforts of the past 30 years have not gone unnoticed. It is my opinion that there are very few people alive today who have made comparable contributions to radio in general and the National Association of Broadcasters in particular. I refer specifically to Don's impeccable integrity, leadership qualities, dedication and enthusiasm for

facing the problems of broadcasting head-on. In short, he is an example and inspiration to many in this industry.

One other comment: Those from the TV side shouldn't worry too much about their interests being properly represented at the NAB. One could almost believe that the events of the past few weeks came right out of a script for *Dallas*.—*Terry D. Boone, WNHV-AM-FM White River Junction, Vt.*

Rep reaction

EDITOR: As a fairly regular reader for 20-odd years, I have to say that your Aug. 16 "Monday Memo" by Peter Kadetsky was one of the most "right on" and worthwhile pieces I've had the pleasure of reading in BROADCASTING.

Please assure Mr. Kadetsky that should the need arise, Kadetsky Broadcast Properties will have a shot as my rep.—*Dale A. Tucker, marketing manager, Broadcast Audio Corp., Rancho Cordova, Calif.*

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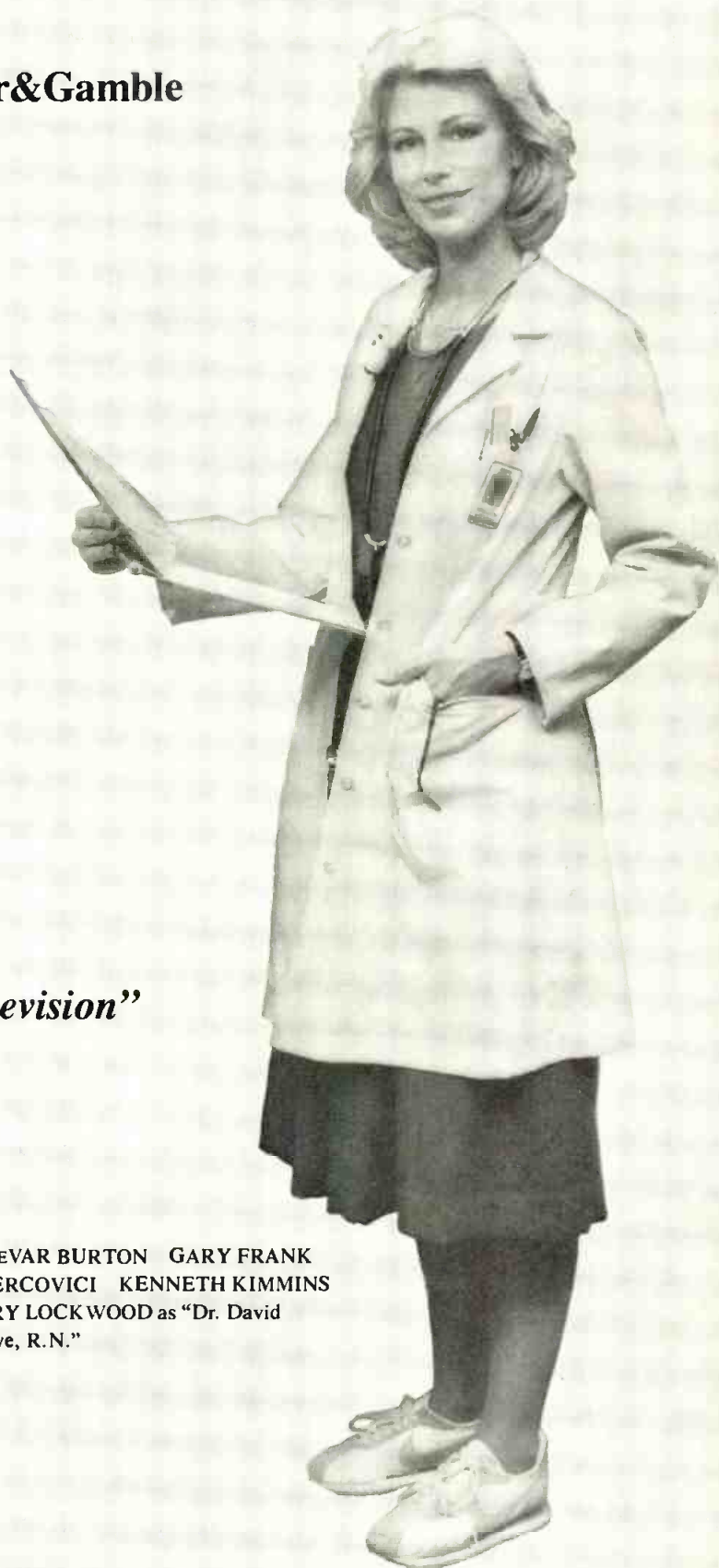
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Broadcasting Aug 30

Vol. 103 □ No. 9

TOP OF THE WEEK

Finally, an old-fashioned fall start

With actors' and writers' strikes, it has been three years since the networks began their fall schedules on time and head to head

With the official start of the 1982-83 network television prime-time season only about a month away, various pieces of "premiere week" strategy began falling in place last week.

Unlike the previous two seasons when first an actors', then a writers' strike delayed series premieres, ABC, CBS and NBC this time around have been able to make scheduling decisions more freely.

Most series will return or be introduced during the week beginning Monday, Sept. 27. Most but not all. While the networks all are hoping a three-way "premiere week" hoopla will pile up the viewers, a number of series will have new-season debuts before and after Sept. 27-Oct. 3.

Nevertheless, just the fact that the season premieres generally will be coming at about the same time has network executives enthusiastic.

CBS Entertainment President B. Donald Grant said that the networks previously had "lost the excitement of premiere week" and that the scheduling irregularity may have been one of the factors contributing to the networks' declining audience shares.

ABC Entertainment President Tony Thomopoulos called the premiere week "terrific for the industry," noting that the previous strikes had prevented the networks from taking advantage of the "normal fanfare" that goes along with telling viewers "here's the start."

Lee Currin, NBC Entertainment senior vice president, East Coast programs and program planning, also said the networks should benefit from having a "normal season" in the eyes of viewers.

While NBC will be debuting most of its series during "premiere week" it will give five of them a head start. *The Powers of Matthew Star* will move into its regular 8-9 p.m., Friday slot on Sept. 17. A 90-minute *Real People* at 8 p.m. followed by the new *Family Ties* has been slotted for Wednesday, Sept. 22. *Silver Spoons* joins the NBC schedule Saturday, Sept. 25, at 8:30 p.m. and *Knight Rider*, regularly scheduled on Fridays, will kick off in special two-hour form at 8 p.m. Sunday, Sept. 26.

As currently planned, that leaves the rest, except *CHiPs*, for premiere week. *CHiPs* will premiere later, giving NBC the

opportunity to go with a Bob Hope special in its place Sunday, Oct. 3. And instead of a movie that night, NBC will have a *Tonight Show* 20th anniversary special.

CBS last week remained the quietest about its series launches, providing only a few details and claiming that most decisions still were pending. It seemed likely as well that CBS also was looking to delay showing its hand for competitive reasons.

CBS said that most of its series would premiere during the first week of the season but only gave formal word about the made-for-TV movies, *Shadow Rider* with its *Magnum P.I.* star Tom Selleck Tuesday Sept. 28 and *Life of the Party: The Story of Beatrice* with Carol Burnett Wednesday, Sept. 29. CBS said *60 Minutes* would start its season Sept. 19.

No specific date was given for the CBS made-for-TV film, *The Royal Romance of Charles and Diana*. ABC also plans a movie on the couple.

Sources at competing networks were speculating that CBS also would give an early start to some series. The expectation for *Seven Brides for Seven Brothers* was two plays—8-9:30 p.m. Sunday, Sept. 19, and its regular 8-9 p.m. Wednesday slot Sept. 22—prior to the premiere week.

In addition to *60 Minutes* and *Seven Brides* on Sept. 19, it also was anticipated that CBS would premiere *Alice* (regularly 9:30-10 p.m. Wednesday) and *Trapper John M.D.* that Sunday night. And a week later, the Sunday before the official season start, CBS was expected to have its regular lineup in place.

The word from ABC was of early premieres for *Ripley's Believe It or Not* and a two-hour special *Matt Houston* opener Sunday, Sept. 26. While ongoing, *NFL Monday Night Football* has its official season start Sept. 13. *Tales of the Gold Monkey* will premiere in two-hour form Wednesday, Sept. 22.

ABC said it would premiere its regular Tuesday lineup Sept. 28. Its Thursday shows also will start that week but with an expanded *Too Close for Comfort* taking *Take Two's* half hour that night. Among other launch plans for the premiere week is a two-hour *Love Boat* Saturday, Oct. 2.

Due to its own baseball playoff coverage and NBC's World Series in October, ABC will be holding off on Wednesday's *Fall Guy* and *Dynasty*. Premiere week also won't include Friday's *Benson*, *New Odd Couple*, *Greatest American Hero* and *Quest*. □



ABC's Matt Houston



CBS's Seven Brides



NBC's Family Ties

Paley's eye on new media horizons

Ever-recharging entrepreneur is negotiating to become principal in Whitney company, with domestic and international newspaper interests plus cable connections; he would step down as CBS chairman but continue role with company he founded

William S. Paley, the patriarch of CBS, is making plans to step down as chairman of the organization he bought in 1928 and built to pre-eminence over more than half a century.

These reports, officially unconfirmed but highly credited, circulated last week in tandem with reports that he was negotiating to make a sizable investment in a privately held company with extensive interests in communications.

The company is Whitcom Investment Co., founded by Paley's late brother-in-law, John Hay Whitney. Whitcom owns Whitney Communications, whose interests include ownership of cable TV systems in Maine and New Hampshire and a string of community newspapers and special interest magazines. Whitcom also owns 10% (non-voting) of Capital Cities Cable, acquired last December for \$13.8 million after Capital Cities Communications had bought the Cablecom-General complex for \$139.2 million. Whitcom also is an equal partner of the *New York Times* and *Washington Post* in ownership of the Paris-based *International Herald-Tribune* newspaper.

Paley, who will be 81 on Sept. 28, gave up the chief executive's title at CBS five years ago but has rarely hinted that he seriously intended to give up the chairmanship. He was on vacation last week, traveling in Europe and Africa. CBS officials said they could not confirm or deny the reports, asserting that it was company policy not to comment on Paley's private activities.

The reports were given credence, however, by a number of sources in positions where they might normally be expected to have some access to such information, though all professed not to have.

The tendency was to believe that Paley was definitely preparing to give up the chairmanship—perhaps by the end of the year but possibly more ceremonially at CBS's annual stockholders meeting next April (exact date not set)—but that he wants to remain on the board and, if possible, serve in some capacity—perhaps as chairman of its executive committee.

The theory, then, was that what Paley had in mind was to put a little more distance between himself and the management of CBS—a process he started in 1977 when he yielded the chief executive's role to the president—but that he would be reluctant to sever all ties with the company that has become almost synonymous with the Paley name.

Several questions were unanswered, however. Under the FCC's limitations on net-

work ownership of cable (although they seem likely to be loosened further), would Whitcom's cable interests, however small relatively, bar Paley from remaining on the CBS board? More important, would they require him, as a Whitcom owner, to dispose of his impressive stock holdings in CBS? According to the last CBS proxy statement, he owned more than 1.9 million common shares, 6.9% of all outstanding.

The speculation was that Paley would probably need a ruling from the FCC, but that the commission almost assuredly would not require a stock sale. If it did, one long-time associate said, Paley wouldn't buy into Whitcom. Even at today's prices of CBS stock, his common shares are worth more than \$83 million and bring him about \$5.3 million a year in dividends.

Several weeks ago, in an interview in *Fortune* magazine, Paley said that "I have a successor in place. Someone might say those are famous last words, but this time it's for real. I'm sort of the elder statesman around here now, and I'm very careful not to interfere."

His "famous last words" referred to his having installed two CBS presidents as his heirs apparent, first Arthur Taylor and then John Backe, and then dismissed them, virtually without notice, when he decided they didn't measure up. His successor "for real," as he put it, meant Thomas H. Wyman, president and chief executive since June 1980.

Paley's contract, which last year paid him \$339,746 in base salary and \$204,000 in bonuses, provides that after he ceases to be "a senior elected officer of CBS" he will be a consultant until Dec. 31, 1987. As consultant, he is to be paid 50% of base salary (exclusive of bonus) during his last

year of full-time employment there—adjusted upward for cost-of-living increases since 1970. The contract, according to CBS's proxy statement, also calls for CBS to provide him with "office space, secretarial assistance and other facilities and services" during his consultancy.

Some sources questioned whether, as part owner of a company with cable interests, Paley could serve as a CBS consultant without risking conflict of interest. Others, however, seemed to doubt he'd have any problem on that score. □

Fritts takes himself to his constituents

New NAB president sets out to win confidence of TV members after one decides to quit the association

National Association of Broadcasters President-elect Edward O. Fritts will be on the road for the next month. It's all part of the newly elected officer's pledge to meet with major television group heads and allay fears that his election could polarize the association.

He begins that crusade this week by meeting first, on Thursday, with members of the NAB's television board. Fritts kicked off a campaign for unity last month during a speech to the West Virginia Broadcasters Association (BROADCASTING, Aug. 23) and is promoting it by inviting TV board members to meet informally in Chicago. (None of the network representatives on the board were invited, primarily because dissent over Fritts's election reportedly rests with individual television groups.)

The meeting, Fritts said, will be a "question and answer session," and take place at WGN-TV there. It will be hosted by TV board member James Dowdle who is president and chief executive officer of the Tribune Broadcasting Co., group owner and licensee of WGN-TV. It is an attempt by Fritts to challenge criticism over the manner in which he was elected and answer concerns about whether he can represent the interests of TV station members since his background is in small-market radio.

He was sharply criticized for stepping down as chairman of the NAB search committee, charged with finding a new NAB president, and running for the post himself. Representatives from two of the three major networks actively campaigned on his behalf and all six network representatives reportedly voted in his favor. However, before Fritts even got on the road, there was a minor revolt. Last week the NAB received two letters from smaller TV station groups stating their intentions to terminate their membership, because of



Paley

Fritts. One of the groups, Maine Broadcasting System, licensee of two TV's in Portland and Bangor, Me., reversed its stand after talking with NAB President Vincent Wasilewski. The station has adopted what Fritts called a "wait and see" attitude.

The other group, Harriscop Broadcasting Corp., Los Angeles, did not reconsider. It canceled membership for its three TV stations and one AM in Bakersfield, Calif., Billings, Mont. and Casper, Wyo. Jack Rosenthal, president of the group's broadcast division, said he took that action because he disapproved of the manner in which Fritts was selected. The affair was not handled in an "orderly fashion," he claimed, and questioned Fritts's ethics in the matter.

Rosenthal also maintained that Fritts's actions have been "divisive." He worried that the "NAB would lose its effectiveness if radio and TV can't go forward together." He said he would not rejoin until the association was "run in an ethical and orderly manner."

Despite these letters, Fritts remains optimistic. He called them only a "sprinkling of discontent" and said he had received many more positive responses about his election. In addition, he noted two stations joined the association, WAAT(TV) Wildwood, N.J., and WXLTV Sarasota, Fla., expressing their support for him. Fritts also pointed out that it is not unusual for members to drop out of trade associations. "It happens all the time."

The Mississippi broadcaster, however, said he was disappointed that the dissenting stations hadn't given him an opportunity to "prove his mettle" before acting.

It is those charges and others Fritts said he intends to tackle in Chicago. "I want to sit down and talk business face to face and let them know they didn't have a "shenanigan election."

Board member Crawford Rice said he thought the meeting would give Fritts an opportunity to "soothe hard feelings." He said some members have expressed concern about the six network representatives that voted for him. Rice is executive vice president of Gaylord Broadcasting Co., Dallas.

Fritts, on the other hand, said he didn't cut any deals with the networks. He noted that he was pleased with their support but pointed out that not all the networks were in his camp the entire time. He said CBS had waited until the last minute before it indicated its support.

He maintained that the election was over and that he is here to "represent everyone's interest." "There is no question I am here to work for them. I have a lot of respect for the board members," he added.

Bill Bengston, vice president and general manager of KOAM-TV Pittsburgh, Kan., said he thinks Fritts will use the meeting as an opportunity to "clear the air." It will give members a chance to hear what he has to say, he said.

Another board member said he thought the TV board's concern was to "make sure



Fritts

Eddie understands the board sets the policy with television and radio having equal weight." In response to that Fritts maintained that he is there to enlist the support of the board to work onward and upward for NAB.

While the majority of TV board members are planning to attend, Bill Turner said he is not going. Turner is president and general manager of KCAU-TV Sioux City, Iowa. He said he has an active and good working relationship with "Eddie," and is familiar with his views. Turner primarily sees the meeting as an opportunity for newer board members to familiarize themselves with Fritts's views.

Bill Faber of WFLA-TV Tampa, Fla., is also not attending because he is recovering from surgery. Faber thinks that some board members will feel better "once they hear what he has to say" and that he, too, is curious about Fritts's feelings on television. Board member William Dilday also reportedly will not attend because of a prior commitment. Dilday is general manager of WLBT-TV Jackson, Miss.

Eugene Bohi, president and general manager, WGHP-TV High Point, N.C., didn't know whether he would make it. Bohi said he had no major concerns and thinks it doesn't matter if Fritts is from a small-market background. "The majority of TV and radio stations are in small markets and makeup the backbone of the association."

Don Curran, president of Field Communications, San Francisco, said that because of station business he could not attend. Curran said he thought Fritts realizes that he did not have an "overwhelming mandate" when elected, and that he has called the meeting to pull the board together, an effort, Curran said, he "applauds."

Other board members planning to attend include Jerry Holley, vice president-broadcasting, Stauffer Communications, Topeka, Kan. Holley is TV board vice

chairman and along with board member William Dunaway, vice president and general manager, WTHR-TV Indianapolis, initiated the idea for the meeting. Gert Schmidt, TV board chairman, will also attend. He thinks Fritts is "taking the first steps to heal any breach that exists."

Board member Kathryn Broman, president, Springfield Television Corp., Springfield, Mass., may not attend because of a prior commitment.

After the Chicago meeting, Fritts will prepare to confer with as many TV station groups as possible. No agenda has been planned. But first, he maintained, he will listen to what the board has to say and to its suggestions. Fritts noted that once former FCC Commissioner Richard Wiley was out of the race "there was no consensus candidate" and that his conscience is clear over what occurred.

In other matters relating to Fritts's election, his tax attorneys and CPA's are preparing a number of proposals to keep him insulated from the management responsibilities of his seven radio facilities, he said. In addition, he noted that negotiations are currently under way to sell one or more of the stations.

The president-elect noted that NAB is beginning to implement recommendations from the association's future's committee report, approved in principle by the joint board Aug. 9 (BROADCASTING, Aug. 16). As a result of those recommendations, the association is currently interviewing for a director of data systems and an executive to coordinate activities in international broadcasting. □

Through the roof with Metromedia

Kluge buys Field's Chicago U at price second only to that he paid for his Boston V; other big trades with Gannett, Malrite, Doubleday fall into sequence

Metromedia moved into its fifth top-10 television market last week by announcing it would buy WFLD-TV Chicago, an independent on channel 32, for \$136 million. At the same time, to help finance its acquisition, Metromedia will sell WTCN-TV Minneapolis (ch. 11, NBC) to Gannett for \$75 million and wxix-TV Cincinnati (independent, ch. 19) to Malrite Broadcasting for about \$45 million. To comply with the FCC's one-to-a-market rule, which prohibits acquisitions that would result in co-ownership of co-located radio and television stations, Metromedia will sell WMET(FM) Chicago to Doubleday Broadcasting for \$9.5 million, a record price for a radio station in that market.

WFLD-TV's \$136 million price is the second highest ever paid for a TV station. It follows another Metromedial record: \$220 million paid last year for WCVB-TV Boston, a VHF affiliate of ABC-TV. But WFLD-TV by far and away commanded the largest

price ever paid for an independent station, and a UHF at that. Until last week, the record was Media General Corp.'s proposed purchase of WJKS-TV Jacksonville, Fla., on channel 17, for \$18 million from Ziff Davis, currently awaiting FCC approval.

Bob Bennett, Metromedia senior vice president and former general manager at WCVB-TV, said that with the addition of WFLD-TV, 25% of the nation's viewing audience will be covered by Metromedia's television signals, more than any of the networks can claim for their owned stations. Metromedia President John Kluge had been trying for 10 years, Bennett said, to get a Chicago TV station.

Gannett, which already owns the maximum of five VHF's (and two U's) allowed by the FCC, will sell KARK-TV Little Rock, Ark. (NBC, ch. 4), to make room for WTCN-TV. Alvin Flanagan, Gannett Broadcasting Group president, said two prospective buyers were in negotiations for KARK-TV. Flanagan said that neither was a group owner nor of a substantial broadcasting background. KARK-TV is reported to be going for "under \$30 million," according to one source close to the negotiations.

Since Field Enterprises announced last month it was looking for possible buyers for one or more of its five TV stations, all UHF's (BROADCASTING, July 26), stories have circulated about potential buyers. However, according to broker Howard Stark, who represented both Metromedia and Gannett in their acquisitions, the Metromedia-Field deal goes back 12 months, when he first contacted Field on Metromedia's behalf. Stark conceded that may have "blocked everybody else out," but added, "they're not many that want to go in [and try to] buck WGN-TV," the VHF superstation and leading independent in Chicago.

With \$129.5 million coming from the sale of its three properties, Metromedia needs only to close a \$6.5-million gap to buy WFLD-TV. Stark said terms for the deal included 80% cash and the balance in notes. John Reidy, an analyst with Drexel, Burnham, Lambert, New York, said that given the multiples of 10-to-11 times cash flow often attributed to TV station prices, \$136 million for WFLD-TV may not be unreasonable. Without knowing current cash flow figures, however, Reidy said, it would be difficult to know exactly how the price was reached.

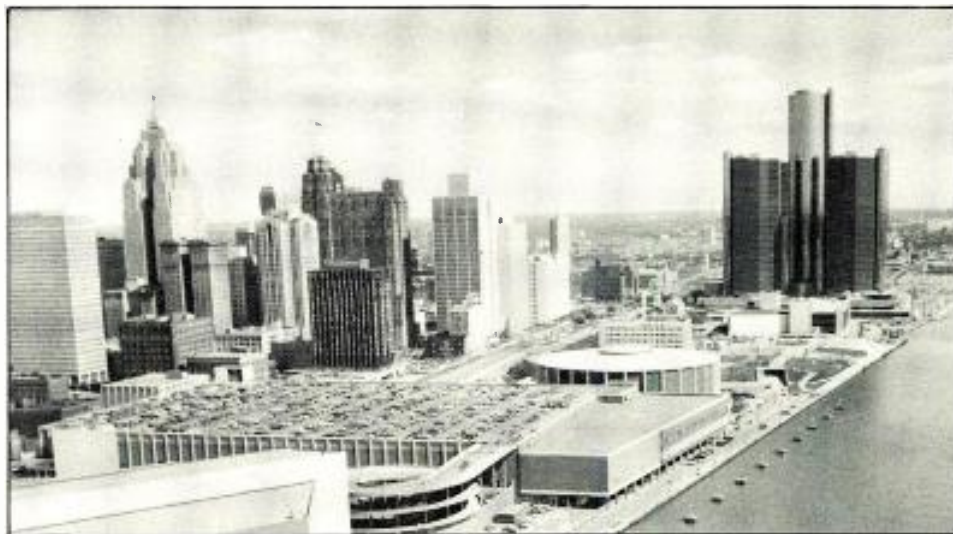
For the most part, Metromedia is doing business with old friends. Last year it paid Doubleday \$15 million for KHOW(AM) Denver and swapped KSAN-FM San Francisco with Malrite for WWBA(FM) St. Petersburg, Fla., which Malrite had bought from Meyer Feldman and Ed Winton for \$7 million. In the past, Metromedia had sold Malrite WHK(AM)-WMMS(FM) Cleveland for \$3 million plus \$500,000 for an agreement not to compete.

Field Enterprises acquired WFLD-TV in 1977 along with WLVI-TV Cambridge,

Mass., WKBD-TV Detroit, KBHK-TV San Francisco and WKBS-TV Burlington, N.J. (Philadelphia), when it bought 77.5% of Kaiser Broadcasting Corp. for \$42,625,000. Field at the time already owned 22.5% of Kaiser. Metromedia bought WTCN-TV in 1972 for \$18 million cash from Chris Craft Industries, seven years after Chris Craft had bought it from Time-Life for \$3.9 million. Two months after the FCC granted Metromedia approval to buy WTCN-TV, it cleared the way for it to purchase WXIX-TV for \$3 million from U.S. Communications Corp., a subsidiary of AVC Corp. WXIX-TV had sustained substantial losses and the sale was considered a salvage. U.S. Communications said it could not continue to operate in a market crowded by three network-affiliated stations and two independent UHF's. Gan-

nett got KARK-TV as part of its merger with Combined Communications Corp. in 1979.

Gary Stevens, Doubleday president since 1977, has moved aggressively in selling off less desirable broadcast properties and buying bigger ones. With its purchase of WMET, Doubleday has a full portfolio of seven FM's, a long-time Stevens goal. Stevens said an "FM license in Chicago is perishable," and his eventual goal is to acquire the same in Los Angeles, he said, keeping with his promise to put Doubleday FM's in as many of the top 10 markets as possible. In the past year, Doubleday has bought WAVA(FM) Arlington, Va., for \$8 million and WAPP(FM) [formerly WTFM] Lake Success, N.Y., for \$9 million. Blackburn & Co., Washington, was the broker in the WMET transaction. □



Detroit wants to get wired

City issues RFP for its 471,000 homes; wants 72-channel, two-way interactive system

The city of Detroit last week invited the nation's cable operators to bid for its massive (471,000 homes) cable television franchise.

Bids are due Dec. 10 and an award of the 15-year, nonexclusive franchise by the city council is expected by June 1, 1983.

Like those being issued by other big cities, the Detroit request for proposal (RFP) places considerable demands on the operators that chose to vie for the system. It asks for a two-way residential system of at least 72 channels and a complementary institutional system interconnecting businesses and municipal, educational and medical buildings with at least 20 channels "upstream" and 20 channels "downstream."

The RFP also asks for a minimum of 10 access channels (two public, four governmental and four educational). To help insure that there is programming for all those channels, the RFP demands six fully staffed and equipped production studios (four for public access and one each for

governmental and educational access). The RFP also includes a provision requiring the franchise holder to increase the number of access channels and studio space as usage increases.

The RFP proposes to take at least 8% of the cable operator's total revenues each year, 5% to go to the city treasury and 3% to support the public access programming through the Cable Communications Public Benefit Corp.

To encourage local ownership in the cable company that wins the franchise and to avoid the rent-a-citizen trap, the RFP sets guidelines for local participation in the bidding companies. Ten percent of the company must be sold to local investors, none of whom may invest more than \$2,000, and another 10% must be sold to local minority investors (there is no limit to how much the individual minority investors may invest). All investors, the RFP states, must pay the "fair market value" for their shares of the company. If a minority investor wants 10% of a company capitalized at \$10 million, he will have to come up with \$1 million.

The winner of the franchise will have five years to build its system, according to

the RFP, and it must wire a certain number of low-income communities each year to insure that the least economically attractive areas are not the last to get service.

Although Detroit and the entire state of Michigan have been hard hit by the current recession, Kathryn Bryant, deputy director of the Detroit Cable Communications Commission, says the city is a good place to do business and a good market for cable television.

A study by the Elra Group commissioned by the Wayne State University Center for Urban Studies, Bryant said, concludes that Detroit is as good a cable television market as the suburbs of Washington or the several affluent suburbs of Oakland county, north of Detroit, which jointly awarded a franchise to a joint venture of Tribune Cable Communications and United Cable. According to the study, she said, the average Detroit household spends more than \$230 a month on entertainment and education. Three-fifths of 405 Detroit residents interviewed by Elra said they were interested in subscribing to a "state-of-the-art" cable system.

The median income of city families, Bryant also noted, is \$14,500. Lacking the "massive number of high-rises of Chicago or New York," she said, Detroit is more suburban in character. Fifty-two percent of the city's residences, she said, are single-family homes, and 64% of those homes are owner occupied. Detroit is a "stable" city, she added, noting 62% of the residents have lived in the same place five years or more.

To insure that the franchise process proceeds smoothly and cleanly, the city council adopted a code of conduct, Bryant said. Under the code, all elected and appointed city officials and all members of their households are prohibited from owning interests in any of the applicants or the ultimate franchisee. Furthermore, she said, the code requires that city officials disclose any ownership a member of their family may have. The code also forbids officials to solicit or accept gifts from any of the cable companies, she said.

So far the only company to show any real interest in the Detroit franchise is a minority-controlled group, including former FCC Commissioner and NAACP Director Benjamin Hooks, former National Basketball Association star Dave Bing and Coretta King, the widow of the Rev. Martin Luther King.

Once the bids are received, they will be evaluated by the Cable Communications Commission, which will have until March 15, 1983, to issue a draft report containing its recommendation. After the applicants comment on the commission's initial findings, the commission is to make its final report by April 15, 1983. The mayor will then have 15 days to make his recommendation to the city council which will make the final decision by June 1.

The Cable Television Information Center has been contracted by the city to assist the city through each stage of the franchising process. □

Free speech. Broadcasters who want to offer free time to political parties to extol the virtues of their candidates and even to solicit campaign contributions won't find the Federal Election Commission standing in their way. The FEC last week ruled that Ted Turner's offer to the Democratic and Republican national committees of two hours of free time on his superstation, WTBS-TV Atlanta, would not involve the station in a violation of the law.

As far as five of the six commissioners are concerned, the program involved is a commentary. Thus, they say, it falls within one of the exemptions to the Federal Election Campaign Act ban on corporate donations "in connection with" federal elections. The exception refers to news stories, commentaries or editorials distributed through the facilities of broadcast stations or publications not owned by candidates or parties.

The lone dissenter was Chairman Frank P. Reiche. He said he would be inclined to accept the majority's view but for the fact Turner was permitting the parties to solicit funds. Holding that the offer fell within the commentary exception, Reiche said, "will effectively permit broadcasting corporations, and possibly others, to facilitate and indirectly participate in the fund-raising activities of political parties."

In the Turner case, the commission said, the facilities involved are not owned by the parties. And, it said, it "concludes that the distribution of free time to both political parties is within the broadcaster's legitimate broadcast function and, therefore, within the purview of the media exemption."

The two national committees requested a ruling after Turner had offered the two hours, valued at about \$100,000. WTBS is carried on cable systems around the country with a total potential audience of viewers in some 21 million homes. The DNC promptly accepted the offer and aired its program on June 10. The RNC was awaiting the FEC ruling before acting on the offer.

Cable copyright stuck on a snag

Amendments sought by religious and public broadcasters meet with objections from cable, broadcasting and movie groups

Negotiators of the beleaguered cable copyright compromise remained at odds last week over the latest amendments, drawn up by the House Telecommunications Subcommittee staff, to be added to the package. The amendments, which have been soundly rejected by the National Association of Broadcasters and the Motion Picture Association of America, would increase the number of local broadcast signals cable operators with 20 channels or more must carry in exchange for reversal of a recent appeals court decision requiring cable systems to carry teletext programming offered by broadcasters on the vertical blanking interval and termination of rate adjustment proceedings under way before the Copyright Royalty Tribunal.

In spite of the standoff, which some of those involved say is the most serious breakdown in the drawn-out negotiations to date, parties to the compromise continued to argue last week that their differences can be resolved and that legislation embodying the compromise (H.R. 5949) can be rushed through Congress before it adjourns later this year.

Proposal of the new amendments came after weeks of complicated negotiations, in which representatives of the National Cable Television Association, the National Religious Broadcasters, the National Association of Public Television Stations and the subcommittee carved out on a county-by-county basis exemptions for about 30 religious stations that would have lost their protection under the FCC's must-carry rules in an earlier draft of the bill. The amendments became necessary after it became known that a majority of the Telecommunications Subcommittee,

which must review the bill before it goes to the full House, supports the NRB's argument that religious stations should be carried by local cable systems, even if they cannot prove significant viewership.

At issue in the standoff is a quid pro quo for cable operators, who say the burden of additional "must carry" signals imposed by religious broadcasters has unbalanced the compromise, which, after nearly a year of negotiations, contains a long list of trade-offs among cable operators, broadcasters and program producers aimed at revising the cable copyright law of 1976. According to subcommittee counsel Tom Rogers, "the ball is now in NAB's court."

According to draft amendments circulated by Rogers nearly two weeks ago, religious stations in 23 markets would be carried on channels reserved for public broadcasters in an earlier version of the bill. The NAB and NRB are close to agreement on the use of those channels, according to negotiators representing them.

The problem for cable operators, according to NCTA President Thomas Wheeler, is that there are many markets in which there are fewer than three public TV stations and so requirements in the earlier bill would have left open many more channels than would the revised bill.

As negotiators worked to address the religious broadcasters' concerns in the latest round of amendments, the NAB is said to have proposed that a trade-off for cable operators might be found in terminating a proceeding now before the Copyright Royalty Tribunal to adjust compulsory license rates to reflect marketplace changes resulting from elimination over a year ago of the FCC's syndicated exclusivity and signal importation rules. Half of those proceedings, it can be reasoned, would be nullified by the bill anyway, because it would reinstitute a modified ver-

sion of those syndicated exclusivity rules in the law.

That proposal, however, is "absolutely, unequivocally and unalterably" unacceptable to the MPAA, according to a spokesman. The MPAA, he said, will oppose the bill if such a provision is included. The MPAA also opposes a provision added at the same time which would eliminate the CRT's power to adjust compulsory license rates for inflation.

The NCTA's proposal that teletext programming be denied protection under the must-carry rules came one week after the Seventh Circuit Court of Appeals ruled that cable operators are required to carry the teletext programming offered on the vertical blanking interval of superstation WGN-TV Chicago (BROADCASTING, Aug. 16). Network spokesmen call the proposal "nothing short of anticompetitive," and a clear indication that the NCTA is trying to delay progress of the bill to prevent its passage by Congress. "There have been doubts all along," according to an NAB spokesman, "that the NCTA really wants this bill." And according to several Washington observers, there remains great uncertainty in the cable industry, which initially opposed compromising on copyright issues, about the need for legislation.

NCTA's Wheeler, however, maintains the teletext amendment is a reasonable quid pro quo, especially since language was added to a report accompanying Kastenmeier's bill that would reverse what he says NCTA believed would be the bill's treatment of teletext signals.

The bill, which was passed by the House Judiciary Committee in April, exempts cable operators from having to carry VHF drop-ins, low-power stations, direct broadcast satellite services, multipoint distribution services "or any other radio communication service intended for direct reception by members of the public."

The NCTA, said Wheeler, understood those exemptions to include teletext signals, but the Judiciary Committee's report, published weeks after passage of the bill, interprets the provision as "not intending to preclude the FCC from adopting regulations which would require cable systems to carry teletext material transmitted as part of the vertical blanking interval by stations, where there are no technical impediments to carriage of such signal."

Still, the NAB believes broadcasters have given up more in the interests of the compromise than have cable operators, according to James Popham, who until last week was the NAB's chief copyright expert. Under viewership requirements in the must-carry provisions of Kastenmeier's bill, about 20% of broadcasters now protected under the must-carry rules will no longer be protected, he said. In exchange for this, compulsory licensing will be continued under its current rate structure, in spite of objections by the Reagan administration and nearly half of Kastenmeier's copyright subcommittee.

In hopes of resuming negotiations,

NAB Vice President and General Manager John Summers met with NCTA Executive Vice President James Mooney last week. Summers, who believes reports of the seriousness of the latest breakdown in the negotiations have been "exaggerated," said the two associations will work toward making additional adjustments in the bill's must-carry provisions to find a quid pro quo for cable operators. He, along with other negotiators, believes a bill can still be passed if a compromise is finalized before Congress returns from its recess on Sept. 8.

Once the bill is approved by the Telecommunications Subcommittee, it will have to be passed by its parent Energy and Commerce Committee, and after that, it will have to be squeezed into the House's crowded agenda of legislation to be completed before the end of this year. There are fewer than 20 legislative days left before Congress adjourns for an election recess, and it is uncertain whether a lame duck session will be held after the election.

After House passage, the Senate will have to expedite action on the bill, which has no companion measure in that chamber. Leaders of the Senate Judiciary and Commerce Committees have tentatively agreed to waive their right to formally review the bill, if agreement among all parties can be maintained.

Although negotiators all hold out hope for passage of the compromise, some appear to have changed their view of the bill since the latest breakdown.

The compromise is now much larger and more complicated than it was originally intended to be, according to one spokesman, and all three of the original parties have had to absorb more losses than they originally bargained for. "Broadcasters have to be prepared to look at the reality of going back next year to ask Mr. Kastenmeier for an end to compulsory licensing," said one lobbyist. "The current compromise is beginning to look like Mount St. Helens." □

Legislative agony over Radio Marti

Reagan administration prestige on the line with its policy in regard to Cuban propaganda station; outcome in balance as broadcasters stiffen opposition to plan they feel disastrous

Radio Marti, the administration initiative that has attracted controversy as it has made its way through the congressional process, is developing into a legislative cliffhanger. A defeat for President Reagan on the proposal to establish a radio station to broadcast news of Cuba to that country seemed unthinkable when it was unveiled last year (BROADCASTING, Sept. 28, 1981).

With the 97th Congress in recess and only weeks away from adjournment, the idea is at least thinkable, particularly with much work yet to be done on the measure and a couple of Democratic senators hinting at filibuster.

The administration knows it's in a fight, and has followed the principle of applying grease to the squeaking wheel. In the case of Radio Marti, that is the broadcasting industry, increasingly concerned that the proposal to establish a station aimed at breaking what the administration says is the Cuban government's monopoly on news in that country would invite fear-some retaliation from Fidel Castro. Cuba has announced plans for a number of high-power stations that, if implemented, could cause serious interference to 200 AM stations across the country. To meet that concern the administration has agreed to or proposed various amendments it suggests would protect broadcasters from such retaliation.

But some members of the Senate Foreign Relations Committee, which is now considering the measure, remain among the unpersuaded regarding the bill. They lack the support to attach amendments they feel would make a difference; Senator Claiborne Pell (D-R.I.), for instance, has drafted one that would assign the job of broadcasting news to Cuba to the Voice of America. So Senators Paul Tsongas (D-Mass.) and Edward Zorinsky (D-Neb.) have said they will use every parliamentary device available to make sure the measure does not come up for a vote on the floor.

The committee is scheduled to resume its markup of the bill on Sept. 8. (Zorinsky used the Senate rules to block a committee vote on the day the Senate went into recess, on Aug. 20 [BROADCASTING, Aug. 23]). When that exercise is completed, the measure would be sent to the floor. If it passes that hurdle, a Senate-House conference might remain. And Congress is expected to adjourn early in October.

However, things are not as bad as they might be for the administration, in terms of the limits on time. The Senate Commerce Committee, which had requested and been granted authority to hold its own hearings after the Senate Foreign Relations Committee finished with the bill, has now said it would not seek referral. And backers of the measure are not without supporters capable of taking advantage of the Senate rules. Senator Jesse Helms (R-N.C.), a member of the committee, said he may attach the Marti measure as an amendment to the debt-limitation bill now on the Senate floor.

The measure passed the House by a comfortable margin (BROADCASTING, Aug. 16), but not before broadcasters had attempted to rally their congressmen in an effort to block or amend the measure. Leading the charge were representatives of Palmer Communications Inc., licensee of WHO(AM) Des Moines, Iowa, which operates on 1040 khz, the frequency the administration has proposed for use by

Radio Marti. It is also the frequency on which Cuba has said it will operate a 500 kw station. Palmer officials foresee Cuba turning on its monstrous station as a means of blotting out Radio Marti's signal and, in the process, wiping out WHO's, as well.

So the State Department suggested another amendment, as the bill was about to go to markup before the Senate Foreign Relations Committee. The new proposal would require the assistant secretary of commerce to consider yet another factor in selecting the frequency for Radio Marti—"the service and interference potential of radio stations" Cuba is creating or has announced plans to build. The amendment, billed as a means of assuring widespread coverage of Cuba, would clearly apply to 1040 khz.

The amendment had won the tentative support of Palmer officials. But they had made their support contingent on word from the White House that the Reagan administration was committed to enactment of the full array of amendments aimed at protecting American broadcasters. When that word did not arrive by 5 p.m. Friday (Aug. 27), Palmer officials said they felt free to abandon support of the State Department proposal.

But even if the amendment becomes law, critics of the measure point out, neither it nor the others added to ease broadcasters' concerns commits the administration to any course. "They say they [the assistant secretary of commerce] will consider those factors," an aide to Democratic members on the Foreign Relations Committee said last week, "but they don't say 1040 won't be picked."

Indeed, the administration may find it difficult to choose another course. The Presidential Commission on Broadcasting to Cuba, which was appointed by the President to draw up plans for broadcasting to Cuba, has rejected every other option that has been discussed. In a final report submitted to the Senate Foreign Relations Committee but not yet made public, the commission rejects for various reasons the use of a shortwave frequency or of the Voice of America's AM station on Marathon Key, in Florida, leasing time on commercial stations, or broadcasting off the AM band, that is, below 535 khz or above 1605 khz.

However, the report does not reflect what sources familiar with the work of the commission say are the findings of a study that is circulating within the commission. The study is said to indicate that 1040 khz is the least desirable of the options if the aim is to commence operations as soon as possible.

One problem associated with 1040 khz as the frequency for Radio Marti is said to be that it would cause interference to several foreign stations. Another is that a station in Florida operating on 1040 khz could not be engineered in a manner that would afford WHO the degree of protection the FCC would require of another privately owned station. The study is also said

to contend that the frequency could be completely jammed by equipment on the island. What's more, the study reportedly argues that the government's use of a non-government frequency without the declaration of a national emergency or the consent of the FCC licensee affected would be unprecedented and subject to court challenge.

The study casts the other options in a favorable light. And one—use of an out of band frequency, specifically, 1610 khz—is discussed in terms of the experience of a broadcaster using the frequency with what he says is considerable success, on Anguilla, in the Caribbean. The broadcaster is Bill Kitchen, of Quality Media Corp., of Columbus, Ga. One reason the Presidential Commission report gives for rejecting the use of such frequencies is that "some inexpensive transistor radios" cannot pick up the transmissions. But Kitchen last week told BROADCASTING that, based on mail received, the station's religious programming is heard in North and

South America as well as the Caribbean. And he said a test of 50 radio sets of different make and quality turned up none that could not receive the station. Kitchen also said he is planning to establish his own "Radio Marti" on Grand Turk island, 150 miles from Cuba, on either 1610 khz or some other "appropriate frequency."

A source familiar with the work of the Presidential Commission said that in overriding findings of the technical study, it appeared to be "hellbent on using 1040 khz. (Some commission members are said to predicting—in private conversation—that 1040 will ultimately be selected for Radio Marti.) And sources say that attitude is a function of political as well as technical considerations. There is a feeling, one source said, "that we can't back down." And the question that remained last week was whether opponents in the Senate, even with time on their side, could derail a legislative effort behind which the administration has committed resources and, increasingly, its prestige. □

Home grown approach to Radio Marti

Georgia broadcaster has plan to set up his own commercial AM station beamed at Cuba

Bill Kitchen, who owns Quality Media Corp. of Columbus, Ga., is a broadcaster who appears to live the kind of private-enterprise ethic Ronald Reagan talks about. As a result, while the Reagan administration engages in a taffy pull with Congress over plans to establish a government-funded Radio Marti to broadcast news of Cuba to that country, Kitchen says he is proceeding with plans to build his own station to broadcast to Cuba. He says that station could be on the air, broadcasting from Grand Turk Island, some 150 miles from Cuba, by December. And it won't cost the government a nickel. He hopes to make money.

As Kitchen envisions the project, it would be supported by private organizations—Cuban-American groups, specifically—and individuals. They would buy time to air material they want heard in Cuba. There would be no commercials, as such. An advertiser would hardly benefit from a commercial beamed into Cuba. But Kitchen said individuals could buy "short periods of time for personal messages—holiday greetings, for instance."

"I don't see the government going to do anything [in the way of broadcasting to Cuba]," Kitchen said. "Why shouldn't we do it, and get on with it?"

Kitchen's Quality Media owns three AM stations in the U.S.—WIXO Mobile, Ala., WMOC Chattanooga, and WBFJ Winston Salem, N.C. He also owns three stations on Anguilla in the Caribbean—AM's on 690 khz and out-of-band 1610 khz and an FM on 100.1. They broadcast religious programming. And he is licensed to build three more on Grand Turk, where he would locate his own "Radio Marti." Both

Grand Turk and Anguilla are governed by Great Britain.

Kitchen says one AM, which is to broadcast religious programming—is now under construction. A second—that would broadcast to Cuba—could be established as part of the same facility, h

If Kitchen does begin broadcasting to Cuba before the Reagan administration



Kitchen

gets on the air with Radio Marti, it won't be his fault. Several months ago, Kitchen met with the Presidential Commission planning Radio Marti to offer a couple of suggestions. "I said, 'produce your programming, and lease transmission time from me on Grand Turk.'" He proposed broadcasting on 1610 khz, which he said would permit coverage of all of Cuba. But if the administration wanted to build its own station in Florida, Kitchen suggested it use 1610 khz—and compensate him for his loss of the frequency. Two stations on the channel would suffer devastating mutual interference, he said.

At least one of the groups Kitchen would hope to appeal to does not appear to favor the proposal. Frank Calzon, executive director of the Cuban-American National Foundation, said that the need is for a broadcast station that can serve as a foreign policy tool. The private sector, he said, can't serve in that capacity. "How is the State Department going to tell Kitchen how to run his station?" Obviously it isn't. "Private enterprise," Kitchen says. "That should have been the way chosen from the start." □

“He was an artist at making friends.”

EDITOR: Our industry has lost a great leader and I feel a deep personal loss. Over a period of 36 years he has been invaluable to so many of us.

During the many years that you worked together, he set the example of fairness, forthrightness and human warmth that was a hallmark of his career. I know that you will carry on his tradition.—*John W. Kluge, chairman and president, Metromedia Inc., New York.*

EDITOR: All of the words that will be spoken in sorrow and in tribute because of Sol Taishoff's passing cannot speak as eloquently of his talent and dedication as his own creation—**BROADCASTING** magazine. All whose careers have turned on their working in some part of what Sol liked to call “The Fifth Estate” owe him an eternal debt of gratitude for having so ably chronicled their professional lives.—*Daniel L. Ritchie, chairman and chief executive officer, Westinghouse Broadcasting & Cable Inc., New York.*

EDITOR: The broadcast industry has lost a great leader and positive force and we have lost a great friend.—*James H. Quello, FCC, Washington.*

EDITOR: Sol has been a true friend and supporter for most of my broadcasting career. I will truly miss him, as will all of those who have been touched by his friendship and wisdom. Everyone at ABC joins me in sending deepest condolences.—*Elton Rule, president, ABC Inc., New York.*

EDITOR: Words, which were the tools that Sol Taishoff used to fashion his remarkable career, do not express the loss that this industry suffered with his passing. Your magazine's well-earned reputation is a reflection of this truly unique individual. I lost a valued and true friend and broadcasting has lost a giant.—*Vincent T. Wasilewski, president, National Association of Broadcasters, Washington.*

EDITOR: We in the broadcasting community will sorely miss Sol Taishoff. He was one of our true giants. **BROADCASTING** magazine today is tangible testimony to his integrity, creativity and pioneering spirit: As the broadcasting business has grown and progressed, so too has its magazine of record. But beyond that, I join with my fellow broadcasters in expressing a sense of loss in Sol's death and sincere thanks for the many meaningful contributions he made to our industry.—*Alfred M. Masini, president, TeleRep, New York.*

EDITOR: You have lost a great editor. The nation has lost a great freedom fighter.—*Robert C. Willson, Journalism Department, George Washington University, Washington.*

EDITOR: Sol Taishoff was an institution in our industry. He served as an inspiration, wise counselor and valued friend. We will all miss Sol, but will be better people for having known him.—*Thomas E. Bolger, president, Forward Communications Corp., Madison, Wis.*

EDITOR: Sol Taishoff was a person who had an impact on the history of broadcasting as an industry which went far beyond the usual role of a



Sol Taishoff accepting the American Business Press's annual Crain Award for "outstanding career contributions to editorial excellence." March 4, 1982.

publisher. The industry's great respect for him explains his pivotal position over a period of so many decades.

He will be missed for this reason, of course, but also because of his warmth and great qualities as a human being.—*Miles David, president, Radio Advertising Bureau, New York.*

EDITOR: His passing will be a great loss to the industry. He left an outstanding record of accomplishments both as a businessman and a human being.—*Rene Anselmo, president, SIN National Spanish Television Network, New York.*

EDITOR: As a 42-year employe of **BROADCASTING**, now retired, I feel I knew Sol better than almost anyone other than his family. He taught me the advertising business even though his forte was editorial, and thanks to his guidance, understanding and integrity I enjoyed a full business life. The fine editorial staff under Sol turned out an unbeatable product that opened doors for me everywhere in the business—be it networks, stations, syndicators, equipment manufacturers, news associations, brokers, communications lawyers, station reps...you name it. It was an honor and a deep pleasure to be affiliated with Sol from 1934 to 1976.—*Mary Long, retired vice president, BROADCASTING magazine, Chevy Chase, Md.*

EDITOR: The members of American Women in Radio and Television express their deepest sympathy on the death of one of broadcasting's greatest friends. We want your family and the **BROADCASTING** family to know that we share your grief and that we celebrate the life of one who contributed so much to the growth and progress of our industry.—*Charlotte S. Tharp, president, AWRT, Washington.*

EDITOR: Those of us who knew him have lost a friend and outstanding human being. Our industry has lost a true leader.—*Sis Atlans Kaplan, president, National Radio Broadcasters Association, Washington.*

EDITOR: When we wrote Sol about his honorary doctorate at Ohio University in May, awarded for his fight to preserve the freedom of broadcasting, we commented that it seemed particularly apropos that he received the honor in Athens [Ohio]. He responded, “Now I have been to all the Athens—Greece, Georgia and Ohio. I saw but I don't believe I conquered.”

We happen to believe he did.

Bless you, Sol. How did you find time for all of us, great and small? You were always there to help.—*Catharine Heinz, director, Broadcast Pioneers Library, Washington.*

EDITOR: There are few men I've ever met who had as many friends as did Sol Taishoff. That was his truly unique quality that went way beyond his considerable exploits as a businessman and his major influence on a leading American industry that was perhaps unmatched by anyone, and certainly exceeded by none. But those significant accomplishments and that incredible influence were only the professional reflection of his fine personal qualities. He was one helluva nice guy. One of those rare

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Golda

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Harve Bennett, Executive Producer
Gene Corman, Producer

OUTSTANDING LEAD ACTRESS IN A LIMITED SERIES
Ingrid Bergman as Golda Meir

OUTSTANDING SUPPORTING ACTOR IN A LIMITED SERIES
Leonard Nimoy as Morris Meyerson

OUTSTANDING SUPPORTING ACTRESS IN A LIMITED SERIES
Judy Davis as young Golda Meir

OUTSTANDING ACHIEVEMENT IN MUSIC COMPOSITION
Michel Legrand

OUTSTANDING FILM EDITING FOR A LIMITED SERIES
Robert F. Shugrue

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Eli Yorkin, Production Mixer

Donald Cahn, C.A.S., James R. Cook,
Robert L. Harman, C.A.S., Re-Recording Mixers

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Harold Guy, Lighting Director**



TELEVISION DOMESTIC DISTRIBUTION

creatures who always had some precious time and a kind word even for the lowlier toilers in the vineyards, as well as for the so-called titans of the industry that he did so much to develop from infancy to its giant adulthood.

He was truly a giant among few giants, and stood out like a great monument among the host of pygmies that usually mill about to keep any industry going and growing.

If there's any consolation in sad moments such as this, it will come from the assurance that here was at least one of those few who all on his own originated, generated, built and lived a good and strong and influential life, whose accomplishments will stretch well beyond his 77 full years.—*Arthur Stambler, Washington.*

EDITOR: I can add nothing to all the praise that has come his way with such deserved regularity. He was one of a kind in this particular profession and in his own way bound us all together through BROADCASTING.—*Philip L. McHugh, Great Falls, Va.*

EDITOR: I relived all of my old losses when I heard about yours. Sol Taishoff had a special place in my heart. He was always there with a word of encouragement when we came up with a new idea; he was always there with words of understanding when an idea failed; he was always there with a word of cheer when an idea succeeded. We may not be able to see him and talk to him, but he will always be with us. His memory and his printed history of our industry will live forever.—*Jack G. Thayer, vice president and general manager, WNEW(FM) New York.*

EDITOR: He will surely be missed, but never forgotten.—*Herb and Grace Jacobs, TelCom Associates, Los Angeles.*

EDITOR: Broadcast journalism has lost a great friend. Throughout his long career, Sol Taishoff insisted that news and information should be an essential part of broadcasting, should be done well, and should be free. From the moment the Radio-Television News Directors Association was formed to strive for those goals, Sol was firmly behind us. He lived to see the first two objectives achieved. He was still working hard to reach the third, to free broadcast news from government controls, when he died. All of us in electronic journalism should today renew our pledge to work toward achieving that freedom, not just for Sol and not for ourselves, but for the good of the country.—*Dean Mell, president, RTNDA, Washington.*

EDITOR: I know I speak for all the IRTS members when I express our great sorrow at the passing of Sol Taishoff. His loss marks the end of an era. He was one of a kind, and we shall all miss him.—*Ave Butensky, president, International Radio & Television Society, New York.*

EDITOR: May I share a personal memory? In 1973, I had just left the military service (AFRTS) and was having trouble finding a radio job. After hitting several dead ends, usually consisting of being informed that I was "over-qualified" for the job opening, I called Sol Taishoff. It was a call seeking the advice of a man who knew the business.

His advice was succinct. "You believe in yourself," he said. "Keep working at it and you'll get that job." He then offered me a free

ad in BROADCASTING to show that he had faith in me, too. I eventually got a job and have managed to stay in the business—thanks, in part, to Sol Taishoff.—*Frank Absher, KMOX(AM) St. Louis.*

EDITOR: Sol Taishoff was a great pioneer in broadcasting and we will always be in his debt for the high standards he brought to journalism. I know that Sol was a modest man but he will be remembered as one of the giants of our industry.—*Jerry Lee, president, WEAZ(FM) Philadelphia.*

EDITOR: How good it was that Sol could enjoy the great dinner in his honor, attended by just about everybody who was anybody in Sol's beloved industry.—*M.S. Kellner, managing director, Station Representatives Association Inc., New York.*

EDITOR: A pure professional in every sense of the word and more important a friend and counselor to all of us who had the good fortune to be in broadcasting.—*Martin L. Nierman, Maxine Ltd., Stamford, Conn.*

Editor's note. The letters excerpted on this and the preceding page are but a few of the hundreds that have arrived at BROADCASTING's headquarters since the death of our editor-in-chief. We will continue to publish further submissions as space permits and the flow demands. The Taishoff family and staff wish to thank all who have written for their genuine sympathy and thoughtfulness. Each expression is being answered individually, but that is a process that takes time. In the interim, we wish to take this means—through the pages of BROADCASTING magazine—to extend our gratitude to all for the outpouring of affection and remembrance for ST.

EDITOR: The broadcasting industry has lost a great friend and spokesman, but the publication he founded will keep his good works and memory alive for generations.—*Howard Abrahams, retail TV advisers, New York.*

EDITOR: ST was unique, as you know, coming up through the ranks to his position as a leader and statesman in the broadcasting industry. To one who worked with him for 25 years, he represented two admired qualities of journalism: professionalism and integrity. He will be missed.—*Earl B. Abrams, Arlington, Va.*

EDITOR: Sol Taishoff was a tower of strength, wisdom, statesmanship and just about everything good that a human being can be.—*John H. Mitchell, John H. Mitchell Co., Los Angeles.*

EDITOR: Broadcasting has lost a champion and a good friend.—*Ralph Renick, WTVJ(TV) Miami.*

EDITOR: News of Sol's death hit all of us in the only way losing a dear friend can. We are sorrowed, angry and feel his absence profoundly.

Let this letter stand as a small expression from the thousands in the Society of Professional Journalists, many who did not know him personally as I did, of our sense of loss. As you know, Sol was one of our honored fellows, a former national president, but most important, a good friend and adviser when help and advice

were needed. No one can quite fill his absence.—*Charles R. Novitz, president, The Society of Professional Journalists, Sigma Delta Chi, New York.*

EDITOR: Like hundreds of others, we have lost a great friend, one who proved himself time and again, in my case for over 30 years.

Spokesmen who are more eloquent than I will attest to Sol's achievements and contributions much better than I can. Even so, they will not have said enough.—*Layne R. Beaty, Washington.*

EDITOR: His presence will be missed professionally and the broadcasting community will be all the poorer without his driving force.—*Edward J. Pfister, Corporation for Public Broadcasting, Washington.*

EDITOR: While reading the *Washington Post* obit—which I thought said it all—I thought back to the time we worked together and the awe in which I held him. I never saw him or met with him without thinking about the truly incredible job he had done with his life, spanning as he did the Romanoff Empire until today, and staying around long enough to see what must have been the most fragile of ventures in 1931 become the bible of the electronic communications industry—and then to celebrate 50 years of success.—*George M. Worden, vice president, Hill & Knowlton, Washington.*

EDITOR: What can anyone say about a person who accomplished all he did in life as well as being such a great dear friend to so many people. For reasons I'll never know, Sol always was extremely kind and helpful to me and I considered him one of my most cherished friends.—*Leavitt J. Pope, president, WPIX Inc., New York.*

EDITOR: The Fifth Estate will never be the same. We at Young & Associates share your grief, consoled to some extent by the knowledge that his chronicle lives on.—*Jean Young, president, Young & Associates, Rockville, Md.*

EDITOR: When I opened the *New York Times* today (Aug. 16) I found out why this morning seemed a little dimmer than usual. One major light went out.

I share your sadness. And I share the joy of having Sol Taishoff to look up to—to emulate. He showed us all that, in trade journalism, the journalism should come first.—*Paul Maxwell, publisher, Multichannel News, New York.*

EDITOR: He was an artist at making friends.—*Frank G. MacMurray, M.D., Washington.*

EDITOR: All of us [have lost] a special and most unique figure in broadcasting. Sol was a friend to me for many years—a person who would listen when I needed an ear and would push me when I needed that. He was always there—wise, interested, caring and indomitable in the face of dangers we faced as individuals and as an industry.

Our concern now is that his loss does not only leave us without his powerful conscience but that we find people to replace him.

Like Sol, let's have confidence in the future. His presence all these years has made us all the stronger.—*Martin F. Beck, president, Beck-Ross Communications, Rockville Centre, N.Y.*

EDITOR: Let us praise God for sending us such a man!—*Eugene H. Methvin, McLean, Va.*

Radio

State of the Art 1982

KATZ RADIO

People Make The Difference

To be the #1 Radio Rep you need experienced management, effective salespeople and innovative sales and research tools. Katz Radio has them all.

Katz Radio has the most stable management team, the most aggressive sellers and the most productive research operation in the business.

Katz Radio is the best because we have the best people—people who are dedicated to the Radio Industry. People who are committed to radio's present and future.



Katz Radio. The best.

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Why is General Foods putting more brands on the hot medium?

General Foods has substantially increased radio billings in the last five years.

They've discovered what many other advertisers have also found. That once you start using radio, you keep finding new ways to use it.

Radio is timely.

For Maxwell House, GF believes radio is uniquely suited to reach people at specific times of the day when they drink coffee.

Timing is also important for a seasonal product like Country Time lemonade flavored drink. And what better way to reach people in summer than radio.

Radio has multiple uses.

Nationally, GF has used radio to help launch new campaigns. Or to target a particular market. For example, Sanka Brand decaffeinated coffee uses radio as a cost-efficient vehicle to reach older audiences.

Locally, GF ties radio to events like holiday weekends to sell Open Pit barbecue sauce. And to regional ski reports for Maxwell House coffee.

Radio tests well.

And as they've been expanding radio, GF has been testing every step of the way. So they know radio works.

If you'd like to find out more about the red hot medium, call us at (212) 599-6666. Or write, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017.



Red hot because it works.

Radio ⚡ 1982

"We're fighting to stay alive," says one of today's most successful program managers, in describing the climate of today's radio industry. According to another, competition among stations has become "ferocious" in 1982, with more and more money being spent on research and promotion and changes in programming being made at an unprecedented rate.

What's happened? "The economy has a lot to do with it," says Don Kelly, program manager at WRKS(FM) New York, who, along with many other radio executives, reports that the recessionary economy's smaller advertising budgets are forcing stations to scramble much harder for rating points, now critical to securing accounts that previously had been spread among twice as many stations.

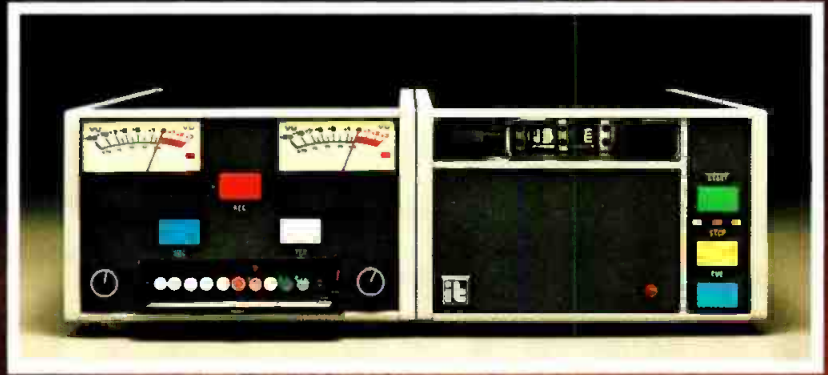
Growth in network and national spot sales has been disappointing in 1982, after record growth the year before. As stories in the following report indicate, however, the number of program services, both network and syndicated, has grown overall, despite the demise of two new networks and delays in the start-ups of others. There also is surprisingly little overlap among radio network audiences, despite the claims from many experts that the market is saturated.

As program services have continued to expand, radio formats have continued to diversify. Stations are targeting smaller, more clearly defined audiences today than they were only a year ago.

With competition more intense than many in the industry have ever experienced, the complaint that too many programmers are following the same formula, that too many stations are sounding like jukeboxes, is being heard more often. "We've got to provide more entertainment than just more and more music if we're to survive," says Larry Dixon, program director, KVIL-AM-FM Dallas, who with a few of his peers is sounding the alarm that radio may not be competing as well as it should be with video games and other new sources of entertainment. "If we lose our entertainment value," says John Young of WZGC(AM) Atlanta, "we lose everything."

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Spot radio: feeling the pains of recession

1982 has been very slow; reps see year ending flat or just slightly ahead of 1981

The spot radio business has a problem. To the people closest to it, station reps, the problem is a contradiction: Not only is business slow to the point of being described as "lousy" and even "stinking," but it is slow during a general recession. That last is the puzzling part. In a recession, reps say, spot radio is supposed to do well—or at least it's always worked that way in the past.

This paradox creates a different problem, that of explaining such an eccentric performance. Spot is not down this year, but it has clearly slowed. How can the slowdown be blamed on the recession, if recessions are known to improve radio business, not hurt it. Or how can radio brag that it is doing better than the general economy—as it really is—when in times like these it is supposed to be doing a lot better?

Reps tend to find the answer in the

break tomorrow," that "the fourth quarter could be a barn-burner" and "turn the whole year around."

Even without a barn-burner, nobody ventured that 1982 spot sales would fall short of 1981's. Most thought that, at worst, the total would come in somewhere between flat and up by 5% to 7%. If the fourth quarter catches fire, they speculated, the full-year gain could reach 10% or so.

(Most, but not all, said their own billings were running better than 10% ahead—some substantially better than that—although usually they credited much of these gains to growth in number or size of stations they represent.)

Even a 5%-7% gain for the year would be an improvement on the economy's performance, as several reps noted. They also suggested that part of the problem in judging spot's movement this year is psychological. The year 1981 was a good one for spot, up 16% or so from the year before; after a gain like that the contrast with 1982's pace has seemed more pro-

parison. But since the inflation rate has also declined, the margin between inflation and radio's total growth could be holding about even with the past year. This varies tremendously from station to station, and one key to profitable growth is efficiency in cost of new business acquisition."

A 5%-7% gain for spot would also be roughly in line with performance in the first half of 1982, which was in the upper part of that range. M.S. Kellner, managing director of the Station Representatives Association, said reports from 15 leading radio reps put sales for the January-June period 6.8% above those for the same months of 1981. Considering that 1981's first-half gain was 18.9% Kellner found this year's showing "disappointing."

Others had stronger words for it. Ken Swetz, president of Katz Radio, said "it stinks, it's tough and it's not good." John Boden, president of Blair Radio, said "it's very soft," and "not as good" as 12 months ago, when the year's closing months seemed to offer "fairly decent"



Boyle



David



Kellner



Swetz



Boden



Howard

recession's intensity and duration. They point out that this is the worst in recent memory, is lasting longer than anybody expected and has more people, including advertisers, more thoroughly concerned and warier about the future. Thus, they say, radio is feeling some of the impact that its customers feel. As Frank Boyle, chairman of Eastman Radio, put it, "We have now joined the club. Business is crappy, and spot radio is crappy."

Nobody denies that spot radio has been slow this year, and still is. Some reps, in the business 15 or 20 years or more, say it is as slow as they've seen it. "The last time I saw it like this, it motivated Bob Eastman to sell his company to his employees," said Boyle, the leader of the group Eastman sold it to in 1973. "I've seen it worse," he said, "but you have to go back to the 1960's to find it."

Boyle was not alone, by any means, in this gloomy assessment. Of more than a dozen leading reps checked by BROADCASTING, only one explicitly refused to characterize business as "bad"—or some stronger pejorative. He called it "flat" and "soft."

Yet the salesman's natural optimism was also evident—in all cases. Repeatedly, reps emphasized that "this business can change overnight," that "the dam could

nounced. Reps are seldom satisfied anyway. They especially don't like to cut their projections, as most have had to do this year. That puts them in a bad frame of mind, making small gains look tinier.

A gain in the 5%-7% range for spot would compare with an increase of about 12% generally projected for local radio sales and about 7% for network radio, with all averaging out to around 10% growth for radio as a whole.

The Radio Advertising Bureau, which tries to keep tabs on such matters, is projecting "overall double-digit growth" for radio in 1982. RAB has not made projections for the spot, local and network components individually, and its projection of "double-digit growth" for radio as a whole evidently envisions something just barely in double digits—around 10%, say.

Miles David, RAB vice chairman and chief executive, put it this way, finding an additional bright spot in the outlook but also coupling a warning:

"Despite the loss of traditional business categories to the recession, radio will probably finish 1982 with overall double-digit growth. That's the way figures we have seen through midyear look. However, last year radio grew 13.8%, according to McCann-Erickson, so a 1982 growth rate in the 10% range isn't exciting by com-

promise. Bernie Howard, president of Bernard Howard & Co., said the recession, in both the economy and spot radio, "is about the roughest I can remember." Robert Richer, vice president and general manager of Group W's Radio Advertising Representatives, said "I think it's worse than I've seen in 20 years in the business." Jack Masla, president of Jack Masla & Co., said he goes back 10 years "and I can't recall a year when the dips have been so precipitous."

Aside from downbeat appraisals, what these reps—and others similarly downcast—had in common was that their own businesses, they said, were doing better than a year ago. The rate of improvement varied from a little to a lot and was almost uniformly qualified as being insufficient. Eastman's Boyle, for instance, said that "year to date, we're 2% ahead of last year, but you know that when you're 2% ahead, you're not really ahead." Katz's Swetz said his firm was up, but not by as much as he had expected to be, "and if you don't get [percentage increases] in the mid-teens, it's a question of who controls costs best." Boden indicated that Blair, too, was up, but by less than originally projected. Lou Faust, president of Selcom Radio, said "we're running 15% ahead [of last year], but that's because we're still

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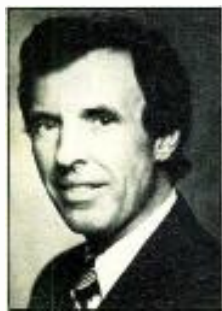
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growing [in stations]." Charles Columbo, executive vice president of the Christal Co., said Christal expects to be up "in the 30's for the year, but "mostly" from new stations. Roy Lindau, Major Market Radio's vice president for marketing, said MMR has been running about 17% ahead, partly because of an increase in stations. Peter Moore, president of Torbet Radio, said "we're running about 14% ahead for September and beyond," but added that it has still been "one of the slowest years I've seen."

Ralph Guild, president of McGavren-Guild, was one of the few reporting a year-to-date gain—18%—unassociated with expansion of station lists. "We're not where we wanted to be," he said, but added that "we see the fourth quarter as outstanding."

All agree that New York, spot's headquarters, has been hard hit. Few regional offices have been spared, although Dallas and Atlanta are usually cited as standout exceptions, along with Los Angeles to a lesser degree.



Richer



Masla



Faust



Columbo



Lindau



Moore

In New York, which accounts for about 35% of spot radio dollars, the slower pace reduced the first half's gain to not quite 3% over the first half of 1981. That hurts worse, because a percentage point up or down in New York is worth several in most regional offices. The 16% gain attributed to Dallas, and that much or more in Atlanta, for example, are welcomed by all, but they don't come close to what a 16% gain in New York would mean.

New York isn't the only center not living up to expectations. As one rep said, "Chicago has been hard hit for years, Detroit is sporadic or worse, depending on what the last 10 days' car sales have been, and San Francisco is dreadful." Boston and Philadelphia are called "relatively inactive."

Reps' recollection that recessions have tended to benefit spot radio is borne out, at least as far as the last one is concerned, by the financial data that the FCC collected each year through 1980. In the 1979-80 economic downturn, spot radio billings climbed by 7.6% the first year and 15.2% the next. For earlier recessions, the figures suggest, memory may have exaggerated some of the benefits.

A mild incidence of what the economists call a recession occurred in 1967, for example. In that year, spot radio's growth dropped to 1.8% from 12% the year before, but went on to advance by 14.7% in 1968. A larger recession in 1969-70, extending

into 1971, found spot's growth slowed to 2.2% and 1.6% in the first two years before getting up to 6.4% in 1971. The 2.2% for 1969 is meaningless, however, because the FCC switched to a new formula for its calculations beginning with that year. In the 1974-75 downturn, spot's 1974 gain amounted to 1.2%—an improvement, though, over 1973, which was so flat that in fact sales were down by four-tenths of a percentage point—while 1975's rose 7.6% (and carried momentum enough to take post-recession 1976 to an 18.8% gain, the largest in the past 25 years).

If spot comes in with a 7% gain this year, it will be slightly ahead of its average annual increase from 1969 through 1980, which was 6.73% according to the FCC, and only a fraction short of its annual average since 1955 (7.16%).

Compared with earlier recessions, reps say this one seems to have more advertisers more worried—and watching their budgets more carefully. "Advertisers hold back until they have to spend, then they go in," said Torbet's Peter Moore. This makes

stations they're buying."

The cutbacks, reps say, are being felt by stations almost everywhere. Some say most of the extra spot dollars are going into the top 10 markets. Others, like Jack Masla, say that even some of the top 10 are suffering. Robert Richer of RAR suggests that "what the buyers are doing is buying the 'safe' stations—the ones they know." Peter Moore of Torbet says that stations ranked number three or four in a market "are being decimated"—that stations ranked sixth or lower are "used to it" but that a lot of stations "in the middle" range of ratings, which used to be on agencies' buy lists, are going through the new experience of being squeezed off the lists.

By all accounts, the year thus far has been full of up and down months. As Masla put it, "the problem is that we haven't been able to put two good months back to back." Boyle illustrated: "May this year was the highest dollar volume month in our history, but April and June were both lousy."

for shorter and shorter lead-times until, as Eastman's Boyle put it, "it's almost from one day to the next."

Advertisers concededly are putting money into television, which has been holding up well, although some reps say part of the money going into spot TV is attracted there by distress prices. Nobody seems to see cable as a serious drain on spot radio money—at least not yet. But, as Blair's John Boden said, "when you read that \$2.1 billion is going into cable, you know the dollars have to come from some place."

The downhold on radio spending, reps say, applies to virtually all advertiser categories. Ken Swetz of Katz ticked off a list—automobiles, airlines, retailers, financial institutions, fast foods, entertainment, beer and soft drinks. Of these, he said, only beer and soft drinks have been using radio at anywhere near their accustomed levels.

Frank Boyle of Eastman said: "The military is not buying a lot of time. Levi's—they're saying they won't have a back-to-school drive. In the past you always expected this campaign, and looked forward to it like the Easter Bunny or Santa Claus, but they say they're not going to do it this year. Gasolines have cut back. Airlines have cut back. Car dealers haven't done a bunch. In other words a lot of categories haven't stopped, but they've cut back—cut budgets, cut the number of

Yet signs discerned as promising are beginning to appear. Lou Faust of Selcom said that "agencies are starting to do actual planning on both wired and unwired networks." That, he thinks, is a "good sign." Charlie Columbo of Christal agrees. "One of our forecasting signs is the unwired networks," he said. "Business is beginning to pick up there—and for the wired networks, too."

Usually, Columbo noted, buying is done in this sequence: network television first, then spot television, then network radio and finally spot radio. He's hoping spot radio's turn is coming up shortly.

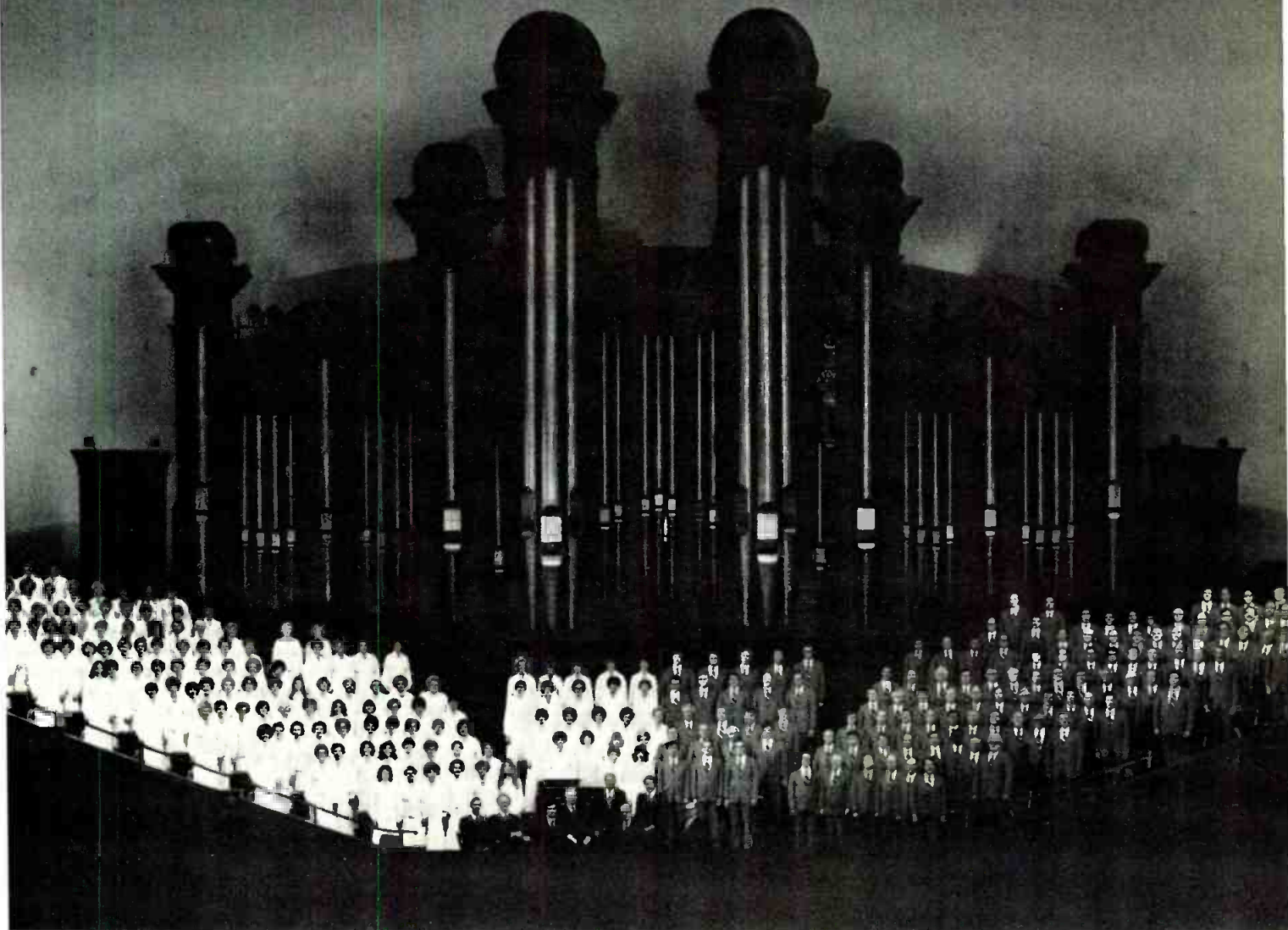
Networks have taken their lumps like everybody else this year, but Peter Moore is another who sees "a lot of activity" there now. Three "bellwether" users of unwired, or rep-operated, networks last year failed to come back this year, Moore said: Motion pictures, armed services and Rely tampons. But new accounts, he said, are coming in, mostly for shorter terms but strong in dollars, to make up for most if not all of the defections.

The development of new accounts—and new categories—gets on-going attention. RAB sees this as vital, not only for station reps but for stations as well. "Continuing advertiser category diversification is the key to radio's growth over the years of the 1980's," said RAB's Miles David.

"The result of the tougher times that we have been going through will be a greater

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specialization among radio sales staffs and a continuing emphasis on new accounts. Compensation systems will continue evolving to reward new advertiser sales at a higher level than renewals."

Many reps feel that, while they're pushing their own individual efforts to drum up new business, they ought to do more. "There's no concerted industry effort to sell new advertisers," said Blair's Boden. "I think RAB is making the best efforts it ever has made but we've got to do more than we've done. We just have to do a better job of telling people that we have the best damn medium in the world."

Katz's Swetz noted that SRA and RAB have been working together "to try to get us back on course," and added, "Business is relatively healthy—but we want more."

Relatively healthy but wanting more—that seemed to reflect the feeling of reps generally. They appeared to be looking to the fourth quarter with a mixture of confidence and hope—and the knowledge, from repeated experience, that lightning strikes fast. "The ray of light," as Blair's Boden put it, "is that we're in a business that can change drastically overnight—it can change tomorrow." Eastman's Boyle

put it this way: "Five agencies could break out tomorrow and give us the biggest month we ever had." Evidence or not, Katz's Swetz said, "it's going to get better—I don't know when, but it's going to get better." Bernie Howard, of Howard & Co., compared spot radio to the stock market: "It goes bad ahead of other businesses, but when it turns up, I think it'll turn up very strongly." MMR's Roy Lindua, reminding that the business is up, not down, and predicting it'll end the year 8%-10% up, offered a benediction: "Compared to the rest of the country," he said, "I think we're in good shape." □

The old medium's learning new tricks

Radio continues its evolution with more specific demographic targets, more research, more satellite network services

The unending change that has characterized radio programming in the last five years has accelerated in 1982 to a new high. Competition, dramatically increased by a long economic recession that has arrested growth of advertising budgets, has further fragmented radio formats. At the same time, it has brought a new clarity to radio programming, with stations more keenly defining their target audiences and more carefully adjusting their overall sound to fit within, yet stand out among, the many other sounds that now serve their markets.

"Formats, very specific formats, are on the rise," said veteran programmer Michael O'Shea, now general manager at KUBE(FM) Seattle, Wash., "but it's very difficult to describe any station's format with just one or two words."

Much of the change taking place appears to be in contemporary radio, which, according to O'Shea, is moving in at least three directions. The most established, "Contemporary Hits," targets 18-to-34-year-old listeners with a playlist of hit music that is up tempo, includes a good percentage of oldies and avoids hard rock. Among those stations is KUBE, which, according to O'Shea, has further refined the format to target an audience that is primarily female. "In most situations, women control the radio dial," said O'Shea, "and they also control many buying decisions."

A much newer contemporary format, "Hot Hits," targets a younger audience including teen-agers, and has claimed considerable ratings success for a number of stations. Vince Benedict, general manager, WCAU-FM Philadelphia, said the format involves playing "basically the best music that is available today, based on carefully controlled local research, record sales and national record charts." WCAU-FM, which now ranks fourth in its market after years of much poorer showings, plays almost no oldies, according to Benedict, "because everyone else is playing them."

A third contemporary format, "New Music," also targets a younger audience (12 to 24 years old), and centers on a newer genre of music described by some as "beyond new wave and well beyond punk." Performed by groups like Soft Cell and the Human League, New Music involves "less guitar and more synthesizer and keyboard," according to O'Shea, and "very clean vocals." The format catapulted KROQ(FM) Los Angeles to fourth place in its market in the most recent Arbitron rating period.

Far more difficult to define than contemporary radio is adult contemporary, a format that encompasses a broad range of sounds, from something akin to what used to be top 40 to a new kind of middle-of-

tive—among a variety of competitors, many playing the same kinds of music. Staying visible involves heavy promotional activity and "constant media exposure," said Adams. "A constant presence is essential."

A major competitor to contemporary and adult contemporary formats, but so far only in larger markets, is the growing urban contemporary format, which now claims three of the top four stations in New York, the number-one station in Washington and the top-ranked station in Atlanta. A much-expanded outgrowth of what three years ago was the disco format, urban contemporary is going nowhere but up in its popularity, according to Don Kelly, program manager, WRKS(FM) New York. Kelly, who also consults stations in the adult contemporary and contemporary formats, believes urban contemporary is one of several "growth formats for the eighties" that will gain in listeners as well as penetrate new markets. "It will be a dominant format in more than just a few big cities," he said. In New York, urban contemporary stations capture 17.5% of all radio listeners, outdistancing the next most popular format, beautiful music, by more than 6%.

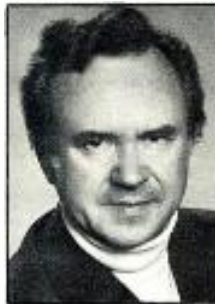
Perhaps most important, however, is urban contemporary's demographic spread. In New York, it is the highest rated format among listeners 18 to 34, the second highest among teen-agers and the third highest among 35-to-54-year-olds. "We share an amazing amount of listeners with all-news stations," said Kelly.

As with adult contemporary, urban contemporary radio varies a great deal from market to market and from station to station programming it. "Whatever the city is, that's what the station is," said Kelly. Listenership for WRKS is roughly 45% black, 35% white and 20% Hispanic, while at WKTU(FM), the number-one station in town, the listenership is more heavily Hispanic. At WBLN(FM), the third-ranked station, the listenership is generally older than that of the other two New York stations.

Growth of the urban contemporary format has brought new prominence to black radio, which shares much of its music and



Wexler



Ham

the-road.

At WMGK(FM) Philadelphia, now the second-ranked station in its market, program director Bob Craig believes in "presenting the widest variety of music possible." The key to success at WMGK, according to Larry Wexler, general manager, is its local approach to programming music and news and its on-air personalities, most of whom have deep roots in Philadelphia.

The key to success at WHDH(FM) Boston, now the number-one station in its market, has been consistency, according to program director Bob Adams.

There has been no change in the on-air lineup at WHDH in seven years, according to Adams, and there has long been heavy emphasis on personalities. The biggest challenge in adult contemporary radio lies in staying visible—or sounding distinc-

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Don Zimmer

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Milton Richman
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audience with urban contemporary. Although some black programers have expressed resentment over their format's heavy use of crossover songs from other formats in an attempt to broaden their appeal and compete with urban contemporary stations, others maintain the trend has been healthy. "It's all black radio," said Robyn Holden, program director, WOL(AM) Washington, who maintains "the nucleus" of music on urban contemporary radio is overwhelmingly black.

Disco brought black radio closer to the mainstream in popular radio, said Holden, but the black format needs more work if it is to become as acceptable to general audiences as other contemporary formats. Production at many black stations could be "cleaner and sharper," according to Holden. "I'd also like to see black stations much more involved in community and government affairs," she said. "We need to become much more in touch with our cities."



Abrams



Young

"Rock wars" have characterized many radio markets in 1982 as album oriented rock stations, now three and four deep in most larger markets, have vied for the steadily aging baby boom generation. At the same time, splinter formats, such as New Music, soft rock and the much newer "soft hits," which has brought sudden prominence to WSB-FM Atlanta and program consultant Mary Catherine Sneed, have chipped away at the shares of powerhouse rock stations.

The challenge in rock radio today, according to programers, lies in staying in touch with the biggest audience the format has ever had, one that includes the rapidly changing tastes of teen-age listeners and the continued loyalty of the rock generation, listeners who grew up with rock music during the 1960's and are expected to keep listening to some extent for much of their lives. The widening rock audience has opened a void in rock programming, according to Lee Abrams, Burkhart, Abrams, Michaels, Douglas & Associates, Atlanta. There's too much "screech" in today's AOR formats and not enough in soft rock radio for many listeners between the ages of 25 and 34, who were raised on Jimi Hendrix and the Rolling Stones, he believes. To attempt to fill the void, his company will launch a new format next month, "Superstars II."

Programing rock and contemporary radio has been particularly difficult in 1982, according to programers, because of

an unprecedented slump in record sales. "People are not as interested in the new music that is coming out," said Abrams. They are confining their purchases to proved product, the three or four records that make it to the top of the charts in any season. The average AOR playlist is made up of up to 85% oldies, according to Abrams and other programers. At adult contemporary stations, the percentage is almost as high.

"If 'E.T.' hadn't come along, I'd blame it on the recession," said program manager John Young, WZGC(FM) Atlanta, but hit movies and the video game craze have proved people have money to spend, he said. "Today's new records just don't have the emotional value" that older records seem to have.

Although he is at the helm of one of today's most consistently successful contemporary radio stations, Young reflects a quiet dissatisfaction with the direction in which his medium seems to be headed. "I'm not sure the public perceives us as an entertainment medium any more," he said. People are paying for more and more of their entertainment today, according to Young. Radio, which has "always been free and always been available," may be "losing its luster" as programers strive to present more and more of what research tells them their listeners want. "We've got to have more entertainment value than just music," said Young. "Everybody's trying to 'out jukebox' the other station. We're giving up early," he said. "Too many programers are not using their imagination to improve radio's entertainment value."

One of today's healthiest formats, and one that shows signs of continuing to grow, is country radio. The "urban cowboy" craze, which spurred exponential growth in country radio after disco formats went out of style two years ago, is long over now, but country radio has by no means faded back into its previous role as a specialized format, listened to primarily by truck drivers and inhabitants of rural areas. Country is a mainstream format, with broad appeal to listeners aged 25 to 64, according to programers, and it is continuing to increase its share of listeners.

Programers attribute country's continued growth to better-produced music than ever before and stiff competition among stations programing the format. In most larger markets, at least two stations program country, with one, often an AM station, emphasizing traditional, older country songs; and the other, usually an FM, concentrating more on new music. With increased competition, country playlists have been shortened, according to many programers, and as much as 70% of any list, even at modern country stations, is composed of oldies. The biggest challenge in country radio, according to Bill Figenshu, national program director, Viacom Radio, is "trying to maintain a country identity while recognizing a new audience" that has continued to grow after the end of the cowboy craze. Much more

research goes into programing today's country stations, but, according to Charlie Ochs, program director, KIKK-AM-FM Houston, the reasons for country's continued strong growth are not completely clear. "Don't let anyone fool you," he said. "We're guessing now" about what listeners want from tomorrow's country station.

Another growing format that is experiencing increasing competition is news/talk. Political, economic and international events have made today "a good time for talk radio," according to Michael Packer, program director, WXYZ(AM) Detroit, and the number of stations programing talk or all-news is growing. Competition has accelerated as many AM stations have switched in whole or in part to talk and as three major radio networks, ABC, NBC and RKO, have syndicated talk block programs in recent months.

Competing with news/talk radio for an audience that is generally over 35 are



Ochs



Packer

beautiful music and nostalgia formats. Listenership for beautiful music has declined 17% in the top 30 markets in the last five years, and, according to Arbitron figures, it has declined by 25% overall since 1979. Programers attribute beautiful music's declining shares to changes in Arbitron's measurement techniques and to increased competition from other formats, primarily adult contemporary which claims many younger listeners, and nostalgia, which has forced beautiful music to share many of its older listeners. The key to future success in the beautiful music format, according to both syndicators and independent programers, is flexibility. Ted Dorf, general manager, WGAY-AM-FM Washington, maintains syndicators have failed to respond to their younger listeners in recent years. The independently programed WGAY, regarded by many as the number-one beautiful music station in the country right now, plays more contemporary titles than most other beautiful music stations, according to Dorf, and it has increased its news in morning and afternoon drive.

As have other formats, nostalgia has divided into competing camps. Al Ham's Music of Your Life, the most successful syndicated version of the format, concentrates on classic hits from the 30's, 40's and 50's, while other, often independently programed formats play a broader mix of music from those decades.

There are about 40 stations now pro-

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Classical superstar. WFMT(FM) Chicago has been broadcasting "fine arts radio" since 1951 from its transmitter onto the Hancock building. Top right shows the WFMT(FM) studio where classical concerts are conducted in front of a live audience. Ray Nordstrand (above) is president and general manager of the station.

gramming classical music full time. In 1981, their revenues increased an average of 30%, according to an informal survey by the Concert Music Broadcasters Association. One of the format's premiere stations, WFMT(FM) Chicago, built its own performance studio from which it broadcasts weekly live concerts, and another leading station, WNCN(FM) New York, is building its own performance studio.

Classical music radio listeners have a median income of \$40,000, according to Raymond Nordstrand, president, WFMT, and the classical music audience is "fanatically loyal." Corporate advertising, aimed at enhancing companies' images with government officials, investors and upscale consumers, has grown on classical radio in recent years and continues to do so, he said. Tremendous growth in revenues has allowed classical stations to spend more on programming and the trend in the format, according to Nordstrand, is to more live music. "We employ more musicians than all the other stations in Chicago combined," said Nordstrand. Other sources for live music include music festivals from overseas. "Classical is the one format that still has feature programs," said Nordstrand, whose station is carried by United Video, a satellite resale carrier, to cable systems in 36 states. "Ours is the format," said Nordstrand, "that people have shown they are willing to pay for." □

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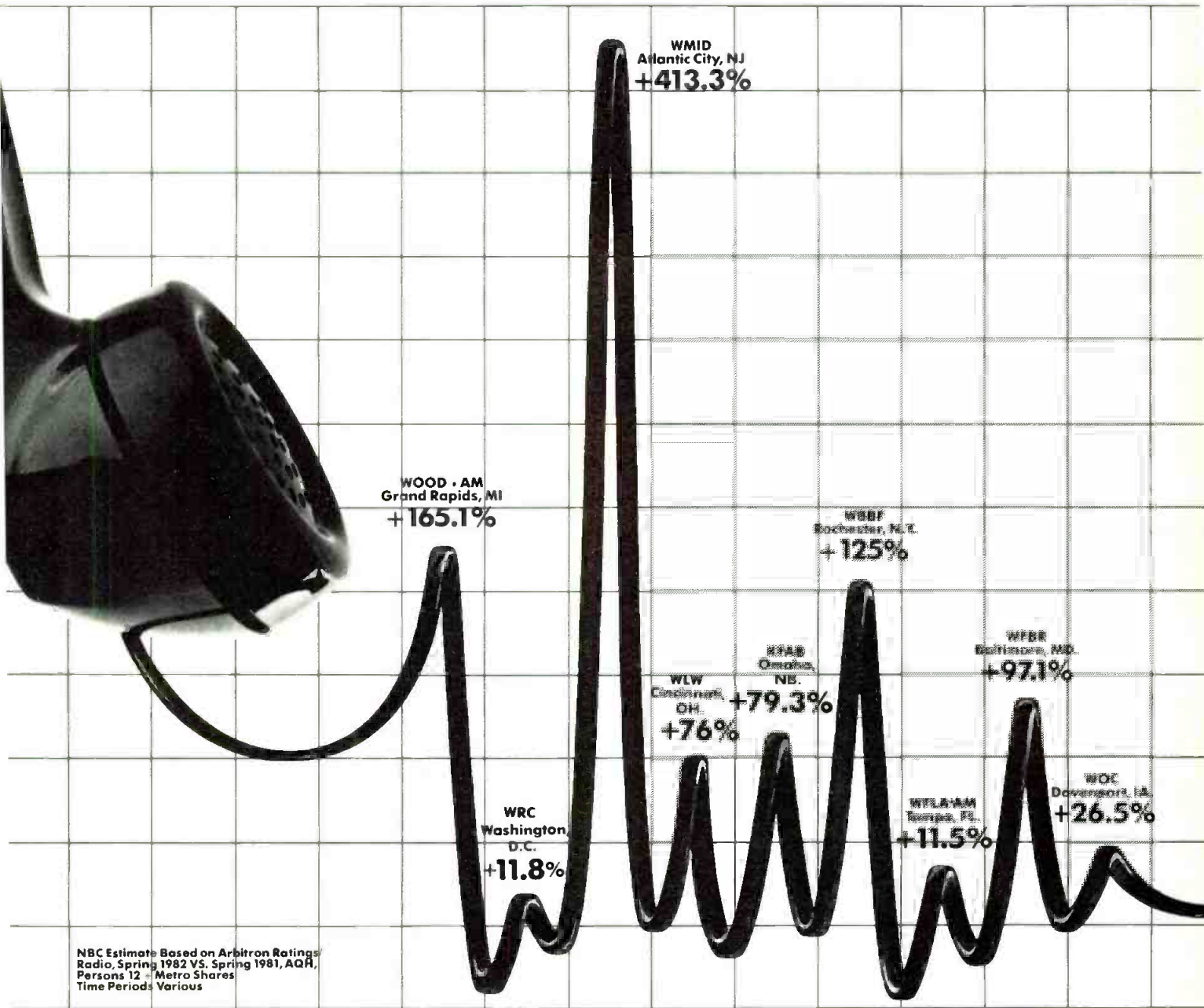
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Radio network ups and downs in 1982

The year looks to be a time of survival of the fittest, with abundance of services and an ailing economy

Some are calling 1982 the year of the "shakeout" for the radio network business, while others challenge that assessment, noting that only two new networks that commenced operations—Christian Broadcasting Network's Continental Radio and Bill Rasmussen's Enterprise Radio—have folded. Those depicting 1982 as a shakeout year also are apt to contend that the radio marketplace has reached the saturation point and is unable to absorb any more network product. Those who disagree point to the roughly 3,000 radio stations across the country that are unaffiliated with any network.

Gold rush, shakeout or somewhere in between? It depends on who is asked the question. More often than not, executives at the five established networks—ABC, CBS, NBC, Mutual and RKO—express the view that both saturation and shakeout have arrived, with too many network offerings and not enough dollars to sustain them all.

Some of the newer network players on the scene, such as Transtar, Satellite Music Network and CNN Radio, are apt to argue that there is plenty of room in the marketplace for new and innovative ser-

vices which they all claim to be providing. "We're walking out of the smoke standing up," said Ivan Braiker, president of Satellite Music Network. At this point, the same can also be said for Transtar and CNN Radio, and executives from both networks expressed optimism for their respective networks.

The industrywide sales performance, however, has not been nearly as good as those in the business had at first projected. For the first six months, sales were up a

total of 4.8%, far short of the projected 12% to 13% that was hoped for. And while the industry had hoped that revenues would be up by about 25% by year's end, that estimate has been revised by about half, to between 12% to 13%. The reasons most often cited for the less-than-spectacular first half include a poor economy (when radio advertising budgets tend to get cut back before TV budgets) and added inventory due to new network entrants. Executives also suggested that it is unreasonable to believe that the business can sustain growth levels of 25% or more, year after year, as it has for the last several years.

Radio networks "have had a good year" so far, says Kevin Cox, vice president for marketing and sales, NBC Radio Group. "Many industries would be happy with a 5% increase," he said, and that performance "wouldn't normally be bad, but when you budget for 25%," then 5% is disappointing.

Two factors seem to indicate that the industry may well reach, if not surpass, its revised goal of 12% to 13% sales growth by year's end. Ed McLaughlin, president of ABC Radio Networks, reported that the Ernst & Whinney sales tabulations for July indicate a 23.55% increase over the previous year. Second, up-front television buying is exceptionally strong for the upcoming season, which many suggest will aug-



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(Ernst & Whinney tabulates the sales figures for the ABC, NBC, CBS, Mutual and RKO radio networks on a monthly basis. The breakdowns for 1982, in terms of growth over the previous year, are:



McLaughlin

January—20%; February—2%; March—(5%); April—6%; May—2%; June—4%; July—23.55%. Through July, sales are up 7.5% over last year when total sales amounted to \$196 million. If those networks meet their revised goal of 12% to 13% growth for the year, sales will be in the \$220-million range by the end of 1982.)

Robert Hosking, president of the CBS Radio Division, agrees with NBC's Cox that the industry's performance for the first half of 1982 looks poor when compared with the previous two years. "We're coming off two banner growth years," of between 25% and 30%, explained Hosk-



Severine

ing. Sales performance "is only down from our expectations." Part of the problem, he explained, is soft pricing due to the "inventory explosion" that has occurred with the start-up of new networks.

Louis Severine, vice president and director of sales for the ABC Radio Networks, reported that sales for the company's six networks are up an overall 12%

for the first half of 1982, faring much better than the industry average. Nevertheless, it's been a tough year, he suggested. "It's been one of those years where everything that could possibly happen, happened." In fact, the radio business is proving to be not quite so recession-proof as



Rubenstein

those involved would like to believe. Severine noted one example of how unemployment can directly affect advertising sales. The armed services, he notes, have cut back significantly on their advertising budgets because the high unemployment rates have made it much easier for them to meet their recruitment quotas. Another group that was less generous last winter in the purchase of commercial time, said Severine, was the drug-company category. The reason? A mild flu season.

Mutual Broadcasting's fiscal 1982 (which ends on Aug. 31) started out strong (up 22% to 24% for the first half) but plummeted in the second half. "We started out like gangbusters," explained Martin Rubenstein, president of Mutual, "and then around February [it was as if] somebody turned the faucet off." Despite the cool-off, he expects Mutual to finish the year up between 11% and 12%, just about tracking revised industry estimates. Part of the erosion in the latter half of Mutual's year, he believes, is due to "new players giving away their inventory," a phenomenon that won't last much longer because "you can't run a business that way" and expect to survive. Rubenstein, like others, cited the "down economy" as another contributing factor.

Thomas Burchill, president of the RKO Radio Networks, described 1982 as the year the "bottom fell out" of the radio network business after five expansion years. He was quick to add, however, that "we serve two marketplaces—stations and advertisers." The advertiser marketplace, continued Burchill, "has been softer than anticipated, but the station marketplace has been terrific." The reason for that, he suggested, is that stations want, perhaps need, alternative program sources and can always use the compensation.

Walter Sabo, vice president, ABC Radio Networks, touched a bit deeper on that

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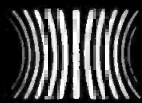
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last point. "The key to success for any network," he said, "is to provide stations with services they can't do themselves," or perhaps to provide such services at a cost that the stations can handle. "And what it really comes down to is stars," he added—enhancing local talent with big-name personalities or recording artists (live acts, that is) that local stations can't acquire by themselves.

The networks that have started up in the past year do not, of course, have previous-year comparisons to make in terms of revenue growth. But for the first half of 1982, CNN Radio, an audio version of CNN Headline News (formerly CNN 2)

with 32 affiliates, has grossed about \$1.5 million according to that network's vice president, sales, Bob Pates. SMN's Braiker and Dwight Case, president of Transtar, the Colorado Springs-based adult-contemporary turnkey service now serving 87 affiliates, both report revenues totaling almost \$1 million. "And we'll double that in the last quarter," asserted Case.

This marks the beginning of a transition for radio networking—from long-line program delivery to the modern age of satellites, analog and digital. Both Mutual and RKO have opted to absorb the cost of providing earth stations to their affiliates, with Mutual going the analog route, while

RKO, along with ABC, CBS and NBC, has selected Scientific-Atlanta's digital earth-station units. The last three have elected not to bear the cost of those units for their affiliates. They have, however, negotiated with S-A on behalf of their affiliates for what amounts to a "volume discount" price, according to William Battison, vice president, planning and satellite development for ABC Radio. Although subject to some variations, the price per earth station amounts to about \$10,400.

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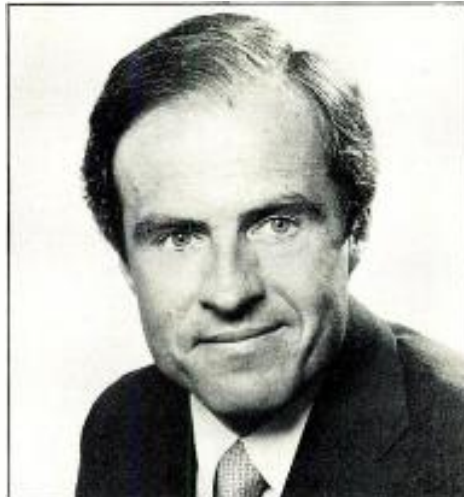


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its affiliates in the top 150 markets with earth stations and another \$9 million to secure transponder space from RCA (six 15 khz channels on Satcom 1) for eight years beginning in 1983 when it moves from Westar III, where it has been transmitting four channels of satellite programming since 1979.

Mutual has committed \$8 million to provide some 600 affiliates with analog earth stations around the nation and another \$2 million for an uplink facility at Bren Mawr, Va. It has also secured the rights to four transponder channels aboard Westar IV. Rubenstein describes his network's transition to satellite as perhaps the "single most important" accomplishment over the past year. With four channels to transmit programming over, he noted that network affiliates may have as many as eight program choices to pick from at any given time. "That's what the technology is all about," he said.

Why didn't Mutual follow the rest of the pack and go digital? Rubenstein's reply: "Somebody's got to tell me what it will do for the station and the listener." Given the current state of the art of radio-station transmitter technology, he said, digital equipment provides some "nice gadgetry that the sophisticated [technical] aficionado" can appreciate, and that's about it.

SMN's Braiker took a similar position, as his affiliates also receive an analog satellite signal. He didn't rule out a switch to digital but said that move would be contemplated "only when it proves to make a difference." A digital system, he argued, will put out a signal with a range of 80 db to 90 db, while the comparable range of an analog signal is 65 db to 70 db. But at the terrestrial end of the system, he added, "the best FM transmitter will only put out 59 db to 65 db," thus rendering insignificant any additional output by the satellite.

There seems to be little argument, however, that either form of satellite transmission is more desirable than land-line transmission, because the audio quality is better and because the network can transmit a number of simultaneous program signals that give affiliates a choice.

Not only that, said Hosking, "the land lines are in poor shape in many areas." Thus, in more remote parts of the country, "Dan Rather may sound like he's underwater," because a signal transmitted over a 5 khz land-line channel may deteriorate to 2.5 khz or 3 khz by the time it reaches its final destination. And the digital channels to be used by the networks will have a bandwidth of 15 khz with little or not deterioration to the transmission.

As to ABC's decision to let affiliates pick up the tab for the earth stations, Battison contends that the cost is "minimal," and "a bargain compared to long lines." And spread out over a period of five years, he adds, the total investment, including installation (perhaps \$3,800) and interest, would amount to about \$275 per month.

Battison also suggested that it was in the best interest of the affiliate to own its earth

station so that the networks cannot use it as a "lever" to retain affiliations. "The equipment is relatively standard," he explained, noting that ABC, CBS, NBC and RKO are all using S-A's advanced digital distribution satellite system (ADDS). "It's become a [de facto] network standard." Thus, an affiliate owning its own earth station would have the option of choosing among the 14 services offered by those networks.

What about RKO affiliates that might decide to change allegiances? Will their earth stations be yanked automatically? Not necessarily, but RKO's Burchill wouldn't give any guarantees either. He indicated that a decision would be based on the circumstances present. Two alternatives would be a rental agreement or perhaps asking a former affiliate to clear RKO Radioshows, a syndicated long-form product (talk and music specials) currently cleared by about 700 stations.

Both ABC and CBS expect to complete their transition from land lines to satellite by mid-1984. NBC expects to make the



Braiker

full conversion by the end of 1983, and RKO by Sept. 1, 1983.

Glenn Mahone, president of the Sheridan Broadcasting Network, based in Arlington, Va., expects his network to be on satellite by Nov. 30 of this year. Sheridan has invested about \$1 million to supply its 125 affiliates with Harris analog earth stations. The network has access to two 15 khz audio subcarrier channels on Satcom IV, transponder 6, to which the National Christian Network has the rights.

Mahone said that Sheridan "experienced quantum growth" in 1982 as result of its alignment with Inner City Broadcasting, a New York-based group radio owner headed by Percy Sutton. Inner City acquired 50% of Sheridan, and its seven radio properties, including WLIB(AM)-WBLS(FM) New York, are now Sheridan affiliates.

Among the program innovations that Sheridan plans to introduce after the network is on satellite is one project with the working title, "Radio World." The plan calls for a different affiliate each week to showcase its programming nationally over

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the Sheridan network for several hours, probably on a weekend morning.

Mahone noted that Sheridan is working to dispel the image that the network reaches only the black audience. Black broadcasters have long complained that they receive short shrift from agencies who tend to perceive their stations as bad buys because they don't reach the general radio audience. Yet, the urban contemporary format, which Mahone admits has a strong black following, is also very popular with whites. For example, he notes that Sheridan's owned and operated station in Pittsburgh, WAMO(FM), with an urban contemporary format, is the number-one-ranked station with white women aged 18 to 34. "The general market," concluded Mahone, "that's where we're looking for growth."

None of the major radio networks reports plans to start any new service offerings soon. Instead, energies will be devoted to improving services currently on the air.

The NBC Radio Network currently claims 375 affiliates, while NBC's young-adult network, The Source, has 170 affiliates. And Talknet, the overnight talk program service, which debuted last November, is now cleared by 80 stations. Michael Eskridge, executive vice president, NBC Television Stations/Radio, told BROADCASTING that Talknet will expand to six nights a week (Monday through Saturday) from five starting after Labor Day. At that time, said Eskridge, the talk service, which currently runs from 10 p.m. to 5 a.m., will expand two hours by starting at 8 p.m.

Primary affiliates on ABC Radio's six networks and one 24-hour program service, Talkradio, total 1,780. In addition, 240 college stations subscribe to an ABC Radio network at no charge. Broken down by network, the affiliate numbers read as follows: Rock Radio—60, Contemporary—365, FM—130, Information—590, Entertainment—466 and Direction—140. The first three are skewed toward the 18-to-34 demographic while the last three are skewed toward the 25-to-54 demographic. Talkradio is currently cleared by 29 stations.

The CBS Radio Network (primarily news, sports and information) now has 420 affiliates, mostly AM. CBS Radio's latest venture, RadioRadio, a young-adult network with frequent long-form features, which was launched in April, now has 96 affiliates.

RKO I, which targets the 18-to-49 demographic, has 220 affiliates and RKO II, which commenced operations last September, has 160 affiliates. RKO Radioshows has 700 affiliates.

Mutual Broadcasting has 900-plus primary affiliates and between 600 and 700 additional stations that carry bits and pieces of the network's programming during various dayparts.

Satellite Music Network has 175 affiliates signed, 103 of which are on the air. That network, a joint venture of the Atlanta-based consulting firm of

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Burkhart, Abrams, Michaels, Douglas & Associates, WCCO(AM) Minneapolis, United Video, and John Tyler, president and owner of KATT(AM) Oklahoma City, currently offers three program services—Star Station (pop adult), Country Coast to Coast and Star Dust (nostalgia). The country and pop adult formats have about 48 on-air affiliates each, while Star Dust, which commenced operations in May, has seven on-air affiliates (with 22 signed). SMN may launch another program service around the first of the year to be based on what is called the contemporary hit radio format, which is similar to the top-40 format. It would skew to the 18-to-24 demographic. The final decision on a launching will be made at an upcoming board meeting of the partners.

CNN Radio has 32 committed affiliates, 24 of which are on the air. Most of the stations, about 85%, use the service full time, with the remaining affiliates using the programming from between 10 to 15 hours a day. CNN Radio charges a weekly fee, based on the number of households in a market, and two minutes of commercial time per hour. The network's vice



Patton

president, sales, Bob Pates, expects to be in the top 100 markets by next spring. "We're just beginning to blossom," he said, adding that "usage of news/talk formats has quadrupled in the last 10 years."

Transtar's Dwight Case reports that network's affiliate list now totals 87. Transtar is an adult-contemporary 24-hour service skewing to the 25-to-34 demographic.

Overlap index. Statistical Research Inc.'s network duplication analysis was developed to help advertisers determine the best combination-network buys in terms of reach and frequency. The numbers shown indicate the nonduplication percentage among any possible combination of networks listed—the four ABC Radio networks (Contemporary, Entertainment, FM and Information), CBS, Mutual, NBC, RKO I & II, The Source and Sheridan. For example, the RADAR chart reports that an advertiser buying spots on both the ABC Contemporary and Entertainment Networks may assume that the audiences (persons 12-plus) are 91.6% exclusive of each other, or that there is an 8.4% overlap of listeners between them.

RADAR network duplication analyses

	A-C	A-E	A-F	A-I	CBS	MBS	NBC	RKOI	RK0II	Source	Sheridan
A-C	-	91.6	92.4	87.6	92.7	92.9	91.1	90.5	94.4	89.3	96.4
A-E		-	96.8	89.9	90.9	91.4	87.9	92.0	88.5	95.4	98.6
A-F			-	96.2	95.7	95.0	95.7	91.0	98.6	89.5	94.1
A-I				-	87.1	89.7	87.6	95.5	93.4	95.1	98.1
CBS					-	86.0	84.9	94.7	92.9	96.2	97.6
MBS						-	89.9	93.6	93.4	96.3	98.1
NBC							-	92.4	95.1	94.1	97.9
RK0I								-	94.8	89.7	97.0
RK0II									-	96.1	97.0
Source										-	98.9
Sheridan											-

Case noted that Transtar now has affiliates in 42 of the top-50 markets. And if affiliate growth continues, he expects to be in the black by the second half of 1983.

In late March, AP Radio and WSM Inc. launched their new Music Country Network with 70 affiliates. Since then, 10 more have signed up. MCN is a live program service offered seven days a week from the Opryland complex in Nashville. It features interviews with and performances by top-name country artists, as well as listener call-ins. In addition, the AP Radio Network reaches almost 1,200 affiliates.

Reuters, the international news organization, also is getting into the radio networking business. Two services are planned for launch this fall—the *Reuters Financial Report*, an hourly two-minute newscast (5 a.m. to 9 p.m.), and the *Reuters Farm Report* (on commodities), which would involve about six feeds daily.

Changes are in the air for Bonneville Broadcasting System's beautiful music network, now comprising 30 affiliates. John Patton, vice president and general

manager of the network, reports that its arrangement with SMN, whereby the two services are sold in combination, and handled by Katz, is in the process of being "dissolved." Bonneville, said Patton, will target "high-class Tiffany advertisers" and guarantee clearance. Bonneville has also agreed to purchase another beautiful music syndicator, the FM 100 Plan (83 affiliates) for about \$5.6 million.

Taft Broadcasting's nostalgia-formatted program service, Primetime, currently serves five affiliates, with 14 others "very



Wagner

close to committing," reports Carl Wagner, vice president, radio, for Taft. Programs are delivered by tape, a vehicle which Wagner says many stations prefer because "they don't want to give up their inventory and in the large markets they want to do their own morning and afternoon drive time segments."

ABC's Superadio program service (18 to 49 demo) and United Stations Country Network, a venture among Nick Verbisky, Dick Clark and Ed Salamon, both of which were put on hold earlier this year are still on hold. Both companies maintain, however, that the services will be launched when (or perhaps if) the market seems right. □

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For many radio stations, the question is no longer *whether* they will become participants in the industry's new era of satellite-delivered programing but *when*. With virtually all major radio networks and several program syndicators planning to convert from traditional transmission systems to satellite within the next 18 months, managers are being forced to make some hard choices about investing in earth stations. The switch from long lines to satellites has put pressure on station managers to decide how essential they consider outside programing to be and, assuming it's useful, how much it is worth.

In early August, the RKO radio networks joined Mutual in making satellite receiving stations available to affiliates free of charge. Some observers feel RKO's move may be a last-ditch effort to stimulate network growth, an assertion RKO denies. Others note that Mutual uses a satellite and a technology that are not considered compatible with other network systems. Mutual says its earth station giveaway underscores its commitment to radio as an industry and Mutual's image as a technological innovator.

But the three other major networks—ABC, CBS and NBC—are holding out on buying dishes for their affiliates.

NBC has been distributing its NBC Radio Network and The Source network via Satcom I since June 1 and expects to convert entirely to satellite distribution early in 1984. Next spring the networks will convert to a digital technology, and on Sept. 6, NBC's new Talknet will debut on both land lines and Satcom I, as well as Westar III, the satellite used by AP Radio. Talknet expects to drop its land line hook-up on October 29, 1982.

"The question should be: 'Why is RKO paying for their earth stations?'" says William Battison, vice president of planning, finance and satellite development for ABC Radio. "A satellite receiver is something as valuable to stations as a turntable. Essentially, it is something they could use to tune across all the signals [available] on the satellite."

Battison has heard grumbling from some station managers who feel that since the networks have paid land-line charges to their affiliates in the past, they also should pay for satellite receivers.

"There's a difference," he said. "I would never pay for a land line that allowed people to listen in to other networks. This [dish] is theirs, and they can change affiliations with a flip of a switch."

According to ABC Radio's satellite coordinator, Ron Pearl, stations can expect to pay about \$10,500 to purchase a typical earth station and another \$3,800 for its in-

stallation.

"Shipments to our affiliates will begin in November of this year, with transmission over Satcom I beginning in January 1983," he explained.

ABC has arranged with Scientific-Atlanta for receiver sales to its affiliates with installation carried out by S-A or through other arrangements made by the broadcaster. Similar arrangements are being made at NBC, which also is asking affiliates to purchase and install their own earth stations.

At CBS, Radio President Robert Hosking points out that his network is bearing the burden of installing uplink facilities and purchasing transponder time, thus sharing the costs associated with satellite delivery. "Affiliates themselves will pay for



Battison



Hosking

their own earth stations and their installation."

CBS will begin installing receivers in the fourth quarter of this year and expects to cut the umbilical with AT&T by mid-1984.

Although there is no consensus among station executives yet about the role satellites will play in radio's future, a random survey suggests that the growing number of managers who have made a commitment to buy a dish have few regrets about the investment, while those holding out remain skeptical about the long-term impact of satellite-delivered programing.

"We don't carry any satellite programs and I don't foresee our doing so in the immediate future," said Tom Walker, WRRM(FM) Cincinnati program director. "We don't see anything we really like and we're doing pretty well without it."

Walker agrees with those consultants who stress local involvement in successful radio programing. Since the station's founding, he says, it has done well with both advertisers and listeners by emphasizing local personalities and themes.

"I think some stations may be going to satellite networks as a way of pulling themselves out of a hole," Walker speculated. "When everything else they've tried hasn't worked, they figure they'll try that, too."

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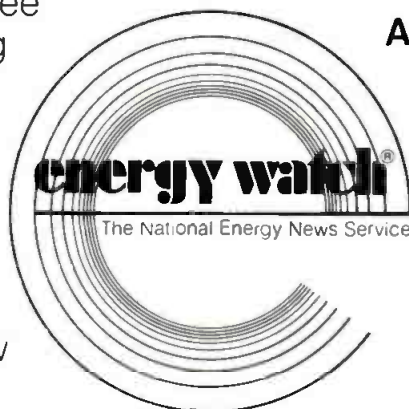
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general manager Malcolm Morehouse agrees that forcing affiliates to pay for the purchase and installation of dishes "will undoubtedly slow down the growth of satellite-delivered services for a while." In the long run, however, he feels stations interested in material produced outside the area will have no choice but to install a receiver.

"It is a big expense," he conceded, referring to his station's anticipated purchase of an earth station to receive ABC network programming later this year. KTMS(AM) joined the ABC Talk Radio network on July 12 and is currently taking that feed from the dish of its co-owned newspaper. (Early next year ABC and most other radio networks will switch to Satcom I-R from current berths on other satellites.)

"I think it's more appropriate that the station pay for the dish, rather than the network," Morehouse continued. "The network will recover the cost one way or another. And it's true that we can use the dish to pick up feeds from more than one source." His station takes not only ABC Talk Radio by satellite, but also Associated Press Radio newscasts and Mutual's *Larry King Show*.

Joe Ernest, general manager of K TSA(AM) San Antonio, Tex., is a self-described "believer in the new technologies." His AM and FM stations had no qualms about investing \$10,000 in a receiver two years ago, which is used primarily for AP Radio feeds.

"We also use it to track news events as they occur," Ernest said. "For example, after the Pope was shot last year we picked up a TV feed from Italy describing what happened. We brought in a local Italian-speaking priest who translated for us, thus giving our news department an edge."

Since his stations enjoy high ratings and "are pretty well sold out," Ernest doubts they could absorb programming from a satellite network, although he is considering affiliation with an ABC network or Turner's CNN Headline News. With a maximum commercial load of eight minutes per hour outside drive time, that

load is of particular concern to a network.

"Many stations appear to be holding out, hoping that the networks will pay for their dishes," Ernest acknowledged. "We just think it's worth it to buy it ourselves. The high quality of sound is a major reason." The stations are also motorizing the earth station, which will allow its position to be remotely controlled from within the newsroom.

Last June, WAAM(AM) Ann Arbor, Mich., switched the bulk of its programming from local origination to the MOR service of the Satellite Music Network, retaining only a four-hour morning drive slot and network cut-ins for itself.

"Radio is very good in the Detroit market," said general manager, James Steele Sr. "It's expensive and difficult to do what we want to do—which is to be a community-involved hometown station with lots of local news that is still able to compete with [nearby] major market stations."

WAAM(AM) tries to maintain a high community profile by inserting local weather, time checks and news into every available window on the Satellite Music Network feed.

"This affiliation has taken an enormous load off my shoulders," said Steele. "I don't have to worry about whether we're making mistakes with the music any more." In the past, he explained, there was always a fear of alienating the audience with a musical miscalculation. He feels SMC's programmers have a better feel for what music will work and can maintain more control over program "flow."

"We bought the dish because we believe it is going to be the wave of the future. Within the next five years we feel everybody will be part of a [satellite] network," he said. Steele discounted speculation that listeners will react negatively to a satellite-delivered service, insisting that "the vast majority of our audience is not aware that we've changed anything." A small percentage who are aware, he says, are equally divided between those who approve and disapprove of the shift.

In Denver, KHOW(AM) operations direc-

tor, Dave Anthony looks on satellite programming as a supplement rather than a mainstay of his adult contemporary station's format.

"We use our dish mostly to receive newscasts from RKO 2 at night and in the early morning, when we don't have the staff to produce our own newscasts," he explained, noting that the station's 15-person news staff makes use of the network superfluous during the day.

Anthony feels that satellite services, like program research, can be overused and should therefore be used selectively.

"I think we're finding that they are not as integral a part of programming as people expected them to be. Use of satellite programming, from what I've seen, may be inversely proportional to the size of the market. In small markets, for example, it may make a lot of sense to rely heavily on their material—but not in a major market."

Another RKO affiliate, WSKS(FM) Hamilton, Ohio, also cherry picks from the network's fare, delivered by land line from a local newspaper's dish. The AOR station is considering acquiring its own dish, reported program director, Michael McDonnell, but is not yet convinced that the programming would make it worthwhile.

"Our concern with satellite networks is not so much with their engineering quality—which is very good—but their style of delivery and content," McDonnell explained. "We're interested in a service that is aimed directly toward an AOR audience."

But for a station relying heavily on album cuts and music features, McDonnell is not sure satellite delivery is essential. Aside from call-in interview programs and an occasional live concert, he sees little reason why programs should not be delivered in the time-tested manner, on tape or disk.

A third RKO affiliate WCSC(AM)-WXT(AM) Charleston, S.C., has installed a dish primarily to enhance audio quality and the outlets' image as a technological leader. (WCSC(AM) expects to become the state's first AM stereo broadcaster in September when it switches to the Kahn stereo system.)

"Unless it were prohibitively expensive," said general manager, Doug McFarland, "we would probably have purchased a satellite dish no matter what. It fits our image. We're very pleased with it."

Like KHOW(AM), the Charleston stations enjoy the support of a large local news gathering staff and rely on network newscasts as a supplement. "We cut up the feeds for insertion in our own newscasts," McFarland pointed out. He added that co-ownership with WCSC-TV Charleston also helps amortize the cost and use of the receiver.

"We're looking at the possibility of using a satellite service to program our beautiful music station (WXT)," McFarland said. "We haven't made up our minds yet, but the dish gives us that flexibility—which we like." □

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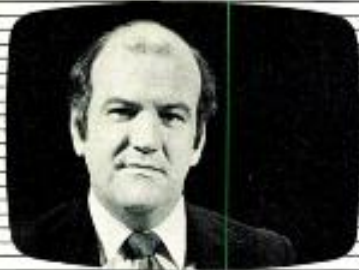
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That format emerges as most popular in survey of top 10 stations in top 50 markets

"Contemporary" music in all its variations remains the most popular format on radio today.

Whether fragmented into adult contemporary, urban contemporary, top-40 or other specializations, the "contemporary" umbrella covers more than one-third of the formats of the country's leading stations.

BROADCASTING's annual survey of the top 10 stations in the top 50 markets (based on Arbitron Radio's spring metro measurement this year) shows about 36% of those stations programing a contemporary style.

That's more than double the next leading contender, album oriented rock (AOR), which came in with about 14%. Both beautiful music and news and talk stations were in the 12% range, with country slightly behind them at 11%. Middle of the road (MOR) accounted for about 8% and black about 6%.

FM continued to increase its dominance this year, with about 63% of the leading stations on that band. Of 517 stations counted in the top 50 markets (including ties for the top 10 places in certain markets and AM-FM combinations), 325 were FM's and 192 AM's.

The format data used by BROADCASTING was derived from various sources. Following are Arbitron April/May metro rankings. Audience figures represent total persons, aged 12 or older, per average quarter hour, Monday to Sunday, 6 a.m. to midnight.

The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's syndicated radio service.

Station	Format	Avg. Persons
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1. New York

1. WKTU(FM)	Mass appeal contemporary	164,400
2. WOR(AM)	Talk	158,700
3. WRKS-FM	Urban contemporary	157,100
4. WBLS(FM)	Adult contemporary	136,900
5. WYNY(FM)	Adult contemporary	125,100
6. WPLJ(FM)	AOR	119,600
7. WCBS(AM)	News	119,100
8. WINS(AM)	News	115,100
9. WRFM(FM)	Beautiful music	112,500
10. WNBC(AM)	Contemporary	99,500

2. Los Angeles

1. KABC(AM)	Talk	95,100
2. KBIG(FM)	Beautiful music	70,700
3. KMET(FM)	AOR	57,300
4. KIIS(FM)	Contemporary	55,500
5. KLOS(FM)	AOR	55,200
6. KIQQ(FM)	Contemporary	52,700
7. KROQ-FM	AOR	52,400

Station	Format	Avg. Persons
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9. KNX(AM)	News	49,600
KHTZ(FM)	Adult contemporary	49,600
10. KJOI(FM)	Beautiful music	49,300

3. Chicago

1. WGN(AM)	Personality/talk	91,800
2. WGCI(FM)	Urban contemporary	77,800
3. WBMX-FM	Urban contemporary	60,400
4. WLOO-FM	Beautiful music	57,700
5. WBBM(AM)	News	57,300
6. WLS(AM)	Contemporary	55,800
7. WIND(AM)	News/talk	53,300
8. WLS-FM	Contemporary	47,700
9. WLAK(FM)	Beautiful music	46,000
10. WLUP(FM)	AOR	45,000

4. San Francisco

1. KGO(AM)	News/talk	67,400
2. KCBS(AM)	News/information	38,400
3. KSOL(FM)	Urban contemporary	37,600
4. KFRC(AM)	Top-40	32,900
5. KSFO(AM)	MOR	29,300
6. KMEL(FM)	Contemporary AOR	29,100
7. KNBR(FM)	Adult contemporary	27,800
8. KRQR(FM)	AOR	25,600
9. KBLX(FM)	Contemporary	25,300
10. KFQO(FM)	Beautiful music	24,200

5. Philadelphia

1. KYW(AM)	News	69,100
2. WMGK(FM)	Adult contemporary	59,200
3. WDAS-FM	R&B	58,000
4. WCAU-FM	Top-40	50,000
5. WIP(AM)	Adult contemporary	43,200
6. WMMR(FM)	AOR	39,700
7. WWDB(FM)	Talk	37,000
8. WEAZ(FM)	Beautiful music	36,500
9. WCAU(AM)	News/talk	36,400
10. WPEN(AM)	MOR	34,800

6. Detroit

1. WJR(AM)	MOR	71,300
2. WRIF(FM)	AOR/personalities	41,400
3. WLLZ(FM)	AOR	40,300
4. WWJ(AM)	News	38,800
5. WXYZ(AM)	News/talk	36,900
6. WNIC-FM	Adult contemporary	33,900
7. WGPR(FM)	Black	32,100
8. WWWW(FM)	Modern country	26,300
9. WJR-FM	Beautiful music	26,100
10. WJLB(FM)	Black contemporary	25,200

7. Boston

1. WHDH(AM)	Adult contemporary	47,300
2. WBZ(AM)	Adult contemporary/talk	46,700
3. WCOZ(FM)	AOR	41,100
4. WXKS-FM	Contemporary hit	39,100
5. WEEI(AM)	News/information	36,700
6. WMJX(FM)	Adult contemporary	29,800
7. WBCN(FM)	AOR	26,400
8. WJIB(FM)	Beautiful music	24,500
9. WROR(FM)	Top-40	22,800
10. WVBF(FM)	Adult contemporary	22,100

8. Houston-Galveston

1. KMJQ(FM)	Urban contemporary	41,800
2. KIKK-FM	Uptown country	40,300
3. KILT-FM	Continuous country	34,500

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Station	Format	Avg. Persons	Station	Format	Avg. Persons	Station	Format	Avg. Persons
4. KRLY(FM)	Mass appeal/ contemporary	30,000	2. WAMO-FM	Urban contemporary	22,000	20. San Diego		
5. KLOL(FM)	AOR	29,800	3. WDVE(FM)	AOR	21,400	1. KGB-FM	AOR	27,500
6. KFMK(FM)	Adult contemporary	29,700	4. WBZZ(FM)	Contemporary	20,600	2. KJOY(FM)	Beautiful music	26,000
7. KRBE(FM)	Adult contemporary	26,300	5. WSHH(FM)	Beautiful music	20,300	3. KFMB-AM	Adult contemporary	20,900
8. KRTH(AM)	News/talk	21,600	6. WTAE(AM)	Adult contemporary	20,000	4. XTRA-FM	AOR	14,100
9. KPRC(AM)	News/talk	21,000	7. WXKX(FM)	Contemporary	18,700	5. KFSD(FM)	Classical	12,800
0. KODA(FM)	Beautiful music	19,300	8. WPNT(FM)	Beautiful music	17,900	6. KPRI-FM	AOR	12,700
			9. KQV(AM)	News/talk	15,600	7. KSDO(AM)	News/talk/sports	12,500
			10. WWSW-FM	Adult contemporary	15,500	8. KOGO(AM)	MOR/Adult contemporary	12,300

9. Washington, D.C.

1. WKYS(FM)	Urban contemporary	40,300
2. WGAY-FM	Beautiful music	36,900
3. WMAL(AM)	MOR	35,900
4. WHUR-FM	Urban contemporary	33,100
5. WPGC-AM-FM	Adult contemporary	25,700
6. WRQX-FM	Contemporary	23,300
7. WWDC-FM	AOR	21,700
8. WLTT(FM)	Adult contemporary	21,000
9. WRC(AM)	News/talk	20,800
10. WOOK(FM)	Black	20,200

10. Dallas-Ft. Worth

1. KVIL-FM	Adult contemporary	37,500
2. WBAP(AM)	Country	34,600
3. KSCS(FM)	Country	33,400
4. KZEW(FM)	AOR	28,700
5. KNOK(FM)	Contemporary/disco	28,400
6. KTXQ(FM)	AOR	28,100
7. KRLD(AM)	News/information	24,000
8. KKDA-FM	Black	23,300
9. KEGF(AM)	Contemporary	21,100
10. KMEZ(FM)	Beautiful music	20,700

11. Miami-Ft. Lauderdale-Hollywood

1. WLYT(FM)	Beautiful music	33,900
2. WRHC(AM)	Spanish news/talk	31,700
3. WHYI(FM)	Contemporary	29,800
4. WINZ-FM	Contemporary	26,400
5. WINZ(AM)	News	24,800
6. WNEWS(AM)	News/talk	23,100
7. WYOR(FM)	Beautiful music	21,900
8. WSHE(FM)	AOR	21,500
9. WQBA(AM)	Spanish	21,300
10. WEDR(FM)	Black	19,800

12. Nassau-Suffolk, N.Y.

1. WNBC(AM)	Contemporary	24,500
2. WYNY(FM)	Adult contemporary	22,300
3. WBLI(FM)	MOR	22,100
4. WPLJ-FM	AOR	19,500
5. WOR(AM)	Talk	18,900
6. WRFM-FM	Beautiful music	18,700
7. WCBS(AM)	News	18,600
8. WHLI(AM)	Nostalgia	15,200
9. WBAB-FM	AOR	14,000
10. WCBS-FM	Adult contemporary	13,300

13. St. Louis

1. KMOX(AM)	News/information	74,800
2. KWK-FM	AOR	26,400
3. WIL-FM	Personality/country	23,900
4. KEZK(FM)	Bright album	23,500
5. KMJM(FM)	Adult contemporary	21,500
6. KSD-FM	Adult contemporary	19,200
7. KSHE(FM)	AOR	16,100
8. KSLQ(FM)	Adult contemporary	14,600
9. KSD(AM)	Country	14,500
10. WRTH(AM)	Nostalgia	13,700

14. Pittsburgh

1. KDKA(AM)	News/talk	72,700
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15. Baltimore

1. WBAL(AM)	MOR	36,000
2. WXYV(FM)	Urban contemporary	31,500
3. WIYY(FM)	AOR	27,700
4. WPOC(FM)	Country	27,100
5. WLIF(FM)	Beautiful music	19,100
6. WBSB(FM)	Contemporary	17,500
7. WFBR(AM)	Adult contemporary	16,400
8. WWIN(AM)	Black	15,500
9. WITH(AM)	Big band	15,000
10. WCBM(AM)	News/talk	13,400

16. Seattle

1. KIRO(AM)	News/talk	32,100
2. KISW(FM)	AOR	21,900
3. KOMO(AM)	News/adult contemporary	19,200
4. KZOK(AM)	Modern rock	15,800
5. KSEA(FM)	Beautiful music	14,300
6. KVI(AM)	News/talk/information	12,600
7. KUBE(FM)	Top 40	12,100
8. KMPS-FM	Country	10,400
9. KJR(AM)	Adult contemporary	9,600
10. KZAM-FM	AOR	9,300

17. Minneapolis-St. Paul

1. WCCO(AM)	Variety/personality	61,500
2. KSTP-FM	Adult contemporary	37,600
3. WLOL(FM)	Contemporary hit	30,700
4. WDGY(AM)	Modern country	26,300
5. KDWB-FM	Contemporary	18,500
6. KQRS-AM-FM	AOR	15,600
7. WCCO-FM	Adult contemporary	13,700
8. KEEY-FM	Good music	12,500
9. WAYL-FM	Beautiful music	9,900
10. KSTP(AM)	News/information	9,700

18. Atlanta

1. WVEE(FM)	Urban contemporary	35,600
2. WZGC(FM)	Adult mass appeal/ contemporary	29,300
3. WSB(AM)	Adult contemporary	26,800
4. WOXI-FM	Adult contemporary	24,700
5. WKHX(FM)	Country	24,100
6. WPCH(FM)	Beautiful music	23,200
7. WKLS-FM	AOR	19,100
8. WLTA(FM)	Adult contemporary	15,000
9. WSB-FM	Adult contemporary	12,800
10. WPLO(AM)	Modern country	12,700

19. Anaheim-Santa Ana-Garden Grove

1. KBIG(FM)	Beautiful music	18,700
2. KMET(FM)	AOR	18,600
3. KABC-AM	Talk	15,700
4. KRQQ-FM	Progressive AOR	14,900
5. KRTH(FM)	Adult contemporary	14,100
6. KLOS-FM	AOR	13,200
7. KOST(FM)	Beautiful music	9,800
8. KNX(AM)	News	9,100
9. KPCC(AM)	News/talk	8,600
10. KFVB-AM	News	8,400

21. Cleveland

1. WMMS(FM)	Contemporary	21,900
2. WDOK(FM)	Beautiful music	20,500
3. WQAL(FM)	Adult contemporary	18,800
4. WZZP(FM)	Adult contemporary	18,800
5. WGCL(FM)	Top-40	16,900
6. WDMT(FM)	Urban contemporary	15,900
7. WBBG(AM)	Nostalgia	15,000
8. WMJI(FM)	Adult contemporary	14,200
9. WERE(AM)	News/talk	13,200
10. WHK(AM)	Modern country	12,900

22. Tampa-St. Petersburg

1. WWBA(FM)	Beautiful music	28,100
2. WQYK-FM	Country	27,800
3. WRBQ(FM)	Top-40	26,700
4. WSUN(AM)	Country	16,900
5. WDAE(AM)	MOR	16,500
6. WFLA(AM)	MOR/Adult contemporary	13,400
7. WJYW(FM)	Beautiful music	13,200
8. WCXK(FM)	Adult contemporary	13,000
9. WTMP(AM)	Black contemporary	11,800
10. WQXM(FM)	AOR/superstars	10,800

23. Denver-Boulder

1. KOSI(FM)	Beautiful music	19,400
2. KBPI(FM)	Adult contemporary	17,900
3. KAZY(FM)	AOR	14,300
4. KPPL(FM)	Adult contemporary	14,700
5. KPKE(FM)	AOR	14,500
6. KOA(AM)	News/talk	13,800
7. KIMN(AM)	Adult contemporary	13,300
8. KLZ(AM)	Modern country	12,600
9. KHOW(AM)	Adult contemporary	12,400
10. KOAQ(FM)	Contemporary	11,900

24. Phoenix

1. KTAR(AM)	News/talk/sports	20,400
2. KQYT(FM)	Beautiful music	19,500
3. KMEO-FM	Beautiful music	18,900
4. KNIX-FM	Country	18,200
5. KDKB(FM)	AOR	15,800
6. KUPD(FM)	AOR	13,700
7. KOY(AM)	Adult contemporary	13,200
8. KZZP-FM	AOR	11,200
9. KKLT(FM)	Light rock	11,100
10. KUKQ(AM)	Top-40	9,400

25. Milwaukee-Racine

1. WBCS(FM)	Country	19,700
2. WTMJ(AM)	MOR	18,900
3. WISN(AM)	Adult contemporary	18,500
4. WEZW(FM)	Beautiful music	15,300
5. WQYM(FM)	Modern country	15,300
6. WQFM(FM)	Adult contemporary	15,200
7. WLPX(FM)	Contemporary	13,100
8. WLUM(FM)	Contemporary	11,900
9. WMYX(FM)	Adult contemporary	11,000
10. WZUU(FM)	Adult contemporary	10,800
11. WKTI(FM)	Contemporary	9,500

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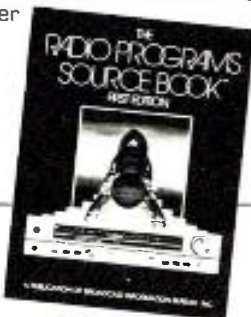
Station	Format	Avg. Persons	Station	Format	Avg. Persons	Station	Format	Avg. Persons
26. Providence-Warwick-Pawtucket, R.I.			7. KEZR(FM)	Adult contemporary	7,300	2. KDUO(FM)	Beautiful music	10,200
1. WLKW-FM	MOR/good music	25,400	8. KFRC(AM)	Adult contemporary	6,600	3. KMET(FM)	AOR	9,000
2. WHJY(FM)	Contemporary	24,800	9. KSOL(FM)	Urban contemporary	5,500	4. KGGI(FM)	Contemporary	7,900
3. WPRO-FM	Contemporary	21,900	10. KEEN(AM)	Country	5,200	5. KBIG(FM)	Beautiful music	7,300
4. WPRO(AM)	Adult contemporary	18,000	29. Kansas City, Mo.			6. KOST(FM)	Beautiful music	7,100
5. WPBJ-FM	Top 40	17,300	1. WDAF(AM)	Country	19,700	7. KCKC(AM)	Modern country	6,400
6. WHJJ(AM)	Adult contemporary/ talk	11,600	2. KYYS(FM)	AOR	18,400	8. KABC(AM)	Talk	6,400
7. WEAN(AM)	News	10,900	3. KMBZ(AM)	Country/pop/rock	17,300	9. KIIS(FM)	Contemporary	5,800
8. WLKW(AM)	Nostalgia	9,000	4. KBEQ(FM)	Contemporary rock	16,600	10. KRTH(FM)	Adult contemporary	5,400
9. WHIM(AM)	Modern country	8,100	5. KPRS(FM)	R&B/jazz	14,400	32. Buffalo, N.Y.		
10. WSNE(FM)	Adult contemporary/ personality	7,700	6. KCMO(AM)	News/talk	13,200	1. WJYE(FM)	Beautiful music	22,400
27. Cincinnati			7. KFKF(FM)	Contemporary country	12,800	2. WBEN(AM)	Adult contemporary	19,000
1. WLW(AM)	MOR/sports	20,500	KMBR(FM)	Beautiful music	12,800	3. WKBW(AM)	Adult contemporary	17,500
2. WEBN(FM)	AOR	19,600	KUDL(FM)	Mellow adult contemporary	12,800	4. WBEN-FM	AOR	14,900
3. WKRC(AM)	Adult contemporary	16,500	8. WHB(AM)	Adult contemporary	12,300	5. WGRQ(FM)	Contemporary	13,900
4. WKRQ(FM)	Contemporary	16,100	9. KCEZ(FM)	Beautiful music	8,400	6. WGR(AM)	Adult contemporary	13,100
5. WWEZ(FM)	Beautiful music	14,200	10. KJLA(AM)	Nostalgia	7,700	7. WBLK-FM	Black	12,500
6. WRRM(FM)	Adult contemporary	12,500	30. Portland, Ore.			8. WECK(AM)	Nostalgia	8,500
7. WMLX(AM)	Big band	11,800	1. KGON(FM)	AOR	23,000	9. WYRK(FM)	Modern country	8,300
8. WUBE-FM	Country	11,300	2. KUPL-FM	Easy listening	12,800	10. *WACJ(FM)	Adult contemporary	5,900
9. WCKY(AM)	News/talk	9,100	3. KCNR(FM)	Adult contemporary	11,500	WZIR(FM)	AOR	5,000
10. WCIN(AM)	Black contemporary	8,800	4. KGW(AM)	Adult contemporary	10,500	*Now WNYS(FM).		
28. San Jose, Calif.			5. KEX(AM)	Adult contemporary	10,300	33. New Orleans		
1. KGO(AM)	News/talk	17,100	6. KINK(FM)	Adult contemporary	10,000	1. WAIL(FM)	Urban contemporary	24,600
2. KSJO(FM)	AOR	15,900	7. KWJJ(AM)	C&W	9,400	2. WEZB(FM)	Contemporary	16,300
3. KOME(FM)	AOR	9,900	8. KXL-FM	Beautiful music	8,500	3. WRNO-FM	AOR	16,200
4. KLOK(AM)	Adult contemporary	9,700	9. KLLB(FM)	Adult contemporary	8,100	4. WNOE-FM	Country	12,900
5. KBAY(FM)	Beautiful music	8,900	10. KYXI(AM)	All news	7,500	5. WYLD(FM)	Black contemporary	12,100
6. KCBS(AM)	News	7,700	31. Riverside-San Bernardino, Calif.			6. WBYU(FM)	Beautiful music	11,300
			1. KFI(AM)	Adult contemporary	11,900	7. WTIJ(AM)	Contemporary	10,600
						8. WAJY(FM)	MOR	9,500
						9. WWL(AM)	Personality/news/ music	9,100
						10. WQUE(FM)	Adult contemporary	8,600



For radio programming professionals...

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34. Norfolk, Va.		
1. WCMS-FM	Country	15,500
2. WFOG-FM	Beautiful music	14,900
WNOR-FM	AOR	14,900
3. WMYK(FM)	AOR	14,000
4. WLTJ(FM)	MOR	13,300
5. WOWI(FM)	Black contemporary	12,900
6. WPCE(AM)	Black gospel	10,800
7. WTAR(AM)	MOR	8,700
8. WGH(AM)	Adult contemporary	7,800
9. WNOR(AM)	Black	7,300
10. WRAP(AM)	Black contemporary	6,900
35. Sacramento, Calif.		
1. KZAP(FM)	AOR	22,400
2. KXQA-FM	Easy rock	16,200
3. KEWT(FM)	Bright album	9,500
4. KCTC(FM)	Beautiful music	9,100
KRAK(AM)	Country	9,100
5. KSFM(FM)	Contemporary	7,600
6. KGNR(AM)	News/talk	6,900
7. KFBK(AM)	News/talk/farm/sports	6,400
8. KXOA(AM)	Nostalgia	6,300
9. KHYL(FM)	Oldies	5,400
10. KROY-FM	AOR	5,300
36. Indianapolis		
1. WIBC(AM)	MOR	24,600
2. WXTZ(FM)	Easy listening	20,200
3. WTLC(FM)	Urban contemporary	18,900
4. WFBO(FM)	AOR	15,100
5. WIRE(AM)	Country	14,800
6. WENS(FM)	Adult contemporary	14,000
7. WFMS(FM)	Country	13,600
8. WIKS(FM)	Top-40/contemporary	10,500
9. WNAP(FM)	AOR	9,000



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Station	Format	Avg. Persons
10. WIFE(AM)	News/talk	5,900

37. Columbus, Ohio

1. WLVQ(FM)	AOR	16,000
2. WXGT(FM)	Top 40	15,900
3. WTVN(AM)	Adult contemporary/ top 40	13,500
4. WNCI(FM)	Adult contemporary	12,400
5. WBNS-FM	Beautiful music	10,800
6. *WSNY(FM)	Adult contemporary	10,300
7. WBNS(AM)	Adult contemporary	9,800
8. WCOL(AM)	Nostalgia	9,600
9. WMNI(AM)	Country	7,500
10. WVKO(AM)	R&B/soul	6,500

*Formerly WVKO-FM.

38. San Antonio, Tex.

1. KISS(FM)	AOR	16,500
2. KTFM(FM)	Contemporary	13,400
3. KTSA(AM)	Adult contemporary	11,000
4. KQXT(FM)	Good music	9,700
5. KKYX(AM)	Country	9,500
6. KAJA(FM)	Country	8,900
7. KCOR(AM)	Spanish	8,200
8. WQAI(AM)	News/talk	8,100
9. KONO(AM)	Oldies/top 40	7,300
10. KLLS(FM)	Adult contemporary	6,800

39. Rochester, N.Y.

1. WEZO(FM)	Beautiful music	17,400
2. WHAM(AM)	Adult contemporary	12,900
3. WVOR(FM)	Adult contemporary	12,700
4. WCMF(FM)	AOR	12,600
5. WMJQ(FM)	AOR	10,500
6. WNYR(AM)	Modern country	10,000
7. WPXN(AM)	MOR/big band	6,700
8. WHFM(FM)	Top 40	6,500
9. WBBF(AM)	Adult contemporary	5,600
10. WPXY(FM)	Beautiful rock	4,100

40. Hartford-New Britain

1. WTIC(AM)	MOR/talk	32,000
2. WRCH-FM	Beautiful music	11,000
3. WHCN(FM)	AOR	10,100
WTIC-FM	Contemporary	10,100
4. WCCC-FM	AOR	7,400
WPOP(AM)	News	7,400
5. WWYZ(FM)	Soft rock	6,600
6. WKSS(FM)	Beautiful music	6,500
7. WIOF(FM)	Adult contemporary	5,700
8. WRCQ(AM)	Big band	5,500
9. WKND(AM)	Urban contemporary	4,800
10. WDRC-FM	Contemporary	4,700

41. Louisville, Ky.

1. WRKA(FM)	Adult contemporary	11,700
2. WLOU(AM)	Rhythm & blues	11,300
3. WHAS(AM)	Personality/MOR	10,900
4. WVEZ(FM)	Good music	10,200
5. WAVG(AM)	Adult contemporary	9,800
6. WQMF(FM)	AOR	9,600
7. WAMZ(FM)	Modern country	8,900
8. WCII(AM)	Country	8,700
9. WAKY(AM)	Adult contemporary	8,500
10. WKJJ(FM)	Adult contemporary	7,700

42. Memphis

1. WZXR(FM)	AOR	13,500
2. WMC-FM	Contemporary	12,800
3. WHRK(FM)	Urban contemporary	11,200
4. KWAM-FM	Rhythm and blues	10,500
WDIA(AM)	Rhythm and blues	10,500
5. WRVR(FM)	Adult contemporary	10,400
6. WEZI(FM)	Relaxing music	9,700
7. WMC(AM)	Country	9,000
8. WLOK(AM)	Black contemporary	6,300
9. WREC(AM)	MOR	6,200
10. WLYS(FM)	Stereo country	4,800
KWAM(AM)	Gospel	4,800

43. Salt Lake City-Ogden

1. KSFI(FM)	Beautiful music	11,900
2. KSL(AM)	MOR	10,000
3. KCPX-FM	AOR	8,400
4. KSOP-FM	Country	7,500
5. KRSP-FM	AOR	6,400
6. KLUW(AM)	Beautiful music	6,100
7. KFMY(FM)	Top 40	5,700
8. KISN(FM)	Beautiful music	5,100
9. KDAB(FM)	Adult rock	4,400
10. KALL(AM)	Adult contemporary	4,200

44. Nashville

1. WKDF(FM)	Contemporary rock	14,700
2. WWKX(FM)	Contemporary Top-40	11,900
3. WVOL(AM)	Black	11,200
WZEZ(FM)	Beautiful music	11,200
4. WSIX(AM)	Talk/adult contemporary	10,900
5. WSM(AM)	Country	8,100
6. WSM-FM	Adult contemporary	7,500
7. WLAC(AM)	News/talk	6,800
8. WJYN(FM)	Adult vocal	4,000
9. *WUSW(FM)	Country	3,900
10. WAMB(AM)	Nostalgia	3,700

*Now WYHY(FM) Adult contemporary

45. Birmingham, Ala.

1. WZZK(FM)	Country	20,100
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Station	Format	Avg. Persons
2. WENN-FM	Rhythm and blues/jazz	14,900
3. WKXX(FM)	Top 40	13,700
4. WATV(AM)	Black contemporary/ gospel	8,900
5. WQEZ(FM)	Beautiful music	7,200
6. WSGN(AM)	Adult contemporary/ personality	6,000
7. WAPI-FM	AOR	5,300
8. WJLD(AM)	Black contemporary	5,200
9. WENN(AM)	Gospel	4,900
10. WVOK(AM)	Modern country	4,000

46. Greensboro-Winston Salem-High Point, N.C.

1. WTQR(FM)	Country	20,000
2. WSEZ(FM)	Adult contemporary	13,800
3. WKZL(FM)	Rock	11,700
4. WQMG(FM)	Sophisticated soul/jazz	10,000
5. WGLD(FM)	Beautiful music	9,400
6. WRQK(FM)	Rock and gold	8,700
7. WSJS(AM)	MOR/contemporary	7,000
8. WAAA(AM)	Rhythm and blues/jazz	5,100
9. WBIG(AM)	Nostalgia	3,800
10. WMFR(AM)	Adult contemporary	3,300

47. Oklahoma City

1. KEBC(FM)	Country	15,700
2. KTOK(AM)	Talk/information	11,300
3. KOMA(AM)	Country	10,200
4. KATT-FM	AOR	9,700
5. KKLR(FM)	Country	7,300
6. KXXY(FM)	Country	6,400
7. KLNK(FM)	Adult contemporary	6,300
8. KLTE(FM)	Adult contemporary	6,200
9. KKNG(FM)	Nostalgia	6,100
10. KOFM(FM)	Adult contemporary	5,500

48. Dayton, Ohio

1. WHIO-FM	Beautiful music	17,600
2. WTUE(FM)	Contemporary/AOR	16,700
3. WHIO(AM)	Personality/MOR	12,500
4. WDAO(FM)	Stereo soul	7,700
5. WDJX(FM)	Top 40	7,100
WING(AM)	Adult contemporary	7,100
6. WONE(AM)	Modern country	6,900
7. WAVI(AM)	Talk/memory music	6,000
8. WJAI(FM)	Country	5,100
WBLL(FM)	Urban contemporary	5,100
9. WVUD(FM)	Contemporary rock	3,300
10. WPBF(FM)	Mellow rock	2,500

49. Albany-Schenectady-Troy, N.Y.

1. WGY(AM)	Adult contemporary	19,100
2. WPYX(FM)	AOR	13,700
3. WROW(AM)	Adult contemporary/ MOR	11,600
4. WROW-FM	Beautiful music	9,600
5. WTRY(AM)	Adult contemporary	7,000
6. WFLY(FM)	Contemporary	6,900
7. WQBK(AM)	Talk/news	5,900
8. WWOM(FM)	Adult contemporary	5,200
9. WGNA(FM)	Country	4,700
10. WGFN(FM)	Top-40/oldies	4,500

50. Toledo, Ohio

1. WIOT(FM)	AOR	15,500
2. WLQR(FM)	Bright album	12,800
3. WMHE(FM)	Adult contemporary	12,300
4. WSPD(AM)	Adult contemporary	11,000
5. WKLR(FM)	Contemporary country	8,300
6. WJR(AM)	News/information	7,600
7. WOHO(AM)	Adult contemporary	5,300
8. WTOD(AM)	Modern country	5,100
9. WCWA(AM)	Nostalgia	4,300
10. WXEZ(FM)	AOR	3,900



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Last fall, we commissioned an independent attitudinal and perceptual study to solicit attitudes towards the ratings services of radio station owners, managers and group executives. Here are the highlights:

- 1) A telephone based methodology was preferred by nearly 60% of the sample.
- 2) 96% said they'd like to see a successful competitor to Arbitron (4% said "don't care". No one said "no").
- 3) The biggest complaints toward one of the services were cost, small sample sizes, monopoly, arrogance and slow delivery time. (The Birch Report was perceived as the fastest growing and best-regarded service; and, even then, second only to Arbitron in total subscribers).
- 4) Qualitative/Product Usage data was named as the most desired information not currently available in ratings books (at that time).
- 5) And, last but certainly not least - agency acceptance was at the top of the list of evaluative criteria used to choose a ratings service.

We're positioned for success and believe we now have a superior service to market to local, regional and national agencies.

Agencies want frequent reporting. The Birch Report now provides 16 complete reports annually (12 Monthlies and 4 Quarterly Summary Reports) in more than 50 markets, nationwide.

Agencies want convenience. The Quarterly Summary Report provides a convenient, easy-to-use ratings book that is custom-designed for planning and buying. Convenience will be further enhanced when Birch data is available on computer tape in the near future.

Agencies want the complete story. The Quarterly Summary Report provides complete duplication tables, county by county estimates, location of listening (home, car and other away-from-home) estimates, ethnic and demographic composition data, and most importantly, qualitative and product usage data. No other syndicated ratings service offers this kind of information in a standard published report.

Our marketing efforts to local, regional and national agencies have been accelerated. In addition to regularly scheduled agency presentations in local and regional markets, we recently began addressing the Madison Avenue agencies. The fruits of our labors are already paying off: The Birch Report is undergoing serious evaluation by many of the major shops. In fact, several key national agencies and buying services are now using the Quarterly Summary Report.

Hundreds of local and regional agencies are already relying on Birch data to aid in buying and planning. And, like our radio support, we're building our agency business on a solid grass roots foundation.

Bottom line: we've systematically addressed almost every industry requirement for a viable national ratings service. Low cost. Monthly reports for monitoring market trends. Quarterly Summaries for complete, in-depth analyses. The largest annual samples in most markets. And a strong, viable methodology. The last, and most important requirement - agency acceptance - is now a reality in many local markets, and rapidly increasing at the regional and national level.

If you're not a Birch Report subscriber, now's the time to join us. We're committed to the long term. We've got the broad support and financial strength we need to continue our efforts. But our most valuable asset is you ... using The Birch Report to sell your station.

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President

Radio syndication: Offering a world of programming

Companies, while not too afraid of network inroads, are looking for new material, more consulting as economic buffers

Satellite distribution is "inflexible," and networks creeping into syndicated radio programming pose little threat, say many syndicators who produce and distribute radio programming. The pressure for custom-tailored alterations in formats is increasing, they add, with identical formats rarely repeated even in different markets. And although syndicators will not adversely criticize the networks for advancing into their territory, they like to point out those ventures are weak on variety and short on flexibility.

But one syndicator embraces satellite distribution, indeed is "ecstatic" about it. John Patton, vice president of Bonneville Broadcasting System, Tenafly, N.J., reported 33 of Bonneville's 78 station clients are currently being fed by satellite. Responding to those who criticize satellite distribution as awkward and cumbersome, Patton replied that by the end of the year Bonneville will be able to offer individual cuts via satellite between 90 seconds and 14 minutes. Currently, the service is available in 15-minute segments. It will, Patton pointed out, mean better control over programming—an often-heard complaint about satellite distribution.

Syndicators also are reporting more of their business is in consulting, helping stations to sculpture their own variations in formats. All the fine tuning, however, cannot substitute for new material. "The secret is producing more music," said Darrel Peters, president of The FM 100 Plan, which recently merged with Bonneville. "Our format has to have product," he said in explaining FM 100's million-dollar budget to produce new arrangements. "Using the cookie cutter approach," warned Thomas Krikorian, president of Radio Programming Management, Southfield, Mich., is out. "The canned format does not work everywhere" as it used to, he said. Krikorian, assisted by computers, has managed to expand his MOR format into 10 categories.

Not many syndicators reported losing clients to the networks, either. John Iles, general manager of Broadcasting Programming International, Bellevue, Wash., said he lost only "one small account" among 200 stations his company serves. He believes it is the cost—satellite dish rental or purchase, notably—that keeps small and medium stations out of the networks' arms.

Many also take issue with recent reports that the beautiful music format has significantly declined in popularity (BROADCASTING, Aug. 23). Tom Churchill of Churchill Productions, Phoenix, maintained that as long as syndicators keep beautiful music formats "fresh and current," they have little to worry about. "When it starts to be redundant, it starts to go downhill," he

concluded. According to Rich Woods, vice president of Noble Broadcast Services, San Diego, such decline as there is may be explained by Arbitron's changing its methodology. He said the "market is simply being fragmented," and that most markets still have a beautiful music format in as the number-one-or-two rated stations.

But advances in technology do not solve old problems of programming. Robert Meyerowitz, president of DIR Broadcasting, New York, said he has "never seen a greater demand for programming." In a sense, he foresees, "radio is entering show business again." Meyerowitz's remarks exemplify the feeling among other programmers that syndicated programs are now an accepted part of radio, as specific, quality programming replaces fads in the radio syndication business. As Westwood One President Norman Pattiz said, there is a movement "back toward entertainment programming." However, entertainment for some syndicators means more information and service programming rather than music-oriented specials. Radio Works President Stacy Hunt, for example, sees a continuing trend toward business and technological information as today's adults attempt to "keep up with today's 'computer' generation."

Classical music is also experiencing a healthy increase in listenership, said Neil Currie, president of Parkway Communications, Washington, a classical-only syndicator. He said there is "considerable growth" of new stations subscribing to classical formats because "classical music is younger" in appeal than some MOR and beautiful music formats. Nonclassical stations also are beginning to program a couple of hours of classics here and there, he explained, because beautiful music "demographics are getting old." Parkway serves an upscale audience, Currie claimed, with 57.6% college educated and 15% earning \$50,000 or more annually. "That kind of audience in the middle of a recession still has buying power," he said.

The following are brief summaries of some of the more prominent radio syndicators.

Drake-Chenault Enterprises, a cash-only company based in Canoga Park, Calif., is one of the originators of automated formats and radio syndication. Included in its menu of formats is Great American Country, Contempo 300 (adult contemporary), SuperSoul, Contemporary MOR and XT-40 (top 40).

Also included are two new formats: Hit-parade and Playlist Plus. The former, primarily for AM radio, is "designed for the affluent 40-plus listener (people in their 'middlescence')." said President Jim Kefford. Featuring three decades of music, the format is sold with an ongoing marketing and promotion package. The other new feature offered is Playlist Plus. This custom designed system of music control

plus consulting uses computers to process music lists designed each week specifically for each station.

Bonneville Broadcasting System, Tenafly, N.J., acquired a competitor, **FM 100**, Chicago, earlier this month for a reported \$5.6 million. Bonneville, which serves primarily major markets, bought a syndication company that principally serves small markets. Vice President and General Manager John Patton said FM 100 continues to operate as a separate entity only now with the advantage of Bonneville's satellite distribution service.

Bonneville offers one format: beautiful music, or easy listening, as Patton prefers to call it. It reaches 78 stations, 33 by satellite. FM 100 Beautiful Music serves a total of about 130 stations, 83 with its beautiful music format alone. Bonneville's rates range from \$750 to \$19,000 a month. Patton said one of the major benefits of the company's satellite distribution is the improved technical quality of the sound.

"Boredom and fatigue," Patton explained, are the only things hurting the easy listening format. Get rid of the old tunes, he encouraged, and substitute new, fresh material. Patton said Bonneville's combined revenues in 1981 were over \$3 million.

FM 100 also offers three formats other than beautiful music: country, adult contemporary and beautiful contemporary, currently picked up by over 25 stations. According to Mike Krafcsin, operations manager, its seven-year-old beautiful contemporary format is the "hottest selling at this point."

Krafcsin explained the beautiful contemporary format as one with a greater emphasis on vocals, a "soft" format targeted especially for women. But FM 100 Plan's most successful product is its Premier beautiful music format, which is chosen by the majority of the stations it serves, said Krafcsin. Also in the works is a nostalgia format, to be called Remember When, scheduled for release in the early fall. Currently FM 100 Plan rates start at \$695 a month for markets under 100,000.

Schulke Productions, South Plainfield, N.J., continues to offer two formats, its beautiful music, Schulke I, which serves 52 stations, and the MOR adult contemporary, Schulke II, which serves eight stations. Schulke II is a vocal format designed for the 25 to 54 age group.

Rates are the same as last year, running from about \$800 to \$10,000 a month. Schulke offers full service, 24-hour announced programs in quarter-hour segments.

Ken Mellgren, vice president, said there are "no major shifts, but continued fractionalizing" with the introduction of new formats into the field. He said there is no falling off in beautiful music formats and he doesn't believe there is any threat from the networks trying their hand in the syndication business. Schulke has no plans for

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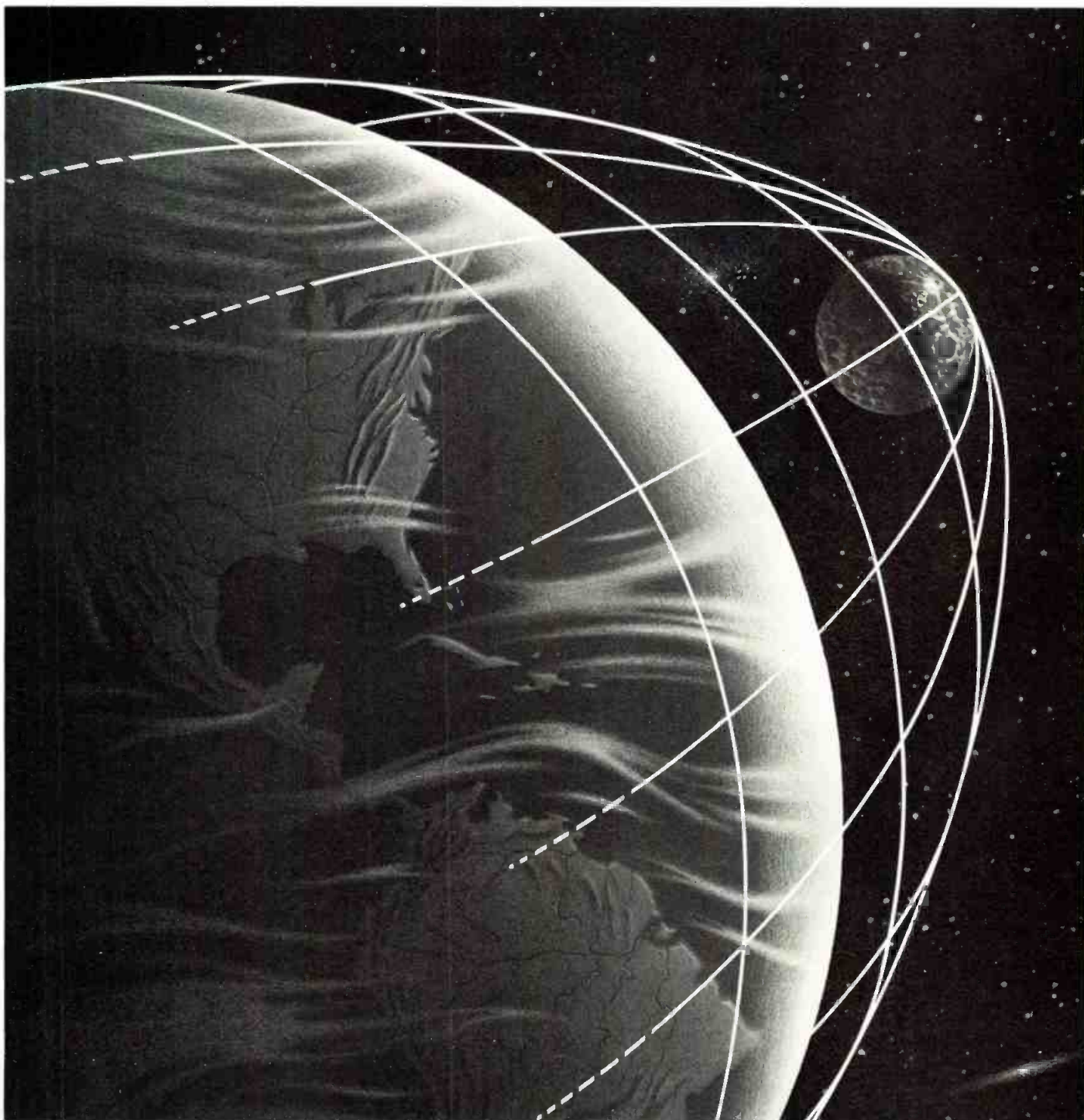
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satellite distribution because tape gives "greater flexibility" and can deliver better, Mellgren said.

Mellgren also said some major changes are in the works for Schulke II, including a name change.

Speaking of **TM Companies** four divisions: TM Programming, TM Productions, TM Special Projects and TM International, Pat Shaughnessy, president of TM Companies, Dallas, said revenues for the past year remained the same as the year before, however, profits are up.

Currently, TM Productions creates and produces jingles and commercial sales li-



Shaughnessy



Rounds

braries, developing a "total image campaign" for stations.

TM Programming offers such formats as Beautiful Music, Stereo Rock, TM Country, Alpha One and Beautiful Rock.

TM Special Projects offers 20 long-form special features ranging from seven to 50 hours in length and including: *The Beatles: The Days in Their Life*, *The Top 10 Hits of All Time*, *Royalty of Rock* and *The Presley Years*.

Shaughnessy sees a trend among radio stations to find "creative ways to increase sales." He said that this and the "growing desire" on the part of stations to reach the 18-49 demographic audience, has improved TM's sale of formats and commercial libraries. As for going on a satellite, Shaughnessy felt satellite distribution doesn't offer the flexibility of traditional distribution means, but the company is considering satellite distribution of some specials.

In January 1982, ABC Radio joined forces with **Watermark Inc.**, whose president, Tom Rounds, has been serving radio stations with such syndicated programs as *American Top 40* with Casey Kasem since 1968. Produced and distributed for the ABC Contemporary Network, *American Top 40* presently airs on more than 525 stations around the world (including stations in Australia, Japan, Africa, and Europe) and on the 400-plus outlets around the world of the American Forces Radio Network.

Another long running program is *American Country Countdown* with Bob Kingsley. This weekly three-hour show is heard on 325 stations in the U.S. and around the world. In its third year is *Soundtracks of the 60's* with Gary Owens, a weekly three-hour report on the life style, celebrities, culture and music of that era, while *T.V. Tonight* with Ron Hendren is a one-minute daily review of nightly prime time television. Watermark's newest feature, *Musical!*, debuted this month as a weekly three-hour program featuring Broadway and screen hits.

New on the product line from **O'Connor Creative Services**, Universal City, Calif., is *INFO/90*, a package of eight, 90-second "information programs," featuring reports and reviews of sports, movies, money matters and farm news. Also, O'Connor has three new 90-second comedy programs, *From Studio B*, *The Comedy Supermarket* and *The Comedy Express* featuring entertainers Pat McCormick, Alan Barzman, Arte Johnson and Gary Owens, among others.

Other O'Connor mainstays that are still selling "extremely well" are financial good housekeeping hints on *Howard Ruff Commentary* with economist Howard Ruff, Art Linkletter's *Kids Say The Darndest Things*, and *Bob Dole Commentary* with the Republican senator from Kansas.

Rates range from \$72 to \$720 a month. O'Connor programs are heard on about 800 stations.

Parkway Productions, Washington, since 1969 has produced and syndicated classical

music series and programs that currently are heard on 338 stations. Not a full-service syndicator, Parkway produces 16 new classical music shows every week for a total of 40 hours worth of radio programming.

Parkway president Neil Currie said that with the budget cuts in public broadcasting he had expected about a 10% decline in his noncommercial clients. Not so. Currie said that there has been an unexpected 15% increase in business from noncommercial stations, in part, he thinks, because more syndicated programming helps free staffs for other duties formerly covered when the stations were richer and staffs bigger.



Krikorian



Pattiz

Revenues were about \$1.5 million in 1981, up from \$750,000 the previous year. Currie said national sponsorships, where one sponsor supports an entire show or series, are also on the rise. Currie reports that Parkway's renewal rate is 90% and that many of its client stations have been with it since the 1960's.

New programs planned for release in the fall include *This is My Music*, featuring interviews with classical music artists and selections from their work, which will be produced in association with WQXR-FM New York. Currie said there is also a new program scheduled to debut in the spring, featuring a "major orchestra."

Boasting "23 hits and no misses" **Westwood One** (Culver City, Calif.) president Norman Pattiz said: "Every program we've ever marketed has been successful and is still on the air. The titles or the host may have changed, but it is still the same program and concept." With sales of over \$8 million, the company uses the barter system for the distribution of such programs as *Live from Gilleys*, *Off the Record with Mary Turner*, *Dr. Demento*, and the *Playboy Adviser*. In addition, the company recently launched its 45-foot \$500,000 Hi-Tech mobile recording studio, which Pattiz said is acoustically correct for mixing recordings after they are recorded inside it.

Pattiz sees the trends for the future going toward entertainment programming, with "better programs regardless of the source." He admits competition is getting stiffer but the added attention to radio syndication has "been tremendous for business."

For Paul Ward, president of **Far West Communications**, Hollywood, it is the technical quality of the sound, not the format, that

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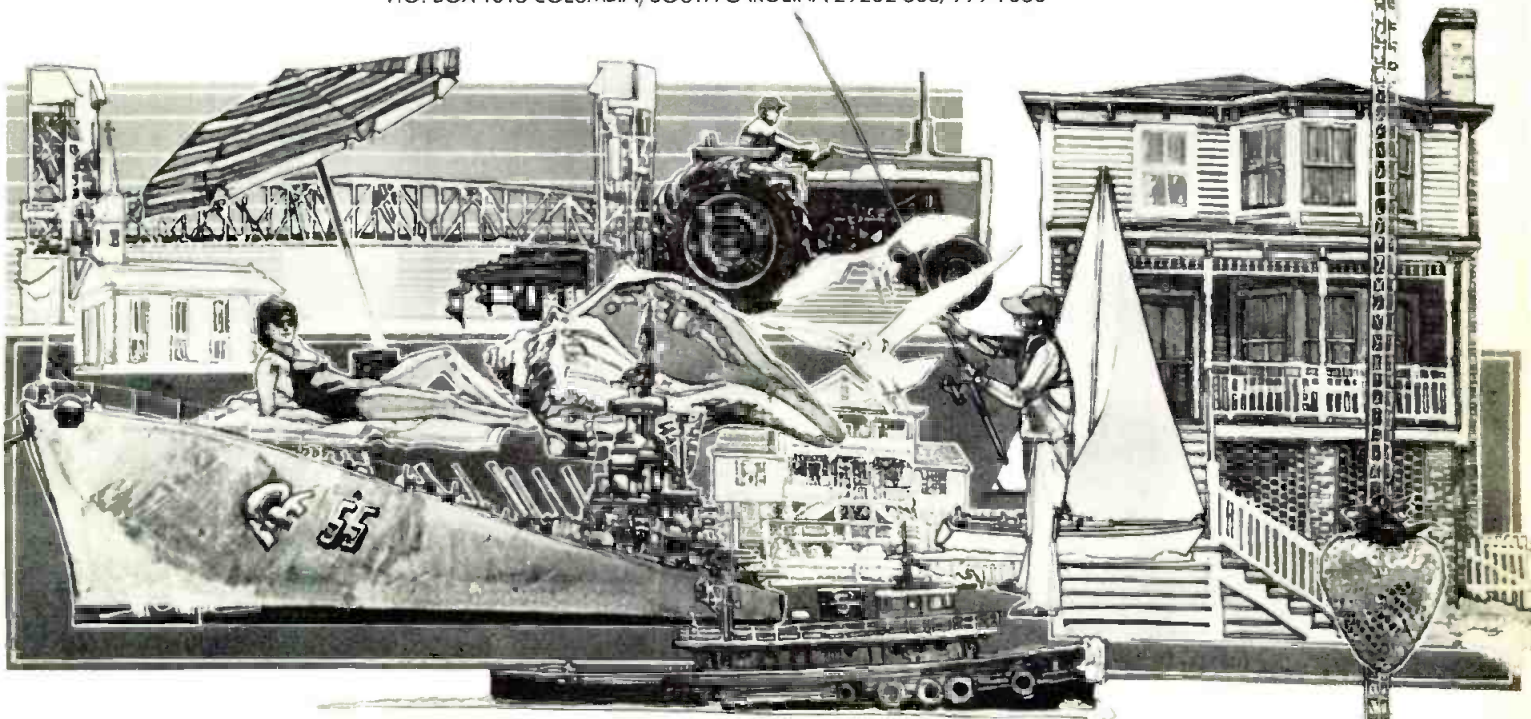
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distinguishes his Gold Plus format from the others in the pack. Ward stressed that he imports his records from Japan, where they are manufactured on virgin vinyl, to get a superior sound quality. "American record companies are so profit oriented," Ward claimed, "that they won't take an extra 30 minutes to mix the records."

Far West's one format encompasses, said Ward, "all the music that is a part of life for young adults." His 24-hour-a-day tapes are based on oldies from the 70's, 60's and 50's, a format that Ward said is "designed for contemporary adults," and can serve both the 18-34 and 25-46 age groups. The nine stations he supplies can go 45 days without repeating the same cut in the same daypart.

Rates range from \$600 to \$2,500 a month and Ward reported 1982 revenues at \$250,000.

From classical to album rock, 22-year-old BPI, Bellevue, Wash., offers 10 formats to about 200 stations. Easy listening, adult contemporary and country account for about three-quarters of its clients. BPI is a full-service syndicator in all formats, both announced and unannounced. According to John Iles, general manager, medium- and small-market stations are BPI's "bread and butter."

Iles also reported that the easy listening format "has been real solid for three years," and "there haven't been as many

switchovers as we thought" to network program suppliers. Rates range from \$250 to \$3,000 a month, depending on market size.

Being a station owner as well as a syndicator helps distinguish KalaMusic from the other purveyors of easy listening music, said Bill Wertz, executive vice president. It's the pressure of knowing what faces a station manager, Wertz explained, "that can show a client station how to get the good numbers."

KalaMusic is a part of Fairfield Broadcasting, a Kalamazoo, Mich.-based group of one AM and three FM's. Wertz said the syndication division currently feeds 32 stations with its easy listening format. Rates range from \$750 to \$3,000 a month, up 15% over last year. Revenues for 1981 were "around half a million," reported Wertz.

Wertz believes the easy listening sound is very strong, and the challenge now is to "recertify our position" in the broadcasting community. Easy listening, however, must abandon its "flowers and butterflies" image and "put the rhythm back in the music." Like other programmers, Wertz would like to see the term "beautiful music" disappear from the syndicator's vocabulary because it "does not tell you what [it] is." Concluded Wertz, "Many of us clap our hands and like to sing along," and that's why instrumentals are important for easy listeners.

Now in its third year, Weedeck Inc., Hollywood, offers a variety of programs, including *Country Report Countdown*, (four hours of the top 40 records of the week, interviews and the history of individual artists); *No. 1 Country, Inside Music* with host Charlie Tuna and *The Great American Spirit*. The last is a three-hour salute to America and tribute to John Wayne.

According to president Lloyd Heaney, "a surprise adjunct to our business" has been several one-hour entertainment specials produced for film studios in conjunction with major film releases. These have included "Coal Miner's Daughter,"

"Smokey and the Bandit II" and "The Best Little Whorehouse in Texas." Featuring music from the film, interviews with the stars of the movie and stories surrounding the making of the film, the shows are offered to the radio stations at no charge.

Saying only that they are "enormously profitable," Heaney said revenues have increased 22% from last year.

For some radio syndicators, a satellite feed is an essential ingredient in marketing a program. **Starfleet Blair**, Boston, for example, produces "real live" AOR and adult contemporary concerts, thus taking advantage "of the medium's potential," according to President Sam Kopper.

Following a signed contract with NBC's *The Source* in March 1982, Starfleet Blair produces about a dozen live concerts a year which are distributed on a barter basis by *The Source*. Kopper sees satellite distribution gaining momentum when more "time sensitive" programs are produced.

Following the belief that "enlightenment doesn't have to be serious," **Radio Works**, in Hollywood, produces five magazine short features offering unusual but informative service messages. For example, *The Unexplainable* is a five-minute daily (cash) re-creation and dramatization of documented instances that science cannot explain. *Line on Tomorrow* (cash and barter) is a two-minute daily discussion of technology. *Stay Healthy* offers "fast tips on health" for humans and animals.

In its third year, the *Forbes Magazine Report* is licensed to Mutual Broadcasting System and carried on 242 stations on a barter basis. This two-and-a-half-minute daily business feature attempts to find "the wit" of business and government policies. Recently Radio Works launched a Spanish-language counterpart called *Revista Reportera Forbes*. This does not translate the English report: rather, it is a completely new program written by a Hispanic staff and focusing on issues affecting the Hispanic community.

Two longer-form programs include a half-hour weekly *Some Kind of People*

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(cash) which interviews leading figures in politics, sports, health and entertainment; and *Rock Files*, a cash and barter program. The latter takes a specific week "somewhere in the past 20 years" and re-creates the news, the fads, the trends, and culture of the times through actual tapes and dramatization. From that week in history the top 40 hits are played in their entirety.

Based in Dallas, **Century 21 Programming**, offers 14 formats varying from country to Christian to more than 300 stations. Dave Scott, president, said that "stations are less and less willing to be just like somebody else," and they are seeking their own little niche. This explains the increasing number of crossover stations that are trying to combine formats, Scott said.

Revenues for 1981 were "over \$3 million" based on rates of \$600 a month for smallest markets to \$1,800 a month, with the average being \$750 a month. Century 21, which began as a rock programmer, still continues to offer four programs in that format. Scott said it "stays strictly away from doing specials," since the networks are better at producing them.

An early entry into the syndicated radio rock show, **D.I.R. Broadcasting**, New York, began in 1972 with the *King Biscuit Flower Hour*. Ten years later, the program is still in syndication on more than 300 sta-

tions. Another successful program for D.I.R. is the *Silver Eagle—Cross Country Radio Show*. This weekly country music series airs on 400 stations. *Supergroups in Concert* features music and concerts by rock groups, while *The Inside Track* combines interviews and music of rock stars. *Rock Radio Awards* is an annual two-hour special recognizing radio as "the medium most responsible for creating today's hit records." These programs are offered on a barter basis.

Noble Broadcast Consultants, San Diego, currently produces four formats for 25 stations. Just about half of those, reported Rich Woods, vice president, carry its beautiful music format. Woods said his company programs 24 hours a day, seven days a week. Two of its formats, Album Oriented Rock and Adult Top 40, are offered on a consultancy basis only, with stations getting fresh logs each day. The other two formats, beautiful music and Contemporary Hit Radio, are supplied by tape. Major-market stations account for 30% of his clients, Woods said, and the balance are small and medium markets. Rates, strictly cash, range from \$600 to \$6,000 a month.

Since record companies have gotten out of recording beautiful music, Woods said, Noble is recording it. It takes five-and-a-half days before any beautiful music cut is repeated, Woods noted, although "hotter

hit formats" may have a cycle of only one hour. Woods believes there is no real decrease in popularity of beautiful music as some critics are claiming, but only changes in the methodology Arbitron uses to rate the formats. The "market is simply being fragmented" by Arbitron's new measurement techniques, claimed Woods, and the fact that many markets can claim the top one or two stations with a beautiful music format testifies that Arbitron is off the mark, he added.

Four-year old **Sunbelt Network**, Dallas, syndicates the *Stanley Marcus Commentary*, featuring the former head of the Dallas-based Neiman Marcus department store chain, heard on 40 stations. James T. Johns, president, said Sunbelt's specialty is adult-oriented informational programming, and offers 15, 90-second pieces providing advice on gardening, pet care, medicine and travel. Sunbelt is distributed on a barter basis and currently serves 110 stations. Revenues were about \$300,000 in 1981.

Johns said that Sunbelt is working on a longer format to be offered five days a week. Satellite distribution has been investigated and remains a possibility, said Johns, although not at this time.

Nashville-based **Musicworks Inc.** currently syndicates several formats, although country music is its forte. Listed

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on its menu of formats are Live Country; Casual Country; Country 80, which general manager Bill Robinson said is currently its "fastest selling program"; Pop Adult Life Style, unannounced adult contemporary soft rock, and Light n' Easy, easy listening, all available on a cash basis.

In addition, Musicworks has just begun marketing a Hispanic music format and a new program called *Question Mark*, a series of four-minute vignettes, answering questions about country music and personalities. Another program, *Grand Ol' Gospel Time*, is recorded live on the stage of the Grand Ol' Opry and heard on more than 100 stations.

FirstCom Broadcast Services in Dallas, a cash-only company that began in 1980, markets production libraries. These include commercials, generic and customized advertising campaigns and background music. According to vice president and general manager, Donald Alt, the libraries are sold for a minimum three-year period and range from \$200 to \$2,000 a month. Revenues have doubled since 1980, he said. According to Alt, FirstCom has no immediate plans to go on satellite because timeliness is not a factor in its production, and there are "too many variables with stations."

Established in January 1981, **The Syndicate** in Oakland, Calif., offers two national features: the *Byline* political commentary series aired on more than 175 stations, and *Perspective on the Economy* aired on 125 stations. Both are available on a barter basis. In addition, The Syndicate works with the University of Texas to promote a two-minute daily *Star Date* astronomy series. The feature was recently converted from a government-funded program to a self-supported program heard on 120 stations on a cash basis.

Focusing on information and service programs, **Jameson Broadcast Inc.** in Columbus, Ohio, currently offers four features, each taken from magazines. One of them, *Mother Earth News*, based on the magazine of the same name, is a three-minute "how-to, simple guide to natural living," according to president Jamie Jameson. It is currently aired on 947 stations. *Inside*

Family Circle, based on the editorial copy from *Family Circle* magazine, offers "helpful household hints." *Energy Watch* consists of interviews with energy experts and an energy-saving tip at the end of each three-minute daily report, and *New Age Radio* offers "upbeat news and information on growing old in America."

In addition, Jameson said the company is working on two other features: *Soup's On*, a one-minute daily with Soupy Sales, and *Prevention Health Report*.

Golden Egg, Los Angeles, headed by Richard Cook, syndicates one program, *Future File*, which is heard on 110 stations in the United States, Australia and Canada. This series focuses on future technology, life styles and reports about authors, scientists and researchers who are experts in their respective fields. It is available on a cash basis.

Now in its eighth year, Los Angeles-based **Public Affairs Broadcast Group** is heard on 450 stations, only 5% of which are non-commercial. A producer of issue-oriented and consumer programming, it had revenues of \$500,000 in 1981, almost double the previous year, according to Pegge Goertzen, general manager.

The "hottest thing selling at the moment," said Goertzen, is *American Voices*, a two-minute strip appearing 10 times a week on 75 stations, featuring spokesmen and representatives from public interest groups and trade associations addressing current issues. The two-minute segment, Goertzen explained, is "easy to swallow" for stations that would be less inclined to run longer, feature-length public interest programs. *American Voices* is "very controversial," and often provokes a flurry of letters—both pro and con—from listeners.

Still going strong after eight years on 150 stations is *In Depth Magazine*, hosted by Goertzen, which features one-hour treatments of newsmakers and current issues each week.

"We're bringing back material from the early 60's" that combines well with current MOR, said Thomas Krikorian, president of Southfield Mich.-based **Radio Programming Management**, in explaining his

company's new "classic" MOR format. Krikorian said the newly mixed format, produced for AM stations and targeted to an over-35-year-old audience, was "designed to give the station a very comfortable and familiar atmosphere." Introduced at the beginning of this year, "classical" MOR is now carried in eight markets.

He offers three other formats, Contemporary Beautiful Music, Classic Beautiful Music and Progressive MOR, reaching more than 60 stations—70% of which are FM. Krikorian reported revenues last year of \$500,000 for his cash-only company.

Krikorian also said that with help from computer technology, RPM has expanded its MOR format to 10 categories, up from what he said are the normal three to five. The computer can increase variations in vocals, instrumentals and tempo, and custom material can be added.

Marking 25 years in radio syndication this year, **Narwood Productions**, New York, is claiming success with *Country Closeup*, a series of one-hour specials highlighting music and interviews with country music artists, now heard on 400 stations. Other programs offered by Narwood include *The Musicmakers*, one-hour weekly on 185 stations; *Outlook*, 90-second daily heard on 150 stations, and *Minding Your Business*, 90-second reports, aired twice daily and dealing with the decision-making process in small and large business operations. All programs are offered on a barter basis. Narwood president Ted LeVan sees a move toward the 35-and-over demographic group as a major future marketing trend.

Multi Media Broadcast Associates, New York, currently syndicates two radio programs. *Celebrity Corner* airs for one hour five days a week "live on tape" from O'Neal's Times Square Restaurant in New York. Host and producer Stan Martin (in association with MMBA) conducts interviews with stage, screen, sports, entertainment and literary figures. Another program also hosted by Martin, *Jazz and More*, offers four hours of jazz and beautiful music.

According to president Robert Orenbach, the programs are targeted to the 25-and-over demographic. Both are open to both cash and barter syndication.

Based in Beverly Hills, Calif., **Inner-View Inc.** produces a one-hour weekly program of the same name. This AOR music and conversation program is currently aired on 150 stations. According to president Jack Morris, the company is also planning a series of specials that will be available in this year's fourth quarter and 1983.

Although he said that he is "always willing to talk about it," Morris sees satellite as the "Nehru jacket of the '80s" until it can become competitive with traditional methods of distribution and can offer "guaranteed competitive reception."

With more than 140 stations signed, **Music of Your Life**, Huntington, Conn.,

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has begun its fourth year producing a radio format of the same name featuring the classic pop hits of the past 40 years. Billed as a "radio format composed of matched-flow 'foreground' music selected to evoke maximum emotional response," the program is geared toward the 35 and over age group, whom President Al Ham said "have been musically ignored for the past 20 years." *Music of Your Life* is sold on a cash basis with prices ranging from \$650 to \$4,000 a month, depending on the market size.

With the introduction of satellite distribution in November 1980, **The Wall Street Journal Reports**, (a division of Dow Jones, New York) feeds 18 live, three-minute business/financial newscasts each day. According to manager of affiliate relations, Gig Barton, six of the 18 feeds carry a national commercial sold by Dow Jones, while the rest carry a promo to be covered with a local commercial. An internal window for local sales is carried by all 18 reports as well. The *Report* is aired in the "top 50 markets and a few select secondary markets" on 70 stations, said Barton.

National Radio Theater, Chicago, produces and syndicates audio dramas and features which are heard on 341 public and fine arts stations. With a \$750,000 grant from TRW Inc., NRT packaged a year-long weekly series that included radio adaptations of *The Odyssey of Homer*, *Tale of Two Cities*, and playwright Harold Pinter's *A Slight Ache*.

The show is offered free to stations, said Kate Busch, marketing manager, which is essentially a barter deal because TRW gets "heavy" recognition as the sponsor. Until this year, NRT could be heard only on WFMT(FM) Chicago, and once it decided to go national, more than 240 stations were signed up within eight weeks. It is distributed to 98 stations via Westar I and also serves 15 commercial stations, six in major markets.

In the first few weeks of its *Odyssey* series, which in its entirety consisted of 26 one-hour programs, NRT received more than 13,000 letters. It also won a Peabody award.

NRT was founded nine years ago by producer and actor Yuri Rasovsky, who continues to direct, write and produce the NRT series. "Hundreds" of programs have been produced since it began and, besides drawing on a local pool of theatrical talent, NRT has occasional special guests such as Ed Asner, Michael York, and James Earl Jones to narrate and read parts.

Peters Productions in San Diego has seen a "big growth" in its traditional MOR format, *Your Life*, since its inception last year, according to director of programming and operations, Jack Merker. Also offered for syndication are: *The Great Ones* (adult contemporary), *The Rock* (top 40 singles and albums), *All Star Country*, *Country Lovin'* (traditional country) and *Natural Sound* (combination of MOR and modern

country).

With its material heard on 180 stations, Merker said revenues have increased 25% over last year. And despite reports that beautiful music formats are dying (BROADCASTING, Aug. 23), he says its beautiful music ratings "are higher than they've ever been," possibly due to increased use of foreground music and vocals.

Money Broadcast Productions Inc. in Chicago concentrates on its *Pomerantz on Money* which is heard on 260 stations. These daily two-and-a-half-minute vignettes offer financial advice on topics ranging from "money and teeth" to the pros and cons of money market funds. The program is available on a barter basis.

Run solely by students of Princeton University, **Focus on Youth** is in its ninth season and producing two weekly, half-hour shows, *American Focus* and *Radio Magazine*. According to Larry Rosin, president, *Focus* is heard on 430 commercial stations and *Magazine* on 40. *Focus* is a "Meet the Press" type program, Rosin explained, with student panels interviewing politicians, entertainers and other newsmakers. Recent guests have included Senator William Proxmire (D-Wis.), Bob Hope, Secretary of Energy James Edwards and actor-producer Sylvester Stallone. *Magazine* consists of short interviews, usually two per program running about eight minutes each, geared to a younger audience. The shows are offered to stations on a barter basis, with Shell Oil the sponsor for *Focus*. "We have a product no one else has," said Rosin, and added many of the 40 students on the staff are considering broadcasting careers.

Heard on 19 stations last year, **Churchill Productions Inc.**, Phoenix, offers three formats: beautiful music, adult contemporary and a weekly religious format. According to President Tom Churchill, prices vary by market sizes, between \$900 to \$6,000 a month, strictly on a cash basis.

Revenues, he said, have increased 50% over last year. As for future satellite distribution, Churchill, like many syndicators, feels satellite technology has too many restrictions and not enough flexibility right now.

Botick Broadcast Services, Austin, Tex., has four FM stations subscribing to its adult contemporary format. All programming is custom made, said Bob Botick, president, and rates range from \$500 to \$2,000 a month.

Botick said he caters to the programmer who says, "We know the sound we want, we just can't get it executed." Since he has no canned formats, his own version of an adult contemporary format may sound "quite mellow in Indiana compared to [what airs under the same name in] New Mexico."

A broadcaster for more than 20 years, and in the syndication end for two, Botick said he also is getting into the consulting field and advising stations in programming,

sales and management.

Dealing equally in cash and barter, **Gert Bunchez & Associates Inc.** St. Louis, concentrates primarily on spoken word programs. These one-and-a-half to three-and-a-half minute programs run five days a week, and include *Inside Running*, *A Moment in Sports*, *Secrets of Keeping an Old House Young*, and *Mike and Henry*, a new program that discusses the law and how it affects the average person. In addition, the company offers *Spanish Novellas*, a one-hour soap opera broadcast in Spanish five times a week.

Solely owned and operated by Gert Bunchez, the company has no immediate plans to go on satellite.

Larry Vanderveen, president of **Radio Arts**, Burbank, Calif., said the *Entertainers*, an MOR format "continues to be what we are best known for," and is heard on more than 50 stations. Radio Arts offers six formats that collectively serve about 120 stations. Vanderveen said Radio Arts continues to produce feature programming, such as *Country Countdown* and *Your Hit Parade*, which appear on 160 stations.

Rates range from \$500 to \$6,000 a month, which includes jingle prices. Formats are offered on a cash basis, while feature programs are cash and/or barter. Vanderveen also reported that his company is working on a new national feature series, a daily strip that is to be female oriented and offered on a bartered basis.

Easy listening is the only format **Master Broadcast Services**, Morrisville, Pa., supplies. Jason Taylor, president, said he served 18 stations last year with rates starting at \$800 a month. His package includes an annual general base library of 187 hours plus special music and 80 hours of replacements. Taylor expressed concern that "a lot of people are leaving the [easy listening] format" and moving toward softer rock. To counter that, Taylor said, he's trying to add more original vocals to the beautiful music "concept," as opposed to the old method of using "polite voices and syrup strings." Taylor also said he doesn't have much faith in the computer-assisted method of easy listening composition that finds ever more categories in which to divide the format. He prefers relying on the ear to produce a good piece.

Offering eight formats, **CaVox Stereo Productions**, Inglewood, Calif., serves more than 200 stations. Bob Mayfield, national sales and programming director, said that business "slacked off for a while but is picking up again." He also said that CaVox is developing an oldies format and some background formats. CaVox also offers a library service, Mayfield said, so stations can mix and "tailor sounds to their individual market." Small and medium markets are CaVox's specialty, with rates ranging from \$250 to \$400 a month for the cash-only company. □

Focusing radio's energies in New Orleans

Annual NAB programing conference features nuts-and-bolts instruction in research, programing and management

This year's National Association of Broadcasters' Radio Programing Conference began yesterday (Aug. 29) and is offering delegates a host of workshops, panels and roundtables devoted to examining new technologies and radio's future.

Attendance for the four-day conference (Aug. 29-Sept 1.) at the New Orleans Hyatt Regency hotel is expected to top last year's 1,800. The conference has been characterized as "a working convention where people want to learn, not listen to speeches." Radio programers will have access to research fairs, legal fairs, people management sessions and informal roundtable discussions. Programing consultation booths will be set up for Tuesday afternoon from 12:30 to 4:30 p.m., providing delegates with an opportunity to confer with top radio programers.

Billed as the highlight of the conference is a general session called "Tomorrow's Radio," where NAB will release the results of a research study conducted on the future and present role of radio. The research was commissioned by the NAB and completed by Browne, Bortz & Codrington of Denver.

Sixty-seven hospitality suites have been booked and about 40 companies have reserved space in the hotel's 20,000-square-foot exhibition hall. In addition, nine format rooms will be open on Sunday and Monday evenings.

The comedy team of Jerry Stiller and Anne Meara, veterans of a number of successful radio advertising campaigns, had been scheduled to appear at a Monday luncheon, but have canceled. NAB has substituted Alan Barzman and Bert Berdis, whose diversified careers include radio advertising. The Manhattan Transfer singing group will perform at the Tuesday night dinner. A list of exhibitors follows. □

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155 Avenue of the Americas, New York 10013

Bobby F. Griffin 20
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Broadcast Audio Corp. 12
11355 Pyrites Way, Rancho Cordova, Calif. 95670

CBS Radio Stations News Service 8
2020 M St., Washington 20036

Byline Magazine.

Celestial Mechanix 59
612 Hampton Rd., Venice, Calif. 90291

Promotional campaign production and marketing. **Staff:** Bob Benderson, Ed Dale.

Continental Plastic Card 27
Box 8408, Coral Springs, Fla. 33065

Plastic membership cards. **Staff:** Norm Levy, Ann Levy.

David Green Broadcast Consultants 82,83
Box 590, Leesburg, Va. 22075

Eagle Network 87
50 Music Square West, Suite 406, Nashville 37203

Finntek Ltd. 80
12797 South 2230 West, Box 235, Riverton, Utah 84065

Fireball Management 4
Box 580, Freeport, N.Y. 11520

Hamilton Production Center/Patch Bay Studios 28
20001 N.E. 15th Ct., Miami 33179

Harris 29
Box 4290, Quincy, Ill. 62305

Program automation, business computer system and modular audio consoles. **Staff:** Larry Zaiser, Scott Martin, Tom Ransom, Wally Kabrick, Jack Ducart, Will Bone, Curt Lutz.

House of Music 58
Box 17101, Irvine, Calif. 92713

IGM Communications 7
4041 Home Rd., Bellingham, Wash. 98226

International Tapetronics 68,69
Box 241, 2425 S. Main St., Bloomington, Ill. 61701

Audio tape cartridge machine. **Staff:** Charles Kelly, Larry Hutchins.

Kahn Communications 26
839 Stewart Ave., Garden City, N.Y. 11530

Leonard Sloan & Assoc. 66
2542 Elm St., Dallas 75226

Sales promotion items.

Libra Programing 64
1954 E 7000 South, Salt Lake City 84121

Libra computer broadcast system for scheduling traffic and accounts receivable on IBM System 23 datamaster. **Staff:** William Waller, Julius Newmeyer.

Logitek 54,55
3320 Bering Dr., Houston 77057

Audio consoles, audio series modular studio and production consoles, phono preamps, program timer, peak-reading audio displays, audio power and distribution amplifiers. **Staff:** Tag Borland.

LPB Inc. 42
28 Bacton Hill Rd., Frazer, Pa. 19355

3M 68,69
3M Center, St. Paul 55144

Scotchcart radio broadcast cartridge.

Media Americana 84
3220 Geronimo Dr., Oxnard, Calif. 930033

Face to Face. **Staff:** Pamela Geagan, Robert Emerson, R. Richard Conners.

Media Services 5,6
1713 N. North Pl., Chicago 60614

Micro computer weather service for radio stations. **Staff:** Roger Skolnick, Earl Finkle.

Micro-Trak Corp. 57
620 Race St., Holyoke, Mass. 01040

The Music Director 41
Box 103, Indian Orchard, Mass. 01151

Adult contemporary music supply service, adult contemporary playlist, basic gold oldies library, Christmas programing package, research publications. **Staff:** Budd Clain, Bill Schoenborn, Brenda Clain, Dick Garde, Chuck Voboril.

Noble Broadcast Consultants 65
4891 Pacific Hwy., San Diego, Calif. 92110

Otis Conner Productions 61,62
2829 W. N.W. Hwy., Dallas 75220

Pacific Recorders & Engineering 1,2
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Processing Plus 36
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 Wescosville, Pa. 18106

Radio Computing Services 88,89
 Two Dean Dr., Tenafly, N.J. 07670

Radio-TV Commission of the Southern Baptist Convention 86
 6350 W. Freeway, Fort Worth 76150

Powerline, Country Crossroads, On Track, Streams in the Desert, Sounds of the Centuryman, Black Beat, Master Control, Baptist Hour, At Home with the Bible, Horizontes, Control Central, Momentos de Meditacion. **Staff:** Claude Cox, Tim Campbell, Craig McMullin, Ed Malone, Jim Rupe, Kirk Teegarden, Chuck Ries.

Reuters 85
 1212 Avenue of the Americas, New York 10036

Reuters Radio Network. **Staff:** James L. Outman, William L. Conklin, Laurie H. Lambert.

Sacred Heart Program 60
 3900 Westminister Pl., St. Louis 63108

Brochures, demonstration disks, demo tapes. **Staff:** Rev. George Von Kaenel, Jerry Irvine, Sarah Wortman, Janet Brown, Rita Burnside, Rosemary Zimmer.

Scientific-Atlanta 10,11
 3845 Pleasantdale Rd., Atlanta 30340

Skinny Joe Productions 23
 7898 Ostron, Suite I, San Diego, Calif. 92111

Station Research Systems 38,39
 14677 Midway Rd., Suite 204, Dallas 75234

Autoselect, Musictrack, Marketrack. **Staff:** Carl Barringer.

Toby Arnold 91
 4255 LBJ, Suite 156, Dallas 75234

Unforgettable, The Rolling Stones 20th Anniversary Special, New Project Sinatra, Life & Music of Bob Wills, Country Super Stars, production bank, station ID's. **Staff:** Toby Arnold, Dolly Arnold, Jim Kerr, Norma Kerr.

U.S. Tape & Label 3
 1561 Fairview Ave., St. Louis 63132

Labels, bumper stickers. **Staff:** Byron Creelius.

Visual Impressions 22
 25 E. Main St., Suite 515, Rochester, N.Y. 14614

WBEN 63
 2077 Elmwood Ave., Buffalo, N.Y. 14207

Zachry Associates 90
 Box 1739, Abilene, Tex. 79604

SEPTEMBER IS SMASHING



CBS Sports starts a smashing September with exclusive network coverage of the U.S. Open Tennis Championships. The action gets under way with nightly updates and continues with full weekend coverage on CBS Sports!

Public TV joins with new media

WTTW Chicago-produced music specials will be fed by satellite to cable, MDS, STV

Seeking to tap into the flow of pay television revenues, noncommercial WTTW(TV) Chicago will produce four live musical concerts over the next several months and deliver them via satellite to a variety of STV, MDS and cable programmers.

The series of concerts, dubbed MusicAmerica Live and featuring "middle-of-the-road" entertainers, will be enhanced by stereo simulcasts by FM stations in each market where they are seen.

According to WTTW, four STV operator programmers have agreed to carry the concerts including Oak Communications' ON-TV (Los Angeles, Chicago, Miami, Phoenix, Salem, Ore.); Satellite Television & Associated Resources (San Francisco and Boston); Chartwell (Detroit), and Dynacom (Cincinnati). STAR Louisiana, a New Orleans MDS operator, and Home Theater Network, Group W's pay cable network, have also signed on.

Keven Wilder, a spokeswoman for WTTW, said the station is actively searching out additional outlets for the concerts, including individual addressable cable

systems that could offer the program as moderately priced (around \$5) pay-per-view events.

All but one of the four one-hour concerts have been set. The first features Johnny Mathis and emanates from the Holiday Star Theater in Merrillville, Ind., on Sept. 17. The second spotlights Frankie Valli and the Four Seasons at the Park Chicago's West Park Concert Hall on Oct. 8. The third stars the Manhattan Transfer on Dec. 11 from an undetermined site in Joliet, Ill. All three will begin at 10 p.m. NYT.

Wilder said last week that plans for the fourth concert were still being firmed up and she declined to discuss details.

The concerts will be distributed to the various pay programmers by Netcom Enterprises, a Burbank, Calif., company that specializes in ad hoc networks. Netcom will provide transportable satellite uplinks at the concert sites, arrange for the satellite time and set up transportable downlinks for the pay programmers that need them and for the participating FM stations.

Wilder did not know what FM stations would be involved, saying that making arrangements with the FM stations in each market was being left to the pay programmers.

Production of concerts is not new to WTTW. Since 1974, it has produced

Soundstage, a series of concerts featuring performers from a broad range of the musical spectrum for the Public Broadcasting Service. Executive producers of MusicAmerica Live are Ken Ehrlich, creator of *Soundstage* and now an independent Los Angeles producer, and WTTW's Tom Engle.

Hinting that if the first round of concerts is successful, others will follow, Wilder said there is "a growing appetite" for such programming from "a quality production house."

Wilder declined to comment on how much WTTW was charging the programmers or how much it was spending for the production of the concerts and their distribution through Netcom. □

Metromedia merges syndication units

Metromedia last week gave formal word that it will consolidate its two syndication arms, Metromedia Producers Corp. and BBI. The name Metromedia Producers Corp. will be retained but with headquarters at the former BBI location in Boston.

The consolidation comes as no surprise. Since Metromedia acquired BBI along with the purchase of WCVB-TV Boston earlier this year, some sort of merger has been expected. And last month, Metromedia named Chet Collier, its BBI vice president, to the post of executive vice president, syndication, Metromedia Producers (BROADCASTING, July 26).

Joining Collier now in the executive echelon of Metromedia Producers are Paul Rich, vice president of sales, and Bruce Marson, vice president of production. Both held those titles at BBI.

Metromedia said that Robert Wood, Metromedia Producers president, would continue to head network television program development from Hollywood.

Anticipating that announcement of a consolidated Boston base would turn some heads in the industry, Metromedia Producers's Rich explained, "You can create good television anywhere ... There's no magic to New York and Hollywood."

Furthermore he said that he expects economic and psychological benefits from headquartering syndicated production and distribution there. By being outside the two television capitals, Rich said, Metromedia Producers will be "coming at [the business] differently" while nevertheless remaining "very commercial."

Rich said that staff adjustments still are being worked out. Of the Metromedia syndication staffers on the West Coast, he said, some will remain there but with most given the option of a move to Boston. In combining the staff, not all the salespeople

Closed captioning. NBC-TV will continue to broadcast closed-captioned programs and commercials for the hearing impaired during the 1982-83 season but *only* when captions are provided by producers, advertisers and others. Since CBS-TV hasn't been captioning, that will leave ABC-TV as the only commercial network paying the National Captioning Institute to caption programming and actively providing service.

NBC, for the past two seasons, had been offering about five hours of captioned programming weekly but ended the NCI relationship, claiming decoder use in homes fell well below expectations. NBC, however, said it would air reruns of previously captioned material and open its planned national teletext to captioning—but only if supplied from outside.

CBS also plans captioning on its upcoming national teletext system but said it intends to pay for it. Meanwhile ABC plans eight hours of closed captioned series programming weekly for 1982-83 (with *Dynasty* joining the list) plus an expanded captioned format for *NFL Monday Night Football*.

On the noncommercial side, the Public Broadcasting Service will continue this year providing about five hours weekly of new captioned material along with five hours of repeat programming, but its funding is shrinking. The Corporation for Public Broadcasting, which has provided \$200,000 to PBS for closed captioning, has committed \$100,000 for 1983.

In a press release issued in reaction to the NBC announcement, NCI expressed mixed emotions. It is "naturally disappointed that NBC has elected not to continue funding closed captioning of its programming," it said, but it is "pleased" the network will air programs captioned out of the pockets of others.

According to an NCI spokesman, the network has spent a little more than \$1 million over the past three years to have some of its programming captioned: \$520,000 in 1980; \$400,000 in 1981, and \$100,000 in 1982.

NCI said it was "optimistic" that it could secure sufficient funds from corporations and foundations to caption as much, or perhaps more, NBC programming in 1982-1983 than it did last year. It already has some commitments. It has received a corporate grant to caption two Saturday morning children's programs, at least one of which will appear on NBC, it said, and other funds have been obtained to caption *Facts of Life* and *Diff'rent Strokes*.

According to NCI, nearly 60,000 homes are now equipped with decoders necessary to receive and display the captions, representing an investment by the hearing impaired of nearly \$20 million in the line 21 service.

will be kept. However, Rich stressed that he is seeking to cull from both Metromedia and BBI staff strengths.

Metromedia Producers' current syndicated inventory includes *The Merv Show*, *Weekend Sports Wrap-Up*, and the off-network *Vegas* and *Dynasty*, in addition to movie packages and foreign distribution series rights. BBI brings *Tom Cottle Up Close*, *HealthBeat* and *The Law Works* to the fold.

In addition, BBI has been developing a possible new weekly half-hour series, *Survive*, based on true stories of people who have survived life-threatening circumstances. □

Cronkite reacts to cancellation of 'Universe'

Saying the CBS program did not get a 'fair shake,' Cronkite denies series had declining ratings, reason cited by network for dropping the science series

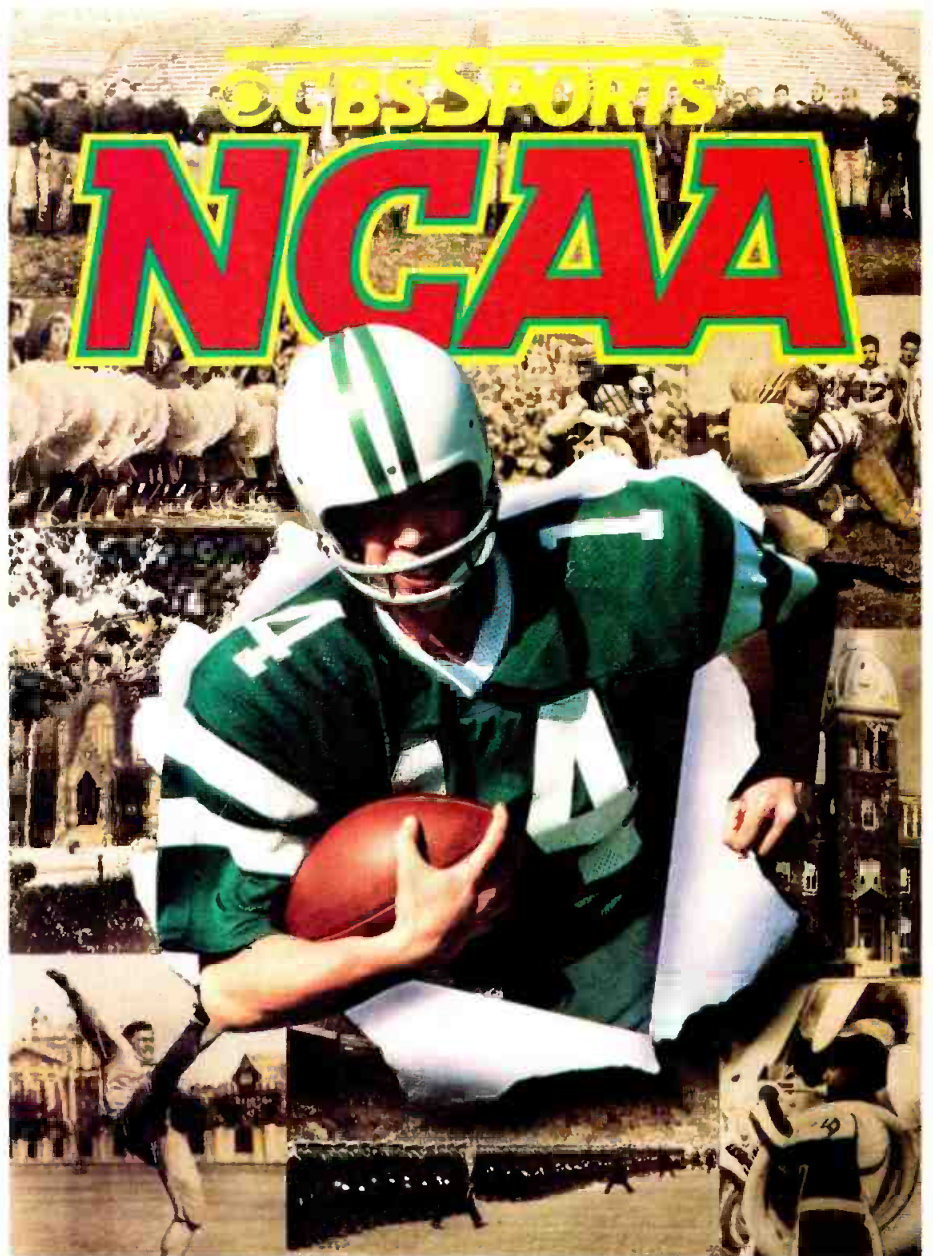
The man who for almost two decades symbolized CBS News to most television viewers, believes that in explaining the recent cancellation of *Universe*, CBS "presented a picture of what happened that is unfair to the program, to the people who put it out and to the public." Walter Cronkite, who hosted *Universe*, and who read the explanation of the cancellation that was fed to the press while he was on vacation, said last week: "The reason given was that *Universe* had declining ratings... We didn't have declining ratings, we had some bad weeks following pre-emptions."

Cronkite, elaborating on published reports, maintains he is not upset with the cancellation, per se. "This isn't a feud; it's all perfectly rational," although he added: "I don't think *Universe* got a fair shake this summer," having been pre-empted three times out of 12 weeks, and placed against the *All Star Game* another night. Still, Cronkite said, "we've never been third. We came in second every week." (That record was broken by the final week, when *Universe* did place third.)

Cronkite's big worry, he says, is that CBS's account, which he considers inaccurate, "might be taken by producers to indicate there's no audience" for such programming, and that, he feels, "is an injustice to the audience" that is indeed there.

With the cancellation of *Universe*, Cronkite is still working on three upcoming specials for CBS News, and is available "for news assignments." He investigated "in a cursory way" syndication of *Universe*, but recognized the financial interest rule that his membership on the CBS board of directors would pose for such an effort. Has he considered the route Bill Moyers has just taken, readying a program for CBS Cable? "Nobody's suggested CBS Cable to me," he said, adding, "Well, I'd consider it." □

SEPTEMBER IS EXPLOSIVE!



The color and excitement of NCAA Football on CBS Sports debuts when Pittsburgh meets North Carolina in primetime on September 9. Through the season, you'll see such classic match-ups as USC-Notre Dame, Oklahoma-Nebraska and Army-Navy. For the complete picture of the tradition, pageantry and explosive action of NCAA Football, look to CBS Sports!

Showtime sale

Westinghouse sells its half of cable programmer back to Viacom for over \$75 million

In one of the more dramatic returns on investment yet realized in the cable industry, Westinghouse Broadcasting and Cable last week sold back to Viacom, for over \$75 million, the half interest in Showtime that Westinghouse acquired as part of its separate purchase of Teleprompter early last year. That sum represents 12.5 times the dollars Teleprompter and later Group W put into Showtime, including absorption of operating losses, since the Jan. 1, 1979, start of the joint ownership arrangement.

The Westinghouse explanation of its reason for selling came from Group W Chairman Dan Ritchie, who indicated Westinghouse desired to either buy out Viacom, or secure the management role in Showtime that Viacom held since founding the service in 1976. Unable to do either, Group W resolved to sell out, and "since Viacom is Showtime's founder and was its sole owner for so many years, we felt it appropriate to sell our interest to them," Ritchie said. Back in March, Viacom President Terrence Elkes had told analysts who asked if Viacom could or would regain 100% of Showtime that "we are unable to own 100% of Showtime and so is our partner" (BROADCASTING, March 29), a situation now altered by Westinghouse's change of heart.

One important condition of the sale is that Group W agrees to "maintain Showtime as the cornerstone of its pay cable services in all of its present and future cable television systems for a minimum of five years." Indeed, the contribution of subscribers that Teleprompter made to Showtime in becoming part owner was more important to the service's future than the dollars it paid—Showtime's subscriber count (3.5 million) following the buy-in.

On the Viacom side of the deal, Chairman Ralph Baruch told a New York press conference that there were differences in what the two partners "want to do long term" with the service and that they both felt "one owner is the best thing to do."

Group W's Ritchie has made no secret of his displeasure with the R-rated and



Buyout. Top executives of Westinghouse and Viacom announced the latter's acquisition of Group W's 50% interest in Showtime. L-r: William Bresnan, Group W Cable chairman and chief executive officer; Daniel Ritchie, Westinghouse Broadcasting chairman and chief executive officer; Ralph Baruch, Viacom chairman and chief executive officer; Terrence Elkes, Viacom president, and Mike Weinblatt, Showtime president.

adult aspects of the Showtime schedule (elements which are seen by some observers as being the very things Showtime is trying to use to differentiate itself from other pay programmers.) At the press conference, Ritchie broadened his criticism to "not just Showtime but the industry in general" saying "extremes of graphic violence and sexual exploitation are demeaning to human beings and the value of human life." Asked by one reporter to then justify the five-year commitment to retain Showtime on Group W Cable, Ritchie said Group W will continue its efforts to "get the cable industry to modify that position" but that in the interim "you can't give up pay altogether, you've got to be practical."

At the same time, Group W doesn't intend to expand its now wholly owned Home Theater Network into a competitor with Showtime and its rivals, Home Box Office or The Movie Channel. HTN, he said, will remain "a nice little business."

Ritchie also explained that the \$75 million price had been arrived at with the help of "a third party" and was "a very reasonable one ... maybe a bargain." Viacom's Baruch, asked to explain the computations underlying the price, said only that "there's a very complicated formula built into it ... there could be a contingent payment due at a future date." That payment, he said later, would be "reasonable."

Looking at the Viacom side of the deal, analyst John Reidy of Drexel Burnham Lambert thinks \$75 million is well worth investing in a half interest in Showtime's future. The 3.5 million subscribers should generate \$168 million in revenues a year, and if Showtime could get its profit margins up even to 15% (HBO's are estimated in the 25% range), that subscriber base would earn over \$25 million pre-tax annually; half of that, \$12.5 million,

would pay out \$75 million in six years.

Looked at another way, the \$150 million total worth the deal ascribes to Showtime equates to \$42.86 per each of its 3.5 million subscribers. That's a number remarkably close to the \$45 per subscriber at which The Movie Channel appears to be valued (\$100 million for a 2.2 million subscriber service) by the movie companies negotiating to buy chunks of the service (BROADCASTING, Aug. 16). Applying those values to HBO, with its 9 million-plus subscribers, would yield a worth over \$400 million.

But any way it's sliced, \$75 million is a lot more than Group W and its predecessor ever paid. Based on Viacom annual reports, there was a \$3 million payment in 1979, and another \$2 million paid earlier this year after certain subscriber goals were met by year-end 1981. Outside estimates of Showtime's operating losses, half of which would have accrued to Teleprompter/Group W, run \$300,000 in 1979, \$1.5 million in 1980, with 1981 being the first year of (modest) profit. Thus, close to one-third of the \$6 million Teleprompter/Group W shelled out was only paid a few months ago.

The Viacom officials asserted that they will have no trouble raising the \$75 million, which is due as "a short term obligation." They did, however, rule out going to the equity markets with a stock offering, given the relatively low price of Viacom shares at present.

Viacom's announcement of the deal said "this transaction will enable us to position Showtime as an integral part of Viacom's growth plans in an era of changing programming and distribution patterns. We will be utilizing Showtime as a base for the exploration of new services, seizing upon the many opportunities which present themselves in an ever-changing climate of rapidly developing technology.

Richards expansion. Cecil L. Richards Inc., Washington-based media broker, has announced the opening of new Midwestern offices to be headed by Lee M. Hague, former investment banker with Dean Witter Reynolds, Chicago, and owner of WPRZ(AM) Evanston, Ill. The new offices are to be located at 4320 Dundee Road, Northbrook, Ill.

We look forward to Showtime's entry into new arenas of entertainment and information."

Group W's Ritchie said the \$75 million his company will get is not being earmarked for any particular projects, but will be used to generally fund the expansion of Group W cable systems and program offerings over the next several years. □

FCC study offers clues to radio station revenues

Office of Plans and Policy survey shows power and competition influence gross; affiliation and nighttime protection don't

The more powerful a radio station is, all other things being equal, the higher its revenues—and trading price—should be, according to a study released by the FCC's Office of Plans and Policy last week. According to the same study, the higher the level of consumer income in an area, the higher the revenues of the radio stations in that area should be. Moreover, the study indicates that in two otherwise equivalent markets the stations in the market with the fewer radio stations can expect to generate more revenues than those in areas with greater station populations.

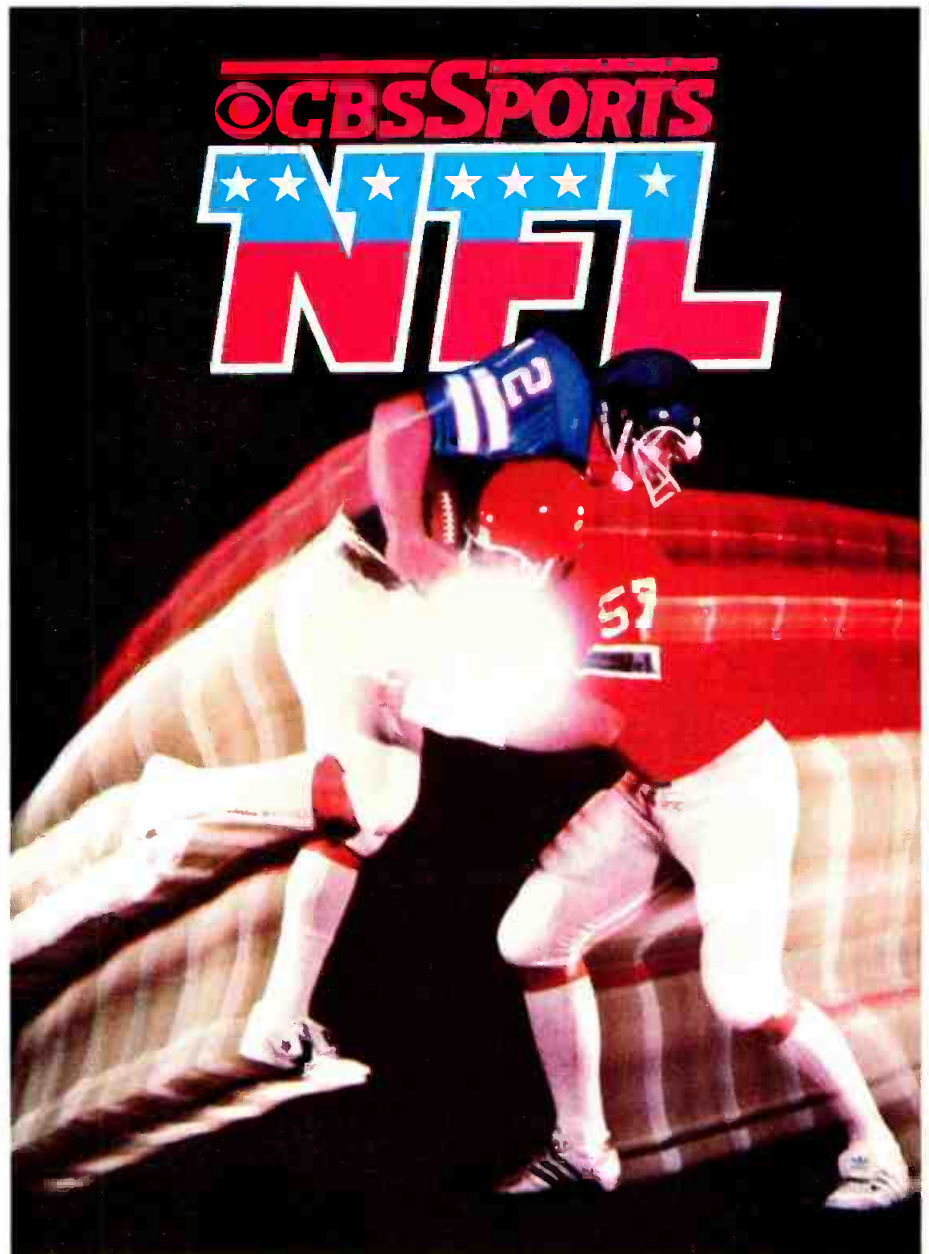
While none of that seems astonishing, the study also found, however, that, again with all other things more or less equal, network affiliation, the number of automobiles registered in an area, the number of TV stations in a market, newspaper circulation and whether an AM station has nighttime protection don't seem to have significant associations with station revenues.

Also according to the study, new stations in an average market are likely to attract about 50% to 70% of their revenues from "new" advertising (that is, not from advertising drawn away from established stations).

The lack of a significant relationship between revenue and nighttime protection indicates that the FCC's policy of not protecting the nighttime signals of Class IV stations "probably has, on the average, no significant adverse economic impact on those stations," the study said. "This finding suggests further that if and when the FCC should decide to authorize new full-time local service stations (for example, on the new 1605-1705 khz band established by the 1979 World Administrative Radio Conference), the stations will probably have a much greater collective economic value if the FCC spaces them geographically with concern only for daytime coverage areas than if it gives them nighttime signal protection against one another," the study said.

The study, "Statistical Determinants of Radio Stations' Revenues and Trading

SEPTEMBER IS POWERFUL



America's favorite weekend coverage of NFL Football returns to CBS Sports on September 12. Complete, incisive coverage is coming your way every week, and it all begins with television's most watched pre-game show, "The NFL Today." And it's only on CBS Sports!

Prices," was based on three data sets. One was a random sample of 100 large markets, drawn from the 400 largest radio markets. The second was a random sample of 100 small-market counties not among the top-400 markets. The third consisted of all commercial radio stations that changed hands between January 1980 and June 1981.

While the study noted that the factors influencing a radio station's revenues "differ in importance" from place to place and station to station, "nonetheless, certain average tendencies are likely to hold across the nation and across sufficiently large samples of stations," according to the study. □

Ind., and KCSM-TV San Mateo, Calif.—last week announced the hiring of two rep firms to promote business: Daly & Associates and Unirep.

While there have been some national advertisers attracted so far to the public stations, such as United Airlines, which bought a spot on WTTW, most of the business to date has been local.

WYES-TV, the first public station to air a commercial last March, now claims an account list of 83 clients, all local, with gross sales so far of more than \$200,000.

Daly & Associates will be representing

the stations in the New York, Chicago, Minneapolis and St. Louis markets. Unirep will handle Atlanta, Dallas, Boston, Detroit, Philadelphia, Washington, Los Angeles and San Francisco.

Aside from those seven stations, three other public outlets are participating in the test, but not with commercials in the traditional sense. WSKG(TV) Binghamton N.Y., has an arrangement with cultural and educational organizations. Both WNET(TV) New York and WQED-TV Pittsburgh are airing what they call enhanced underwriting credits. □

Public TV ad experiment: going national

Group of stations participating in ad experiment unite in effort to attract national advertisers; two reps hired to promote business

Seven public television stations currently airing commercials under a congressionally authorized 18-month experiment (BROADCASTING, July 19) have united for a national spot sales push.

The group—comprising WPBT(TV) Miami; WYES-TV New Orleans; WTTW(TV) Chicago; WHYY-TV Philadelphia; WQLN(TV) Erie, Pa.; WIPB(TV) Muncie,

Changing Hands

PROPOSED

WFLD-TV Chicago □ Sold by Field Communications to Metromedia for \$136 million; **WTCN-TV Minneapolis** □ Sold by Metromedia to Gannett Co. for \$75 million; **WXIX-TV Cincinnati** □ Sold by Metromedia to Malrite Communications for about \$45 million; **WMET(FM) Chicago** □ Sold by Metromedia to Doubleday Broadcasting for \$9.5 million (see "Top of the Week").

WHHR(FM) Hilton Head Island, S.C. □ Sold by Hilton Head Radio Corp. to Hilton Head Broadcasting Corp. for \$2.4 million. **Seller** is owner by H. Stewart Corbett Jr.

(60%) and DeMatteis Female Children's Trust (40%), who have no other broadcast interests. WHHR was bought in 1979 for \$1.19 million, including \$354,990 non-compete agreement (BROADCASTING, Feb. 19, 1979). Corbett, before acquiring WHHR, was vice president and assistant treasurer at Cox Broadcasting. **Buyer** is owned by Tom Harvey III and Jim Richardson (37.5% each) and Ernest Williams (24%). Harvey is president of Carolina Venture Capital Corp., Hilton Head. Richardson is real estate investor and Williams is retired stockbroker, both of Hilton Head. They are also permittee for new AM at Hilton Head. WHHR is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: R. A. Marshall & Co.**

OPPORTUNITIES IN THE WEST

- | | | |
|-------|---|-------------|
| AM/FM | Combo in rapidly growing and economically healthy region. This market offers extremely desirable living conditions and is just over an hour drive from beaches and ski resorts. Distinct tax advantages available with the lenient terms. | \$ 850,000 |
| AM | Affordable property in isolated single station market. Combined with the natural beauty of the area, this is an attractive opportunity and is available on flexible terms. | \$ 175,000 |
| FM | This full-power Class C is now the number one rated station in the market. An attractive metropolitan area within proximity of recreational resorts; Terms available. | \$1,110,000 |
| AM | Currently a single station market in a very attractive area. An underdeveloped opportunity at a bargain price; Terms available. | \$ 150,000 |

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8/30/82

WHTT(AM) Miami □ Sold by Metroplex Communications to Herbert Levin, Julio Rumbaut and Eduardo Caballero for \$2.2 million. **Seller** is Cleveland-based group of two AM's and four FM's owned by Norman Wain and Robert Weiss, who bought WHTT in 1979 for \$1.54 million plus \$200,000 for noncompete agreement (BROADCASTING, Feb. 26, 1979). **Buyer** Levin is vice president and general manager of WQBA-AM-FM Miami, where Rumbaut is station manager. Caballero is president of Caballero Spanish Media Inc., New York-based representative firm. None have other broadcast interests. WHTT is on 1260 khz with 5 kw full time. **Broker: Blackburn & Co.**

KTYL-AM-FM Tyler, Tex. □ Sold by Oil Center Broadcasting Inc. to Big Thicket Broadcasting Inc. for \$1.6 million. **Seller** is principally owned by Steve Adams and Dale Palmer, who own KIVA-TV Farmington, N.M., and KKCS-AM-FM Colorado Springs. Earlier this year they bought WGTU(TV) Traverser City, and its satellite, WGTQ(TV) Sault St. Marie, both Michigan, for \$1.8 million (BROADCASTING, June 14) and also bought, subject to FCC approval, KOLE(AM) Port Arthur and KZOM(FM) Orange, Tex., for \$1,325,000 (BROADCASTING, Aug. 23). **Buyer** is owned by Richard Beauchamp (80%), Henry Kane and Adam Polacek (10% each), who have no other broadcast interests.

Beauchamp is president of Atlanta refrigerated transport company. Polacek is general manager of WZGC(FM) Atlanta and Kane is Atlanta banker. KTYL is on 1330 khz with 1 kw full time. KTYL-FM is on 93.1 mhz with 100 kw and antenna 375 feet above average terrain. *Broker: Dan Hayslett & Associates.*

KMCK(FM) Siloam Springs, Ark. □ Sold by John Brown University to Apple Broadcasting Inc. for \$1 million plus \$500,000 for noncompete agreement. **Seller** is Siloam Springs-based educational institution and group owner of two AM's and two FM's and which on Sept. 1 will close its deal to buy KKIK(AM) Waco, Tex., for \$600,000 (BROADCASTING, Aug. 23). **Buyer** is principally owned by Jess Smith, news director at KKDA(FM) Dallas, and Allen Burns, Dallas business and financial consultant. Neither has other broadcast interests. KMCK is on 105.7 mhz with 100 kw and antenna 410 feet above average terrain. *Broker: Chapman Associates.*

WLAG(AM)-WWCG(FM) La Grange, Ga. □ Sold by La Grange Radio Inc. to LWB Atlanta Corp. for \$1,370,000. **Seller** is owned by Paul Reid, who this year also sold WBIB(AM) Fitzgerald, Ga., for \$350,000 (BROADCASTING, April 26), and has no other broadcast interests. Stations were bought in 1975 for \$285,000 (BROADCASTING, Sept. 15, 1975). Terms are \$350,000 at closing, assumption of about \$300,000 in notes, and balance to be paid over 20 years at 10% interest. First 15 months will be interest only, deferred and added to note to become principal. **Buyer** is principally owned by C. J. Lawrence Investment Co., New York, and Robert L. Williams. Jim Moltz is president of C. J. Lawrence, which has no other broadcast investments. Williams is former marketing director at McGovern Guild, New York, station representative and owner of WILI(AM)-WKJY(FM) Hempstead, N.Y., which he bought in 1979 for \$1,417,750 (BROADCASTING, Feb. 9, 1979). WLAG is on 1240 khz with 1 kw day and 250 w night. WWCG is on 104.1 mhz with 29 kw and antenna 220 feet above average terrain. *Broker: Chapman Associates.*

WTON(AM) Staunton, Va. □ Sold by Augusta County Broadcasting Corp. to Ogden Broadcasting of Virginia Inc. for \$1.3 million. **Seller** is principally owned by Albert C. Schmick (78.74%), Florence S. Howanitz (17.32%) and William Duncan (3.93%), who have no other broadcast interests. Station was bought in 1973 for \$415,000 (BROADCASTING, Aug. 20, 1973). **Buyer** is subsidiary of Ogden Newspapers Inc., group of 28 stockholders and publisher of *Wheeling* (W. Va.) *News Register*. G. Ogden Nutting is president and general manager. It also has bought, subject to FCC approval, WMNB(FM) (and CP for new AM) North Myrtle Beach, S.C., for \$1.5 million (BROADCASTING, Aug. 23). WTON is on 1240 khz with 1 kw day and 250 w night. *Broker: Blackburn & Co.*

KMHT-AM-FM Marshall, Tex. □ Sold by Radio Marshall Inc. to Marshall Media Inc. for \$1.1 million. **Seller** is owned by H. A. Bridge Jr. (50%) and E. W. Mahone Jr. and wife, Mildred (25% each). They are former owners of KLUE(AM) Longview, Tex., which they sold two years ago for \$525,000 (BROADCASTING, Aug. 4, 1980). **Buyer** is owned by George Franz (50%), Clint Formby (30%) and Ray Eller (20%). Formby owns 50% of KPAN-AM-FM, 45% of KTEM(AM)-KPLE(FM) Temple, 40% of KYLT(AM) Levelland and 30% of KTBB(AM) Tyler, all Texas. KTBB has been sold, subject to FCC approval, for \$857,164 (BROADCASTING, July 26). Franz is general manager at KTEM(AM)-KPLE(FM) and, with Eller principal owner of KSAM(AM)-KHUN(FM) Huntsville, Tex. KMHT is on 1450 khz with 1 kw day and 250 w night. KMHT-FM is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: George Moore & Associates.*

WINN(AM) Louisville, Ky. □ Sold by What-ever's Fair Kentucky Inc. to Communications Properties Inc. for \$774,900. **Seller** is owned by John T. Rutledge (65%), Charles R. Legette (30%) and Rutledge's wife, Marcella (5%), who bought WINN three years ago for \$1 million (BROADCASTING, Aug. 6, 1977). **Buyer** is owned by David R. Roederer (51%) and David Rogers (49%), who are former owners of WKED(AM) Frankfort, Ky., which they sold last year for \$350,000 (BROADCASTING,

Sept. 7, 1981). WINN is on 1240 khz with 1 kw day and 250 w night.

KOZA(AM) Odessa, Tex. □ Sold by Harris Enterprises to Capital Communications Inc. for \$700,000 including \$35,000 consultancy and brokerage fee. **Seller** is Garden City, Kan.-based newspaper publisher and group owner of seven AM's and four FM's owned by John P. Harris and family. Broadcast group is headed by former FCC Commissioner Robert Wells. It bought KOZA four years ago for \$610,000 (BROADCASTING, July 9, 1979). It also this year acquired WACO(AM)-KHOO(FM) Waco, Tex., for \$2,668,000 (BROADCASTING, Feb. 16) and last year sold KEKA(AM)-KFKZ(FM) Greeley, Colo., in which it held 60% interest, for \$1.8 million plus \$150,000 noncompete agreement (BROADCASTING, Sept. 14, 1981). **Buyer** is owned equally by William G. Haynes, Mark L. Morris Jr. and Bob Russell. Haynes is Topeka, Kan., attorney. Morris is Topeka veterinarian. Russell is general manager of KOZA and will be president of new group. None have other broadcast interests. KOZA is on 1230 khz with 1 kw day and 250 w night. *Broker: George Moore & Associates.*

WTIM(AM)-WEEE(FM) Taylorville, Ill. □ Sold by Delta Media Inc. to Sky Communications for \$550,000. **Seller** is principally owned by Harold Hoefker, George Ferry and John Ulz, who each own 17% of

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WCTW(AM)-WMDH(FM) New Castle, Ind. **Buyer** is owned by Dwain L. Munyon (60%) and Patrick Delaney and wife, Joanne (40% jointly). Munyon is salesman and Delaney is technician, both at WCLS(AM)-WLXR(FM) La Crosse, Wis. WTIM is 1 kw daytimer on 1410 khz. WEEE is on 92.7 mhz with 2.6 kw and antenna 360 feet above average terrain.

KTNT(AM) Tacoma, Wash. □ Sold by Tribune Publishing Co. to Positive Broadcasting Inc. for \$522,500. **Seller** is owned by family of late Eric Baker Ward, who also own co-located KNBQ(FM). **Buyer** is principally owned by Larry Dennis and Donald Atkinson. Dennis conducts sales management training programs based in Portland, Ore. Atkinson is salesman at KWYZ(AM) Everett, Wash. Neither has other broadcast interests. KTNT is on 1400 khz with 1 kw day and 250 w night.

KWKN(AM) Wichita, Kan. □ Sold by Swanson Broadcasting Inc. to Sampson Broadcasting Inc. for \$450,000. **Seller** is Tulsa, Okla.-based group of four AM's and three FM's principally owned by Gerock H. Swanson, president. This year it also sold KEGL(FM) Dallas-Fort Worth for \$8.5 million to Sandusky Newspapers (BROADCASTING, March 8). **Buyer** is owned by Jack Sampson (51%) and wife, Arvilla (49%), who own KSKV(FM) Hutchinson, Kan. Kwkn is on 1480 khz with 5 kw day and 1 kw night.

WPET(AM) Greensboro, N.C. □ Two-thirds sold by Donald Wiks and Michael Schwartz to Thomas Armshaw for \$450,000. Majority stockholders are selling their interests to minority stockholder. WPET is 500 w daytimer on 950 khz.

WKGR(AM) Gainesville, Fla. □ Sold by Kent Communications Inc. to Sunshine Wireless Co. for \$342,000. **Seller** is owned by R. Kent Replogle, who bought WKGR last year for \$432,500 (BROADCASTING, March 30, 1981) and is seeking waiver of three-year rule because no profit will be realized from sale. **Buyer** is owned by Donald and Richard Berlanti, brothers (50% each), who own WKQS(FM) Boca Raton, WLQY(AM) Hollywood and WYKS(FM) Gainesville, all Florida. They bought WYKS last year for \$950,000 (BROADCASTING, June 22, 1981). They also own KLVV(AM)-KRQK(FM) Lompoc, Calif. WKGR is 5 kw daytimer on 1390 khz.

WXGR(AM) Bay St. Louis, Miss. □ Sold by Bay Broadcasting Corp. to W. R. Crews and wife, Freda, for \$336,000. **Seller** is owned by W. C. Garret, who has no other broadcast interests. **Buyer** owns WCVC(AM) Tallahassee, Fla. WXGR is 5 kw daytimer on 1190 khz.

KVBR(AM) Brainerd, Minn. □ Sold by Greater Minnesota Broadcasting Corp. to Midwest Radio Co. of Brainerd Inc. for \$325,000. **Seller** is owned by Charles Per-

sons, who has no other broadcast interests. **Buyer** is subsidiary of Media Co. of America, which is principally owned by Larry and James Lakoduk, brothers, who own KQWB-FM Moorhead and WBCI(AM) Duluth, both Minnesota. KVBR is on 1340 khz with 1 kw day and 250 w night.

WTJT(AM) Franklin, Tenn. □ Sold by London Broadcasting Inc. to Franklin Radio Associates for \$310,600. **Seller** is owned by Tom Hall (80%), John Lentz and Tandy Rice (10% each), who have no other broadcast interests. **Buyer** is owned equally by William Ewin Jr., Charles Dibrell, Bobby Williams and brother, Gaylon Williams. They were employes of WIZO(AM) Franklin, Tenn., before station was sold this year (BROADCASTING, May 17). WTJT is 1 kw daytimer on 950 khz.


KSLE(FM) Seminole, Okla. □ Sold by KXOJ Inc. to KSLE Inc. for \$300,000. **Seller** is owned equally by Michael O. Stephens, W. R. Stubbs and Gordon Smith, who own KXOJ-AM-FM Sapulpa, Okla. **Buyer** is group of nine stockholders headed by Charles Morris, president and 10% owner. He is New York regional executive with UPI and has no other broadcast interests. KSLE is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Ralph E. Meador.*

□ Other proposed station sales include: WSMQ(AM) Besser, Ala. (BROADCASTING, Aug. 16); WMCN(TV) [CP] Montgomery, Ala.; KCRJ(FM) Cottonwood, Ark.; WFIX(AM) Haines City, Fla.; KRZJ-AM-FM Beloit, Kan. (BROADCASTING, Aug. 23); WKXA-AM-FM Brunswick, Me. (BROADCASTING, Aug. 23); KPTL(AM)-KKBC(FM) Carson City, Nev. (BROADCASTING, Aug. 23); WKJK(AM) Granite Falls, N.C.; WCRS(AM)-WCSZ(FM) Greenwood, S.C. (BROADCASTING, Aug. 23); WSBV(AM) South Boston, Va.; WVRC(AM) Spencer, W. Va. (see "For the Record," page 100).

APPROVED

WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss. □ Sold by Crest Broadcasting Inc. to Miss-Lou Broadcasting Corp. for \$1 million. **Seller** is principally owned by James O. Jones and family. Jones also owns WRJW(AM)-WJOJ(FM) Picayune, Miss. Earlier deal to sell station to Sandia Broadcasting Corp. for \$1.5 million fell through (BROADCASTING, Nov. 16, 1981). **Buyer** is owned equally by R. D. McGregor and estate of H. V. Brown. McGregor owns WYNK-AM-FM Baton Rouge. WPMP is 5 kw daytimer on 1580 khz. WPMO is on 99.1 mhz with 100 kw and antenna 386 feet above average terrain.

□ Other approved station sales include WKEU-AM-FM Griffin, Ga.; KBVD(FM) [CP] Ruidoso, N.M.; KHRT(AM) Minot, N.D.; WEND(AM) Ebensburg, Pa., and KERV(AM)-KPFM(FM) Kerrville, Tex. (see "For the Record," page 101).



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Six mhz for the government: FCC hears pros, cons

Comments filed in response to FCC proposal to allocate spectrum for shared use by government for fixed services

Whether the FCC should amend its rules to allocate six mhz of spectrum for shared use by the government and everybody else for fixed services seems to depend upon whom you ask. While the National Association of Broadcasters doesn't think that would be such a good idea, several interested parties do, according to comments filed at the FCC last week.

The comments come in response to a commission proposal to allocate six mhz—899-902 and 938-941 mhz—to be shared by the government and all other parties on a co-equal basis for fixed services. The notice came in response to a request by the National Telecommunications and Information Administration, which had asked for access to two three-mhz bands separated by four to five mhz for low-capacity (six to 12 channels) fixed systems.

The NAB, noting that radio broadcasters are currently using the 947-952 mhz band for studio-to-transmitter links, urged the commission to eliminate from consideration "any possible" sharing of that spectrum. "Sharing of the 947-952 mhz band with government fixed services... is simply not feasible," NAB said. "In many areas of the country, no frequencies or paths are available in this band for broadcasters—let alone a government fixed service," NAB said.

The NAB also urged the commission to reject NTIA's request for additional spectrum. Moreover, NAB asked the FCC to allocate the 899-902 and 938-941 mhz bands for aural broadcast studio-to-transmitter links and intercity relay services on a primary, exclusive basis. "Such a reallocation is necessary in light of the extraordinary frequency congestion experienced by the licensees of studio-to-transmitter facilities in major markets and the commission's difficulty in obtaining suitable alternative frequency spectrum," NAB said.

RCA, however, which noted that its SelectaVision videodisk player system shares an authorized band assignment at 902-928 mhz, said it agreed with both the commission and NTIA that that band was "particularly unsuitable for operations of the desired government fixed radio service." Nonetheless, RCA said, the selection of the three mhz band segments at 899-902 and 938-941 mhz for "co-equal, co-primary shared government and non-

government fixed radio service operations affords a satisfactory solution to the problem of RF interference found in the other frequency bands investigated by NTIA," RCA said.

General Electric Co. said the proposed frequency reallocation wasn't well advised for the time being. "The reallocation to meet fixed service requirements of frequencies which are best suited to meeting the needs of the land mobile services should not be hastily accomplished," GE said. "It is an even less appealing alternative in view of the potentially severe inhibition on future commission alternatives in the creation of a consumer radio service," GE said.

Motorola Inc. said the commission's proceeding examining the future spectrum requirements of the private land mobile services substantiated the need for assignments of all of the remaining 806-947 mhz land mobile reserves to those services, including the channels at issue in this proceeding. "Instead, we suggest that the 1427-1435 mhz band, which is already allocated for government and nongovernment use, and which we believe to be very lightly loaded, could be used to satisfy the

requirements of both NTIA and aural broadcast of studio-to-transmitter links and intercity relay stations," Motorola said.

Telocator Network of America, an association of radio common carriers, said the reallocation of spectrum from the land mobile reserve to government and broadcast fixed services was "unwise" and wasn't warranted by NTIA's "cursory and dated" analysis of the government's spectrum requirements. "NTIA simply has not substantiated the claimed government requirements, and the [FCC proceeding] fails entirely to make a case for revisiting the commission's considered determination that the bands in question should be reserved for future land mobile requirements," Telocator said.

M/A COM Inc., however, urged the commission to adopt its proposal. Nonetheless, M/A COM said, the commission also should amend its rules to permit "private businesses, state and local governments, common carriers and others to use this spectrum to meet their thin-route voice communications needs."

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Institute said it also supported the FCC's proposals. "The central committee would not ordinarily sanction the allocation of spectrum, previously designated for land mobile radio users, to the fixed services, and would not wish to see the commission establish a policy of converting spectrum reserved for future land mobile use for other purposes," the committee said. "The central committee's members, however, have significant requirements for low-capacity fixed systems which are not currently being met in a satisfactory manner under the commission's present allocation scheme. □

Washington Watch

NAB news. National Association of Broadcasters plans to survey all radio and TV stations, both members and nonmembers of NAB, to discover how their needs might better be served. Survey, which is to be developed by NAB senior staff with help from outside research firm, is first step in developing long-range strategic plan, recommended in futures committee report. Idea for survey, which is to be mailed by end of year, came during meeting of senior staff with NAB president-elect Edward O. Fritts. Plans were also initiated to introduce Fritts and new NAB joint board chairman, William L. Stakelin, to legislative community and Washington press corps at social gathering in October. □

No paper. No comments have been filed yet in proposed settlement of Justice Department's antitrust suit against National Association of Broadcasters' commercial provisions in television code. Justice Department spokesman predicted comments will be filed later this month. Justice Department and NAB filed proposed consent decree with Judge Harold Greene in July.

RKO's WOR-TV closer to New Jersey

Congress may have saved the license of WOR-TV New York by adopting tax bill; as soon as it is signed, group owner will notify FCC of its intention to move to N.J.

RKO General is preparing to move its VHF station, WOR-TV New York, to New Jersey. The station's license renewal had been under threat of removal, but thanks to a bill passed by Congress (BROADCASTING, Aug. 23), RKO may not lose the license. Instead, WOR-TV may move to

New Jersey.

Two weeks ago Congress adopted a \$98-billion tax bill which also contained a provision that requires the FCC to automatically renew the license of any VHF station that agrees to move to a state now unserved by VHF. The provision was offered by Senator Bill Bradley (D-N.J.) and had full endorsement from RKO.

RKO was facing the renewal challenge for the WOR-TV license because of the commission's refusal in 1980 to renew three of RKO's TV licenses. The President is expected to sign the bill this week.

Pat Servodidio, president of RKO TV, said that the group owner will notify the FCC of its intentions to relocate to Secaucus, N.J., as soon as the bill is

signed. Servodidio noted, however, that the firm is still negotiating for a site and that it is uncertain when it will actually move. The station's tower, he noted, will remain on top of New York's World Trade Center with only the main studio making the move.

Servodidio also pointed out that the station is already providing programming for New Jersey. He said, "We're looking forward to having more of an opportunity to serve the people of New Jersey and continue our strong record of programming for the state."

While the bill apparently takes care of that licensing problem, last month the Court of Appeals for Washington ordered the FCC to accept competing applications for 13 RKO stations. That ruling also stemmed from the FCC's decision in 1980 to deny renewal of the three RKO stations (BROADCASTING, Aug. 16). □

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Initial reaction

USICA changes its name back to U.S. Information Agency

The U.S. International Communication Agency, as a name, has disappeared from the government's lexicon. After four years as USICA, the agency responsible for telling America's story abroad in a variety of media, including radio and television, is once again the U.S. Information Agency, the name it bore from 1953 until 1978. The name change was called for in the agency's 1982/83 authorization bill signed by the President last week.

USIA became USICA in April 1978, when its functions were merged with the Educational and Cultural Bureau of the Department of State. However, the new name was never popular, either with the agency's personnel or its clientele overseas. Often, USICA did not translate well into the language of the host country.

The agency said last week, in announcing the name change, that officials believe a return to the name that had been used for 25 years "will enhance its prestige abroad, end recurring confusion, and make its audiences more aware of its purpose, which is to create a better understanding of the United States and its policies." □

Stock Index

Exchange and Company	Closing Wed. Aug 25	Closing Wed. Aug 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	43 1/2	41 1/4	+2 1/4	+ 5.45	8	1,251
N Capital Cities	79 3/4	73 7/8	+5 7/8	+ 7.95	13	1,038
N CBS	42 7/8	38 1/4	+4 5/8	+12.09	7	1,198
N Cox	31 1/8	29	+2 1/8	+ 7.32	15	881
A Gross Telecasting	24 1/2	24 1/8	+ 3/8	+ 1.55	6	19
O LIN	22 1/4	21 3/4	+ 1/2	+ 2.29	14	228
N Metromedia	227	208 5/8	+18 3/8	+ 8.80	16	901
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 3/4	- 1/4	- 1.40	10	180
N Storer	24 3/4	21 1/2	+3 1/4	+15.11	13	396
N Taft	32 3/8	28 3/4	+3 5/8	+12.60	8	309
O United Television	8	8 1/8	- 1/8	- 1.53	13	96

Exchange and Company	Closing Wed. Aug 25	Closing Wed. Aug 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 5/8	19 5/8	+1	+ 5.09	15	81
A Affiliated Pubs.	24 7/8	24 3/8	+ 1/2	+ 2.05	9	129
O A.H. Belo	22 1/8	19 1/4	+2 7/8	+14.93	10	208
N American Family	10 7/8	10 1/2	+ 3/8	+ 3.57	10	146
O Associated Commun.	8 1/2	8	+ 1/2	+ 6.25		20
N John Blair	37 5/8	32 1/4	+5 3/8	+16.66	9	143
N Charter Co.	9 3/4	8 1/8	+1 5/8	+20.00	12	213
N Chris-Craft	39 1/2	37 3/8	+2 1/8	+ 5.68	10	88
N Cowles	36 3/4	35 1/8	+1 5/8	+ 4.62	22	145
N Dun & Bradstreet	75 1/4	71 3/4	+3 1/2	+ 4.87	17	2,038
N Fairchild Ind.	15 3/4	15 1/4	+ 1/2	+ 3.27	5	205
N Gannett Co.	39 1/2	36	+3 1/2	+ 9.72	12	2,095
N General Tire	24 1/4	22 1/2	+1 3/4	+ 7.77	9	571
O Gray Commun.	34 1/2	34 1/2			8	17
N Gulf United	21 1/4	19 5/8	+1 5/8	+ 8.28	7	570
N Harte-Hanks	28	25 1/2	+2 1/2	+ 9.80	11	274
N Insilco Corp.	14 3/4	13 5/8	+1 1/8	+ 8.25	7	221
N Jefferson-Pilot	25 7/8	24 3/4	+1 1/8	+ 4.54	6	556
O Josephson Intl.	8 1/8	8 3/4	- 5/8	- 7.14	7	31
N Knight-Ridder	32 3/4	31 1/8	+1 5/8	+ 5.22	11	1,057
N Lee Enterprises	24 3/8	24	+ 3/8	+ 1.56	9	168
N Liberty	11 5/8	10 5/8	+1	+ 9.41	7	148
N McGraw-Hill	51 3/8	48 1/4	+3 1/8	+ 6.47	13	1,277
A Media General	38 5/8	37 1/4	+1 3/8	+ 3.69	9	268
N Meredith	63 1/4	59 3/4	+3 1/2	+ 5.85	8	195
O Multimedia	34	30 1/2	+3 1/2	+11.47	13	345
A New York Times Co.	39 1/2	38	+1 1/2	+ 3.94	9	493
N Outlet Co.	34	32 1/2	+1 1/2	+ 4.61	45	90
A Post Corp.	29 5/8	29 5/8			16	54
N Rollins	12 1/4	10 3/4	+1 1/2	+13.95	7	325
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	33 3/4	32 1/4	+1 1/2	+ 4.65	11	1,794
N Signal Cos.	18 7/8	17 5/8	+1 1/4	+ 7.09	7	1,365
O Stauffer Commun.	43	43			10	43
A Tech Operations	15 1/2	15 1/4	+ 1/4	+ 1.63	7	14
N Times Mirror Co.	42	39	+3	+ 7.69	10	1,434
O Turner Bcstg.	12 3/4	11	+1 3/4	+15.90	21	260
A Washington Post	38	35	+3	+ 8.57	14	534
N Wometco	27 1/8	26	+1 1/8	+ 4.32	15	369

Exchange and Company	Closing Wed. Aug 25	Closing Wed. Aug 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	5 3/4	6 1/8	- 3/8	- 6.12	48	27
N American Express	44 7/8	41 3/8	+3 1/2	+ 8.45	8	4,173
O Burnip & Sims	11 7/8	10 3/4	+1 1/8	+10.46	13	103
O Comcast	16 1/2	15 1/2	+1	+ 6.45	14	73
N General Instrument	34 1/2	27 5/8	+6 7/8	+24.88	11	1,063
N Heritage Commun.	8 3/4	9 3/8	- 5/8	- 6.66	27	63
O Rogers Cablesystems	6 5/8	5 1/4	+1 3/8	+26.19	28	145
O Tele-Communications	15 3/4	13 1/4	+2 1/2	+18.66	34	332
N Time Inc.	32 3/8	28 1/8	+4 1/4	+15.11	11	1,611
O Tocom	9	8 3/4	+ 1/4	+ 2.85	9	45
N United Cable TV	20 3/4	20	+ 3/4	+ 3.75	15	227
N Viacom	23 1/8	20 3/4	+2 3/8	+11.44	16	262

Exchange and Company	Closing Wed. Aug 25	Closing Wed. Aug 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 3/4	1 3/4			18	9
N Columbia Pictures	72	72			14	704
N Disney	55 1/2	53 1/4	+2 1/4	+ 4.22	17	1,850
N Dow Jones & Co.	41 3/8	40	+1 3/8	+ 3.43	15	1,299
O Four Star	2 1/4	2 1/2	- 1/4	-10.00	13	1
N Getty Oil Corp.	48 3/4	46	+2 3/4	+ 5.97	5	3,955
N Gulf + Western	14	12 3/4	+1 1/4	+ 9.80	4	1,034
N MCA	65	60 1/8	+4 7/8	+ 8.10	17	1,550
N MGM/UA	6	5 5/8	+ 3/8	+ 6.66	12	298
N Orion	8 3/8	7 1/8	+1 1/4	+17.54	1	48
O Reeves Commun.	28 3/4	27 1/4	+1 1/2	+ 5.50	10	234
O Telepictures	8 1/2	6 3/4	+1 3/4	+25.92	29	41
O Video Corp. of Amer.	4 3/4	7 5/8	-2 7/8	-37.70	25	7
N Warner	38	35 5/8	+2 3/8	+ 6.66	10	2,429
A Wrather	19 3/4	19 5/8	+ 1/8	+ .63	22	44

Exchange and Company	Closing Wed. Aug 25	Closing Wed. Aug 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	46 3/4	45	+1 3/4	+ 3.88	9	135
O Compact Video	2 3/4	3	- 1/4	- 8.33	3	8
N Comsat	61 5/8	55 1/4	+6 3/8	+11.53	16	493
O Doyle Dane Bernbach	16 3/4	15 3/4	+1	+ 6.34	8	92
N Foote Cone & Belding	33	30 3/4	+2 1/4	+ 7.31	8	89
O Grey Advertising	59	58	+1	+ 1.72	5	34
N Interpublic Group	34 3/4	31 3/8	+3 3/8	+10.75	9	161
N JWT Group	18 1/2	15 1/4	+3 1/4	+21.31	15	96
O MCI Communications	44 1/4	41	+3 1/4	+ 7.92	24	2,126
A Movielab	2 5/8	2 1/2	+ 1/8	+ 5.00	4	4
O A.C. Nielsen	53 3/4	47 1/2	+6 1/4	+13.15	15	603
O Ogilvy & Mather	34 1/2	32	+2 1/2	+ 7.81	9	146
O Telemation	2 7/8	2 7/8			8	3
O TPC Communications	3 3/8	3 1/2	- 1/8	- 3.57	2	3
O Unitel Video	7 3/4	7 1/4	+ 1/2	+ 6.89	13	9
N Western Union	33	28 1/4	+4 3/4	+16.81	9	562

Exchange and Company	Closing Wed. Aug 25	Closing Wed. Aug 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	12 5/8	12 3/4	- 1/8	- .98	4	24
N Arvin Industries	13 3/8	12 7/8	+ 1/2	+ 3.88	10	91
O C-Cor Electronics	20 1/4	22	-1 3/4	- 7.95	21	60
O Cable TV Industries	4	4			5	12
A Cetec	4 1/8	4	+ 1/8	+ 3.12	10	9
O Chyron	19 1/4	18 1/2	+ 3/4	+ 4.05	15	52
A Cohu	4 5/8	4 1/4	+ 3/8	+ 8.82	8	8
N Conrac	26 3/8	24 5/8	+1 3/4	+ 7.10	10	57
N Eastman Kodak	79 1/4	76 1/8	+3 1/8	+ 4.10	11	12,876
O Elec Missile & Comm.	13	13			48	35
N General Electric	71 1/4	67 3/4	+3 1/2	+ 5.16	10	16,227
N Harris Corp.	27 1/8	23 3/4	+3 3/8	+14.21	10	848
O Microdyne	9 1/8	8 1/4	+ 7/8	+10.60	11	41
N M/A Com. Inc.	17 1/8	14	+3 1/8	+22.32	15	665
N 3M	59 1/4	55 1/4	+4	+ 7.23	11	6,959
N Motorola	69 5/8	62 7/8	+6 3/4	+10.73	13	2,496
O Nippon Electric	80 3/4	74	+6 3/4	+ 9.12	29	3,129
N N. American Philips	40 3/4	36	+4 3/4	+13.19	5	557
N Oak Industries	13 1/2	12 7/8	+ 5/8	+ 4.85	6	219
A Orrox Corp.	6 5/8	5 1/2	+1 1/8	+20.45	14	14
N RCA	19 7/8	18 7/8	+1	+ 5.29	10	1,499
N Rockwell Intl.	36 1/4	33 7/8	+2 3/8	+ 7.01	9	2,765
A RSC Industries	4 1/2	4 3/8	+ 1/8	+ 2.85	41	14
N Scientific-Atlanta	12 1/2	10 3/4	+1 3/4	+16.27	12	291
N Sony Corp.	14 1/2	12	+2 1/2	+20.83	12	3,344
N Tektronix	40 1/8	36 1/2	+3 5/8	+ 9.93	9	752
O Telemet (Geotel Inc.)	1 3/8	1 5/8	- 1/4	-15.38		4
A Texscan	11 7/8	11 1/8	+ 3/4	+ 6.74	19	69
N Varian Associates	39 3/4	37	+2 3/4	+ 7.43	17	319
N Westinghouse	30 3/4	28 3/4	+2	+ 6.95	6	2,622
N Zenith	11	10 1/2	+ 1/2	+ 4.76	28	208

Standard & Poor's 400 Industrial Average 131.32 121.65 + 9.67

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.

Beyond the Fifth Estate

Government seals AT&T/Justice consent decree

Now that Judge Greene has approved settlement, parties have 18 months to implement plans; both sides pleased

U.S. Judge Harold Greene late Tuesday afternoon signed an order and in the process invited AT&T to enter what its chairman, Charles Brown, has called the "information age." The order dismissed the government's eight-year-old antitrust suit against the giant company in accordance with a consent decree both sides had signed and then modified in accordance with Greene's views. The decree requires AT&T to divest itself of its 22 local operating telephone companies—which account for two thirds of its \$138 billion in assets. But of more importance to the company, the agreement supersedes an earlier decree that had barred AT&T from offering the new telecommunications services that technology is making available.

The conclusion of the case was not without its irony. The suit had been initiated by a government bent on breaking up a company regarded as having grown too big and to have acquired too much power over the country's telecommunications industry. But AT&T greeted the termination of the suit with relief, and with its view focused on the future. "The court's action is a very good one for everyone," Pick Wagner, the company's spokesman in Washington, said. "The big uncertainties are behind us, and we can concentrate on the future."

Under the terms of the consent decree, the company is to submit a reorganization plan within six months. Wagner said AT&T has already made "substantial progress" in formulating a plan to "divest the operating companies in an orderly manner." He said the plan—which must be approved both by the Department of Justice and by Greene—would be filed well in advance of the deadline. The decree calls for implementation of the plan within 18 months.

Justice and AT&T had announced settlement of their case on Jan. 8 (BROADCASTING, Jan. 11). And at that time, AT&T's Brown said the settlement would free the company to help lead the country into "the information age." But for the next seven months, as Congress was trying—and failing, at least for the present—to establish telecommunications policy through legislation, Greene obtained public comment on the proposed settlement, and held hearings on it.

Finally, on Aug. 11, Greene announced acceptance of the proposed decree, provided the parties modified it in several significant respects (BROADCASTING, Aug. 16). Both said they would accept the suggestions, although Justice asked Greene to change one of his proposed modifications dealing with the local companies' marketing of customer premises equipment. The proposed decree would have barred such activity; Greene disagreed and on Monday he rejected the suggestion that he change his mind regarding the marketing of the more complex equipment.

The changes being wrought in the world's largest company are being described by observers as certain to mark a historic turning point in the development of the telecommunications industry. Gary Epstein, chief of the FCC's Common Carrier Bureau, said: "The telecommunications world in the United States won't be the same."

No longer will there be a Bell System that includes local operating companies tied into a long-distance service. The 22 BOC's will be spun off and, according to preliminary plans, organized into a number of regional entities.

According to the decree as originally proposed, the local companies would have been limited to providing local telephone service. However, as accepted by Greene, the decree permits the companies to continue publishing the profitable Yellow Pages and to offer the new mobile radio service, when it becomes available, as well as market, but not manufacture, customer premises equipment. Those changes were proposed by Greene in response to expressions of concern from a variety of sources that the original plan would have required the BOC's to increase telephone rates sharply.

AT&T will retain its long-lines division, as well as its manufacturing and research arms—Western Electric and Bell Telephone Laboratories. But of at least as much concern to AT&T in its decision to settle with Justice was the fact the decree will permit it to enter virtually any business it chooses. For the decree eliminates restrictions of a decree, signed in 1956 and ending an earlier antitrust suit, that prohibited the company from engaging in unregulated activities. Among others, AT&T is now free to enter the rapidly growing computer services industry.

However, one field it is prevented from entering for at least seven years is that of electronic publishing—the transmission of news, sports and other information it would originate. The ban—sought by the country's newspaper publishers—was written into the decree as a result of one of Greene's proposals. He said that since electronic publishing can most efficiently be transmitted



Smith

Marriott first. The Marriott Hotel chain will unveil its first teleconference next week, an address by former ABC News commentator Howard K. Smith that will go to 14 hotels throughout the country.

Marriott has been offering its teleconferencing service to companies with conventions and meetings in Marriott hotels. Marriott's first nonbusiness teleconference will originate from the Twin

Bridges Marriott in Washington next Tuesday (Sept. 7) at 4:45 p.m.

Smith's address is sponsored by the Washington Speakers Bureau, which represents noted personalities. Companies can preview speakers for meetings or conventions through the bureau. WSB has been in existence for one year but this is the first time it has teleconferenced for one of its monthly addresses. WSB has averaged about 400 at its speaker previews. The teleconference is expected to reach upwards of 4,000.

VideoStar Connections, Atlanta, installed the teleconferencing equipment in 14 Marriott hotels, with construction costing \$3,000 to \$7,000 for each. Marriott does not charge companies for using its teleconferencing facilities. Companies pay only VideoStar to run the teleconference.

WSB says teleconferencing represents a "live marketing tool" for its service and expects to use it again. Upcoming speakers include former CIA Director Stansfield Turner and *Today* weatherman Willard Scott.

Marriott has no fixed transponder for its teleconferencing services. It leases satellite time from AT&T and Western Union when needed.

over AT&T's long lines, the company would have the ability as well as the incentive to stifle efforts of competitors if it were engaged in both the transmission and generation of information.

Despite Greene's acceptance of the decree, there remain other pieces of a puzzle to be put together before the complete dimensions of AT&T's new role can be determined. Some will be provided by the company's reorganization plan. But some are the responsibility of the FCC.

The FCC's Epstein noted that various proceedings under way at the commission must be concluded and fashioned in a way to converge neatly with what has been accomplished in and out of Greene's court. He cited, for instance, a proceeding regarding access charges, which deals with the rates carriers will pay to use the local exchange. The decree requires the local companies to treat AT&T and its competitors in long-distance service, such as MCI, equally in granting access. Epstein said the rates allowed by the commission will be aimed at assuring the "viability of the competition" among the companies.

Epstein also noted that the commission's action in Computer

Inquiry II is yet to be implemented. The commission has ruled that new telephone and PBX equipment—that offered after January 1983—will not be tarified. But the commission has yet to decide what to do about equipment already in service, and Epstein said orderliness requires that decision to be made before the reorganization plan becomes effective.

At that time, ownership of the existing equipment will be transferred under the consent decree to AT&T. As a result, some equipment will be owned by AT&T, while new equipment will be offered by the BOC's and by American Bell, the subsidiary AT&T has already created in accordance with Computer II. It holds that AT&T may provide enhanced services—those other than simply the transmission of information—and customer premises equipment free of government regulation if they are offered through a fully separated subsidiary.

Nor is that all. The heart of the settlement—the divestiture of the 22 BOC's—requires commission action. Under the Communications Act, AT&T must seek commission approval of the plan it devises for spinning off the companies. □



USA Today's Virginia uplink, prototype editions and its parent's (Gannett) chairman and president, Allen Neuharth

America's coast-to-coast newspaper

Prefaced by the tagline, "the nation's newspaper," Gannett's *USA Today* is scheduled to hit newsstands Sept. 15, "via satellite," as it also says on the logo. The system for delivering the daily paper (Monday through Friday, one edition each day) to what Gannett hopes will be more than two million subscribers by 1987, begins in Arlington, Va. *USA Today* is headquartered there and occupies six floors of a 30-story office building. The 300-member staff (there are another 100 working throughout the country) uses 125 reporter and editor terminals hooked up to five computers, all made by Atex Inc. of Bedford, Mass. Outside the building, a seven-meter American Satellite Co. uplink transmits newspaper pages composed by a Rapicom Teletype to the Westar III satellite, on which Gannett leases time. The downlinks are located at printing sites around the country where lasers expose printing plate film. The process delivers magazine-quality reproduction.

There will be about 15 printing sites, 10 of which are Gannett-owned newspaper facilities. However, the first edition will only be available in a five-state area around Washington and Baltimore, and will be printed in Springfield, Va., at the Army Times Publishing Co. By Sept. 20, the Atlanta printing facility will begin operation; Minneapolis-St. Paul, Sept. 27, and Pittsburgh, Oct. 4. During the first quarter of 1983, *USA Today* will go to Chicago, Denver, Detroit, Houston, Los Angeles, Miami, New York, Philadelphia, San Francisco and Seattle.

No more than 30% of the paper will consist of advertising, a ceiling imposed to assure advertisers prime positioning and to keep the look of *USA Today* uncluttered. According to Philip Gialanella, president of *USA Today*, advertising commitments for "major schedules" are in from Xerox, American Honda, Philip Morris, Glenmore Distillers, the Savings and Loan Foundation, Brown & Williamson Tobacco Corp. and Bally Manufacturing.

The staff of *USA Today* celebrated last Monday (Aug. 23), at a pre-launch party at the Capital Hilton in Washington. Gannett

Chairman and President Allen Neuharth told the group "Whatever the degree of risk with *USA Today*, you individually cannot lose. This experience, this adventure, will enhance your professional career and your personal development far beyond the fondest fantasies of any others in this business and profession."

The *USA Today* news staff also will draw on Gannett's other newspapers, its Gannett News Service and the national news wires.

But Gannett is not limiting its horizons to *USA Today*. Also on Monday, the company named a 10-member task force with expertise in print, electronics and management to "explore a wide range of new information enterprises." □

FCC to investigate Graphic Scanning

Contending that a "substantial question" had been raised as to whether Graphic Scanning Corp., the nation's largest paging company, was the real party of interest behind four applicants for radio-paging licenses, the FCC last week set those companies' applications for hearing to determine whether they had misrepresented their relationships.

"If it appears that those parties misrepresented the nature of their relationship or exhibited a lack of candor, the qualifications of Graphic and the applicants may be at issue," the commission said.

The four companies, A.S.D. Answer Service Inc.; B.W. Communications Inc.; Vineyard Communications Inc., and P.A.L. Communications Systems Inc., have applied for about 700 radio-paging licenses in about 40 markets. According to the FCC, while each of those applicants had proposed different frequencies (so their applications wouldn't be mutually exclusive electrically),

the "vast majority" of the applications were for "nearly identical" facilities and services and proposed the same sites, equipment, technical arrangements, rates and need studies for each market area.

About 40 parties objected to the filings, alleging that Graphic was the undisclosed real party of interest behind the applicants, charging that those companies were "shell corporations" that Graphic intended to use to "obtain more paging frequencies than the commission's rules would properly allow," the FCC said.

The companies admitted that they had all used the same consulting firm, a subsidiary of Graphic Scanning, to prepare their applications, but they also argued that they were independent and that they were neither owned nor controlled by Graphic.

In response to a March request, Graphic Scanning and the four companies supplied the commission with further information on the consulting arrangements, revealing that Graphic was to be paid \$5,000 per market area for its services, no matter how many frequencies or sites each company had applied for in that market. According to the FCC, Graphic's consulting arrangements covered "essentially every aspect of establishing and operating a paging system." Graphic's recommendations "on these matters

appear to be tantamount to a decision," the FCC said. "Because of this extensive participation of Graphic in the corporate decisionmaking process of these applications, it is unclear whether in fact these corporations are controlled by Graphic," the FCC said.

The commission also said Graphic's compensation for those consulting arrangements suggested that Graphic might also have a "hidden" financial interest in the applicants. "The payment of \$5,000 per market, regardless of the number of frequencies or number of sites, is extraordinary," the commission said. "At the very least, these applicants appear to have received very favorable treatment from Graphic in terms of price and payment dates."

The commission also questioned the parties' failure to provide any documentation for any of their agreements.

Henry Solomon, an attorney for Graphic Scanning, said the four companies weren't owned or controlled by Graphic. "We thought we had laid the matter to rest; obviously the FCC has more questions," he said.

Graphic Scanning, whose president is Barry Yampol, was the only company to apply for non-wireline franchises in all of the top-30 markets for cellular radio. Graphic Scanning also has had a direct broadcast satellite application accepted for filing. □

For the Record

As compiled by BROADCASTING, Aug 16 through Aug. 20, 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. MEQV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SII—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

■ College Park, Ga.—Clayton Broadcasting Ga.—Clayton Broadcasting Corp. seeks 890 khz, 2.5 kw-D. Address: Suite 604, Peachtree & Broad Building, 66 Luckie Street, Atlanta, Ga. 30303. Principals: Subsidiary of New York-based Price Communications, headed by Robert Price, president. Price Communications also bought subject to FCC approval, WOWO(AM) Fort Wayne, Ind., and also is applicant for new AM at Annandale, Va. (see below). Filed Aug. 11.

■ Shepherdsville, Ky.—Carroll Knicely seeks 1500 khz, 25 kw-D. Address: 908 South Green Street, Glasgow, Ky. 42141. Principals: Knicely has no other broadcast interests, but is applicant for four new TV stations. Filed Aug. 17.

■ Annandale, Va.—Annandale Pan American Broadcasting Corp. seeks 840 khz, 2.5 kw-U. Address: 15 East Franklin Street, Richmond, Va. 23219. Principals: Subsidiary of Republic Broadcasting Corp., which is owned by Price Communications. Robert Price is president. Price Communication, through subsidiaries, also bought, subject to FCC approval, WOWO(AM) Fort Wayne, Ind., and also is applicant for new AM at College Park, Md. (see above). Filed Aug. 11.

FM applications

■ St. Johns, Ariz.—Plateau Communications Inc. seeks 95.7 mhz, 22.11 kw, HAAT: 1,776 ft. Address: P.O. Box 810, St. Johns 81596. Principal: Milford G.

Richey is president and one-third owner. Richey owns and operates Arizona cable systems. Filed Aug. 12.

■ Ashdown, Ark.—Floyd W. White seeks 92.1 mhz, 2.8 kw, HAAT: 306 ft. Address: P.O. Box 775, Ashdown Ark. 71822. Principal: White has no other broadcast interests. Filed Aug. 17.

■ Gurdon, Ark.—Southwestern Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT: 299 ft. Address: 603 Crayton Ave., Gurdon 71743. Principals: Eddie Tarpley (51%) and Mary Lou Capps (49%). Tarpley is former sales manager and operational manager at KVRC(AM)-KDEL(FM) Arkadelphia, Ark. Filed July 28.

■ *Jacksonville, Fla.—New Covenant Ministries Inc. seeks 88.1 mhz, 1 kw, HAAT: 490 ft. Address: 2361 Cortex Road, Jacksonville, Fla. 32206. Estimated construction costs: \$67,800; first-quarter operating cost: \$19,600. Principal: Wiley Tomlinson is president of applicant, which has no other broadcast interests. Filed Aug. 16.

■ Billings, Mont.—Billings Media Co. seeks 103.7 mhz, 100 kw, HAAT: 66.8 ft. Address: 8 Tulip Street, Greenville, S.C. 29609. Principal: J. Stephen McClure (100%), who is son of J.R. McClure, group owner of one AM and two FM's. Other members of McClure family also are applicants for new FM's at Rotterdam, N.Y., North Charleston, S.C., and Las Vegas (see all below). Filed Aug. 11.

■ Las Vegas—Women's Coalition for Better Broadcasting seeks 103.3 mhz, 100 kw, HAAT: 1,019 ft. Address: Box 52, Greenville, S.C. 29602. Principals: Frances R. McClure (75%) and Carolyn L. McClure (25%), who are also applicants for new FM's at North Charleston, S.C. (see below) and Rotterdam, N.Y. (see above). They are wife and daughter, respectively, of J.R. McClure, owner of one AM and two FM's and who heads group which bought, subject to FCC approval, WMAX(AM) Grand Rapids, Mich., for \$300,000 (BROADCASTING, June 14). Filed Aug. 11.

■ Los Lunas, N.M.—Brasher Broadcasting Co. seeks 102.3 mhz, 2.7 kw, HAAT: 290 ft. Address: 216 Zena Lona, Albuquerque, N.M. 87123. Principal: Freida Brasher and family. Brasher is general manager at non-commercial KANW(FM) Albuquerque. Filed Aug. 12.

■ Rotterdam, N.Y.—Women's Coalition for Better Broadcasting seeks 98.3 mhz, 3 kw, HAAT: 299 ft. Address: Box 52, Greenville, S.C. 29602. Principals: Frances R. McClure (75%) and daughter, Carolyn L. McClure (25%). Frances McClure is wife of J.R. McClure, who owns WHYM(AM) Gilmer, KKKK(FM) Odessa, both Texas, and KLXL(FM) Dubuque, Iowa. McClure also heads group which bought, subject to FCC approval, WMAX(AM) Grand Rapids, Mich.,

for \$300,000 (BROADCASTING, June 14). Members of McClure family also are applicants for new FM's at Bismark, N.D., Rotterdam, N.Y., North Charleston, S.C.; and Las Vegas (see above and below). Filed Aug. 11.

■ Bismark, N.D.—Bismark Media Co. seeks 96.5 mhz, 100 kw, HAAT: 275 ft. Address: 8 Tulip Street,

#1 RATED

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Greenville, S.C. 29609. Principal: J. Stephen McClure (100%), who is applicant for new FM at Billings, Mont., and son of J.R. McClure, owner of one AM and two FM's and principal is group which bought, subject to FCC approval, WMAX(AM) Grand Rapids, Mich., for \$300,000 (BROADCASTING, June 14). Other members of McClure family also are applicants for new FM's at Rotterdam, N.Y., Las Vegas, Billings, Mont., and North Charleston, S.C.. Filed Aug. 11.

■ Newberry, S.C.—Professional Radio Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 2022 Forest Street, Newberry 29108. Principals: Pauline L. Davis (60%) and husband, Hayes Davis (40%), who have no other broadcast interests. Filed July 29.

■ North Charleston, S.C.—Women's Coalition for Better Broadcasting seeks 96.1 mhz, 100 kw, HAAT: 245 ft. Address: Box 52, Greenville, S.C. 29602. Principals: Frances R. McClure (75%) and daughter Carolyn L. McClure (25%). They also are applicant for new FM at Rotterdam, N.Y., Billings, Mont., and Las Vegas. (see above). Frances McClure is wife of J.R. McClure, who owns one AM and two FM's and bought, subject to FCC approval, WMAX(AM) Grand Rapids, Mich., for \$300,000 (BROADCASTING, June 14). Filed Aug. 11.

■ Odem, Tex.—Copi Spanish Broadcasting Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 115 West Avenue D., Robstown, Tex. 78380. Principals: Humberto L. Lopez and wife, Minerva (50% each), who have no other broadcast interests. Filed Aug. 10.

■ Odem, Tex.—Reina Broadcasting seeks 98.3 mhz, 1.89 kw, HAAT: 362 ft. Address: 6114 Mahony Circle, Corpus Christi, Tex. 78413. Principal: Rebecca E. Davila (100%), who has no other broadcast interests. Filed Aug. 13.

TV applications

■ Sacramento, Calif.—Sacramento TV Association seeks ch. 29; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,309 ft.; ant. height above ground: 1,353 ft. Address: 3614 Broad Street, Chattanooga, Tenn. 37409. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: Louis F. Garcia, Forrest L. Preston, Carl W. Campbell and Thomas H. Dye (25% each). Campbell and Preston are general partners in applicants for new TV's at Portland, Ore. Campbell and Dye are limited partner in applicant for new TV at Bellingham, Wash. Preston also is principal in applicant for new TV at Canton, Ohio. Filed Aug. 16.

■ La Salle, Ill.—Thomas J. Mikos seeks ch. 35; ERP: 956 kw vis., 95.6 kw aur., HAAT: 632 ft.; ant. height above ground: 471 ft. Address: 117 South Jefferson Street, Washburn, Ill. 61570. Principal: Mikos has no other broadcast interests. Filed Aug. 9.

■ La Salle, Ill.—Word TV Inc. seeks ch. 35; ERP: 93 kw vis., 9.3 kw aur., HAAT: 412 ft.; ant. height above ground: 399.5 ft. Address: 609 Third Street, La Salle 61301. Legal counsel: James F. Greeley, Washington. Principals: Henry Dietrich Jr., Ken Von Behren, Earl Kennell and William Stuart (25% each), who have no other broadcast interests. Filed Aug. 9.

■ Davenport, Iowa—H & S Inc. seeks ch. 18; ERP:

1,117 kw vis., 112.2 kw aur., HAAT: 1,028 ft.; ant. height above ground: 966 ft. Address: 1408 Aladdin Road, Lookout Mountain, Tenn. 37350. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: Davenport Television Inc. and William H. Sanders (50% each). Sanders has interests in WGUL(AM)-WPSO(FM) Port Richey, Fla.; and WQIM(FM) Montgomery, Ala. Filed Aug. 16.

■ Ponce, P.R.—Amilcar Gandia seeks ch. 20; ERP: 526 w vis., 48 w aur., HAAT: 104 ft.; ant. height above ground: 52 ft. Address: Route 2, Box 118A, Harlingen, Tex. 78550. Principal: Gandia has no other broadcast interests. Filed Aug. 10.

■ Alvin, Tex.—Texas Family TV Ltd. seeks ch. 67; ERP: 3,296 kw vis., 329.6 kw aur., HAAT: 1,108 ft.; ant. height above ground: 1,144 ft. Address: 440 East 13th Street, Hialeah, Fla. 33010. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Antonio Lizano (5%) and Adib Eden Jr. (95%). Eden owns 90% of applicant for new TV at McAllen, Tex. (BROADCASTING, March 29) and 80% of applicant for new TV at Bayamon, P.R. (BROADCASTING, Jan. 25). Filed Aug. 10.

■ Bellingham, Wash.—Bellingham TV Association Ltd. seeks ch. 64; ERP: 1,000 kw vis., 100 kw aur., HAAT: 2,435 ft.; ant. height above ground: 278 ft. Address: P.O. Box 594, Lynnwood, Wash. 98036. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: Marine Tuerk, Carl Campbell, Philip Brooks, Forrest Preston and Thomas Dye (20% each). Preston, Campbell and Dye also are principals in applicant for new TV at Sacramento, Calif. (see above). Brooks, Preston and Campbell also are general partners in applicant for new TV at Portland, Ore. (BROADCASTING, Jan. 11).

■ Janesville, Wis.—Filmway of Wisconsin seeks ch. 57; ERP: 4.8 kw vis., 2.5 kw aur., HAAT: 210 ft.; ant. height above ground: 109 ft. Address: Rural route 4, Box 360, Edgerton, Wis. 53534. Principal: Les Brown (100%), who has no other broadcast interests. Filed Aug. 10.

AM actions

■ Gonzales, Calif.—Gonzales Broadcasters granted 880 khz, 5 kw-D, 1 kw-N, Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: \$78,000; first-quarter operating cost: \$98,000; Format: MOR. Principals: Robert A. Jones, Marvin B. Clapp and Carl J. Auel (one-third each). Jones is La Grange, Ill.-based consulting engineer. Clapp is chief engineer of KEBR (FM) Sacramento and Auel is manager of KEBR. Auel and Clapp also each own 50% of KEWQ(AM) Paradise, Calif., 14.5% of KNCO(AM) Grass Valley, Calif., 25% of KGMA(FM)[CP] Holtville, Calif., and 49% of Community Service Telecasting, UHF and LPTV applicant for California. Jones owns 85% of WJJQ(AM) Tomahawk, Wis., and 33% of WWBC(AM) Cocoa, Fla. (BP-810309AL). Action Aug. 4.

■ Salem, Mo.—Twenty-One Sound Communications Inc. granted 1440 khz, 500 kw-D. Address: 150 South Highway 67, Florissant, Mo. 63031. Principal: Randal

I. Wachter (100%), who is Florissant, Mo., engineering salesman and consultant and has no other broadcast interests. (BP-820310AG). Action July 15.

■ Blowing Rock, N.C.—Mountaineer Broadcasting Service granted 1510 khz, 1 kw-D. Address: 265 Abingdon Rd., Lenoir, N.C. 28645. Estimated construction costs \$55,700; first-year operating cost: \$10,000; revenue: \$55,000. Format: Variety. Principals: Samuel Sturgis (26%), Robert E. Chandler (25%), Samuel B. Tate (26%) and Gregory G. Triplett (23%). Sturgis is assistant recreation director for Lenoir; Tate is director of continuing education for technical college in Hickory, N.C.; Chandler is dispatcher for Caldwell County police department; and Triplett is employed by furniture retailer in Lenoir. None have other broadcast interests. (BP-791012AG). Action July 28.

■ Boone, N.C.—Blue Ridge Media Inc. dismissed application for 1510 khz, 500 w-D. Address: Route 6, Box 381, Poplar Grove Rd., Boone 28607. (BP-790222AE). Action July 28.

FM action

■ Madison, Fla.—Madison Communications Corp. granted 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 1701 Lake Bedford Rd., Tallahassee, Fla. Estimated construction cost: \$73,100; first quarter operating cost: \$19,700; revenue: \$60,000. Format: Adult Contemporary. Principals: C. Bette Wimbish (60%) James E. Bradwell (33.3%). Wimbish is 17.5% owner of Tallahassee FM applicant. Bradwell is Tallahassee attorney and has no other broadcast interests. (BPH-800815AA). Action July 26.

■ Madison, Fla.—Billy G. Walker denied application for 104.9 mhz, 3 kw, HAAT: 300 ft. (BPH-801218AC). Action July 26.

■ Tallulah, La.—SCO-KIM Inc. granted 104.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. 1112 Tallulah 71287. Estimated construction cost: \$37,800; first-quarter operating cost: \$2,535; revenue: \$40,280. Format: Pop/CW. Principal: Chris C. Kimbell, Jr. and wife Valerie (100% jointly), who own and operate KTLD(AM) Tullulah. (BPH-800326AH). Action June 18.

■ *Winston-Salem, N.C.—Winston-Salem State University granted 89.1 mhz, 100 kw, HAAT: 46.47 ft. Address: P.O. Box 5772, Winston-Salem 27107. Principal: Noncommercial, educational institution. Joseph Battle is chairman of board of trustees. It has no other broadcast interests. (BPED-811028AC). Action Aug. 3.

■ Abilene, Tex.—Craft Communications Inc. dismissed application for 99.3 mhz, 2.97 kw, HAAT: 134.5 ft. Address: 1010 Washington Blvd., Abilene 76901. (BPH-790525AP). Action July 26.

■ Tye, Tex.—Griffis Broadcasting Co. granted 99.3 mhz, 540 w, HAAT 714 ft. Address: 3201 South 23rd Street, Abilene, Tex. 79605. Estimated construction cost: \$43,000; first-quarter operating cost: \$10,000; revenue: \$21,000. Principal: Robert L. Griffis, who is newsman at KRBC(AM) Abilene, Tex., and has no other broadcast interests. (BP11-810507AE). Action July 26.

TV action

■ Campbellsville, Ky.—Green River Broadcasting Inc. granted ch. 34, ERP: 588 kw vis., 149.6 kw aur., HAAT: 1,033 ft.; ant. height above ground: 945 ft. Address: Route 5, Box 264, Campbellsville 42718. Legal counsel: Schwartz, Woods & Miller, Washington. Consulting engineer: Charles T. Landers, Shelbyville, Ky. Principal: Billy Speer (100%), who has no other broadcast interests. (BPCT-820406KE). Action Aug. 10.

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

Ownership changes

Applications

■ WSMQ(AM) Bessemer, Ala. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Mel Allen Broadcasting Inc. to Radio Station WSMQ for \$325,000 (BROADCASTING, Aug. 16). Seller is principally owned by Mel Allen, veteran sportscaster, who has no other broadcast interests. Buyer is owned by Calvin Simmons, who also bought, subject to FCC approval, WQSI(FM) Union Springs, Ala., for \$125,000 (BROADCASTING, Aug. 2). Filed Aug. 11.

■ WMCF(TV) [CP] Montgomery, Ala. (ch. 45, 703 kw vis, 133 kw aw; HAAT: 518 ft.)—Seeks assignment of license from Christian Life Broadcasting Inc. to Life Anew Ministries Inc. for \$44,176. Seller: Coy Baker is president of noncommercial corporation which has no other broadcasting interests. Construction permit was

granted Feb. 27, 1981 (BROADCASTING, June 8, 1981). Buyer Nonstock Corporation headed by John W. Stalls, president, Life Anew Ministries is permittee of WLCN-TV Madisonville Ky., construction permit for which was granted last March. (BROADCASTING, March 29). Filed Aug. 9.

■ KCRJ-FM Cottonwood, Ariz. (95.9)—Seeks transfer of control of Verde Valley Broadcasting Inc. from stockholders (100% before; none after) to Venture IV. (none before; 100% after). Consideration: \$103,700. Principals: seller is principally owned by Louis B. Burke Jr. Buyer is group of eight stockholder with four general partners and four limited partners. Dec Riddell Harris is general partner and 29.9% owner. Filed Aug. 13.

■ KHIG(FM) Paragould, Ark. (104.9 mhz, 3 kw, HAAT: 255 ft.)—Seeks assignment of license from Hammon Broadcasting Inc. to Larry T. Collman for assumption of debt. Seller: Gerald Hammon and Donna Hammon (100% jointly), who have no other broadcast interests. Buyer is former general manager at KHIG. Filed Aug. 13.

■ WKGR(AM) Gainesville, Fla. (1390 khz, 5 kw-D)—Seeks assignment of license from Kent Communications Inc. to Sunshine Wireless Co. for \$342,000. Seller: R. Kent Replogle (100%), who bought station last year for \$432,250 (BROADCASTING, March 30, 1981) and is seeking waiver of three year rule because no profit will be realized from sale. Buyer: Donald V. and Richard Berlant, brothers (50% each), who own WKQS(FM) Boca Raton, WLQY(AM) Hollywood, and WYKS(FM) Gainesville, all Florida, and KLVV(AM)-KRQK(FM) Lompoc, Calif. They bought WYKS [formerly WGVJ] last year for \$950,000 (BROADCASTING, June 22, 1981). Filed Aug. 10.

■ WFXI(AM) Haines City, Fla. (930 khz, 500 w-D)—Seeks transfer of control of WFXI Inc. from David King (50% before; none after) to Stephanos Liadis (none before; 50% after). Consideration: \$25,000 plus assumption of over \$100,000 in liabilities. Principals: Transferor also owns 40% of WRIP(AM)-WTOE(FM) Rossville, Ga. Transferee is manager at noncommercial WVRM(FM) Hazlet, N.J. Filed Aug. 12.

■ WTIM(AM)-WEEE(FM) Taylorville, Ill. (AM: 1410 khz, 1 kw-D; FM: 92.7 mhz, 2.6 kw, HAAT: 360 ft.)—Seeks assignment of license from Delta Media Inc. to Sky Communications for \$550,000. Seller Harold Hoelker (48.5%), George Ferry (36.7%) and John Ulz (14.7%), who each own 17% of WCTW(AM)-WMDH(FM) New Castle, Ind. Buyer Dwain L. Munyon (60%) and Patrick J. Delaney and wife, Joanne K. (40% jointly). Munyon is salesman and Patrick Delaney is technician, both at WCLX(AM)-WLXR(FM) La Crosse, Wis. Filed Aug. 17.

■ KRZJ-AM-FM Beloit, Kans. (AM: 1190 khz, 2.5 kw-D; FM: 105.5 mhz 2.9 kw, HAAT: 73 ft.)—Seeks assignment of license from KRZJ Broadcasters Inc. to Solomon Valley Broadcasting Inc. for \$325,000 (BROADCASTING, Aug. 23). Seller is principally owned by Robert D. Zellmer and wife, Majorie M., who are principal owners of KRIZ(AM) Wray, Colo., and FM CP there. Marjorie Zellmer owns 52% of KRZJ(AM) Springerville, Ariz. Robert Zellmer owns 10% of new AM CP at Hayden, Colo. Buyer Shelby T. Harbison (44.45%), Charles K. Frodsham (33.33%) and Phyllis E. Johnson (22.22%). Harbison owns 35.99% of WDAN(AM)-WDNL(FM) Danville, and 32.5% of WTAX(AM)-WDBR(FM) Springfield, all Illinois. Frodsham is account executive at KIBC(FM) Oklahoma City, where Johnson is salesperson. Filed Aug. 10.

■ KWKN(AM) Wichita, Kan. (1480 khz, 5kw-D, 1 kw-N)—Seeks assignment of license from Swanson Broadcasting Inc. to Sampson Broadcasting Inc. for \$450,000. Seller: Tulsa, Okla. based group owner of four AM's and three FM's principally owned by Gerock H. Swanson president. This year it also sold KEGJ(FM) Dallas-Fort Worth to Sandusky Newspapers for \$8.5 million (BROADCASTING, March 8). Buyer: Subsidiary of Sampson Communications Co., which is owned by Jack S. Sampson (51%) and wife, Arvilla M. (49%), who own KSKV(FM) Hutchinson, Kan. Filed Aug. 18.

■ WKXA-AM-FM Brunswick, Me. (AM: 900 khz, 1 kw-D; FM: 98.9 mhz, 80 kw, HAAT: 205 ft.)—Seeks assignment of license from Amcom Corp. to Clipper Communications Inc. for \$575,000 (BROADCASTING, Aug. 23). Seller is principally owned by Robert Pappé, who has no other broadcast interests. Buyer is

subsidiary of Windward Inc., which is principally owned by Laural Group Ltd., which in turn is owned by John Reese and John Robertshaw (50% each). They also are principal owners of WCNS(AM) Latrobe, Pa., and WQMR(AM)-WTOS(FM) Skowhegan, Me. Filed Aug. 11.

■ KVBR(AM) Brainerd, Minn. (1340 khz, 1 kw-D; 250 w-N)—Seeks assignment of license from Greater Minnesota Broadcasting Corp. to Midwest Radio Company of Brainerd Inc. for \$325,000. Seller: Charles B. Persons (100%), who has no other broadcast interests. Buyer: Subsidiary of Media Company of America, which is principally owned by Larry and James Lakoduk, brothers, who own KQWB(AM) West Fargo, N.D., and KQWB-FM Moorhead and WFBC(AM) Duluth, both Minnesota. Filed Aug. 16.

■ WXGR(AM) Bay St. Louis, Miss. (1190 khz, 5 kw-D)—Seeks assignment of license from Bay Broadcasting Corp. to W. R. and Freda V. Crews for \$336,000. Seller: W.C. Garrett (100%), who has no other broadcast interests. Buyers, who are husband and wife own WVCV(AM) Tallahassee. Filed Aug. 11.

■ KPTEL(AM)-KKBC(FM) Carson City, Nev. (AM: 1300 khz, 5 kw-D, 500 w-N; FM: 97.3 mhz, 52 kw, HAAT: 2,240 ft.)—Seeks assignment of license from MBC Inc. to Woodward Communications Inc. for \$1.55 million (BROADCASTING, Aug. 23). Seller subsidiary of Mortimer Development Co., which is owned by Robert C. Mortimer and brother, Charles C. Mortimer, who have no other broadcast interests. Buyer: ER. Woodward, chairman, and family, who are Dubuque, Iowa-based group owners of three AM's and three FM's. Filed Aug. 11.

■ WKJK(AM) Granite Falls, N.C. (900 khz, 500 w-D)—Seeks assignment of license from Broadcasting Enterprises Inc. to Taylor Broadcasting Inc. for \$174,000. Seller: John R. Morris (100%), who has no other broadcast interest. Buyer: Maynard M. Taylor and wife, Shirley (50% each). Maynard Taylor is sales manager at WIRC(AM)-WXRC(FM) Hickory, N.C. Filed Aug. 9.

■ WPET(AM) Greensboro, N.C. (950 khz, 500 w-D)—Seeks transfer of control of Mido Communications Inc. from Donald Wiks and Michael Schwartz (66.77% before; none after) to Thomas V. Armshaw (33.33% before; 100% after). Consideration: \$450,000. Principals: Sellers each own one-third of licensee and are selling their interests to remaining stockholder. Filed Aug. 11.

■ KSLE(FM) Seminole, Okla. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from KXOJ Inc. to KSLE Inc. for \$300,000. Seller is owned equally by Michael P. Stephens, W.R. Stubbs and Gordon F. Smith, who own KXOJ-AM-FM Sapulpa, Okla. Buyer: Group of nine stockholders headed by Charles Morris, president and 10% owner. He is New York regional executive with UPI and has no other broadcast interests. Filed Aug. 11.

■ WCRS(AM)-WSCZ(FM) Greenwood, S.C. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 1.6 kw, HAAT: 390 ft.)—Seeks assignment of license from Greco Inc. to Eaton Broadcasting Corp. for \$850,000 (BROADCASTING, Aug. 23). Seller: Estate of Douglas Featherstone, which has no other broadcast interests. Buyer: William P. Eaton Jr. and wife Marilyn J. (50% each). William Eaton is former vice president of operations at LIN Broadcasting. Filed Aug. 11.

■ WSWM(AM)[CP]-WNMB(FM) North Myrtle Beach, S.C. (AM: 900 khz, 500 w-D, FM: 105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from North Myrtle Beach Broadcasting Corp. to Ogden Broadcasting of South for \$1.5 million. (BROADCASTING, Aug. 23). Seller is owned by Harry D. Dunnagan and family, who have no other broadcast interests. Buyer is subsidiary of Ogden Newspapers, publisher of *Wheeling* (W.Va.) *News Register*, G. Ogden Nutting is president and general manager. Ogden also bought, subject to FCC approval, WTON(AM) Staunton, Va., for \$1.3 million (see below).

■ WTJT(AM) Franklin, Tenn. (AM: 950 khz, 1 kw-D)—Seeks assignment of license from London Broadcasting Inc. to Franklin Radio Associates Inc. for \$310,600. Seller: Tom T. Hall (80%), John D. Lentz and Tandy Rice Jr. (10% each), who have no other broadcast interests. Buyer: William W. Ewin Jr., Charles C. Dibrell, Bobby D. Williams, Charles T. Lawrence and Gaylon W. Williams (20% each). They are former employees of WIZO(AM) Franklin, Tenn. Filed Aug. 12.

■ KMHT-AM-FM Marshall, Tex. (AM: 1450 khz, 1

kw-D, 250 w-N; FM: 103.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Radio Marshall Inc. to Marshall Media Inc. for \$1.1 million. Seller: IIA. Bridge Jr. (50%), E.W. Mahone Jr., and wife, Mildred (15% each), who have no other broadcast interests. They are former owners of KLUE(AM) Longview, Tex., which they sold in 1980 for \$525,000 (BROADCASTING, Aug. 4, 1980). Buyer: George A. Franz (50%), Clint Formby (30%) and Ray A. Eller (20%). Formby owns 45% of KTEM(AM)-KPLE(FM) Temple, Tex., where Franz is general manager. Franz and Eller also each own 30% of KSAM(AM)-KIIUN(FM) Huntsville, Tex. Formby in addition owns 50% of KPAN-AM-FM, 40% of KLVT(AM) Levelland, and 30% of KTBB(AM) Tyler, all Texas. Formby sold his interest in KTBB, subject to FCC approval. Filed Aug. 18.

■ KTYL-AM-FM Tyler, Tex. (AM: 1330 khz, 1 kw-U, FM: 93.1 mhz, 100 kw, HAAT: 375 ft.)—Seeks assignment of license from Oil Center Broadcasting Inc. to Big Thicket Broadcasting Inc. for \$1.6 million. Seller is owned by Steve Adams and Dale Palmer, who own KIVA-TV Farmington, N.M. and KKCS-AM-FM Colorado Springs. Earlier this year they bought WGTU(TV) Traverse City, Mich., and its satellite, WGTQ(TV) Sault St. Marie, Mich., for \$1.8 million, and recently bought, subject to FCC approval, KOLE(AM) Port Arthur and KZOM(FM) Orange, both Texas, for \$1,325,000 (BROADCASTING, Aug. 23). Buyer: Richard Beauchamp (80%), Henry Kane and Adam Polacek (10% each), who have no other broadcast interests. Beauchamp is president of Atlanta, Ga., refrigerated transport company. Polacek is general manager of WZGC(FM) Atlanta and Kane is Atlanta banker. None have other broadcast interests. Filed Aug. 18.

■ WSBV(AM) South Boston, Va. (1650 khz, 2.5 kw-D)—Seeks assignment of license from Terry Broadcasting Inc. to William C. and Estelle E. Link for \$150,000. Seller: E. Arnold Terry (100%), who owns WODY(AM) Bassette, Va. Buyer: William C. Link and wife, Estelle (50% each). William Link owns WLES(AM) Lawrenceville, Va. Filed Aug. 13.

■ WTON(AM) Stanton, Va. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Augusta County Broadcasting Corp. to Odgen Broadcasting of Virginia Inc. for \$1.3 million. Seller: Albert C. Schmick (78.74%) and Florence S. Howanitz (17.32%) and William M. Duncan (3.93%), who have no other broadcast interests. Buyer: Subsidiary of Ogden Newspapers Inc., Wheeling, W. Va., closely held group of 28 stockholders headed by G. Odgen Nutting, president, and who also bought, subject to FCC approval, WMBN(FM) and WSWM(AM)[CP] North Myrtle Beach, S.C. for \$1.5 million (BROADCASTING, Aug. 23 and above). Filed Aug. 18.

■ KTNT(AM) Tacoma, Wash. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Tribune Publishing Co. to Positive Broadcasting Inc. for \$522,500. Seller is owned by family of late Eric Baker Ward, who also own co-located KNBQ(FM). Buyer: Larry W. Dennis and wife, Donna Lee (60% jointly) and Donald R. Atkinson and wife, Carol Jean (40% jointly), Donald Atkinson is salesman at KQWZ(AM) Everett, Wash. Dennis conducts sales management training programs, Portland, Ore. Neither has other broadcast interests. Filed Aug. 10.

■ WVRC(AM) Spencer, W. Va. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from MPY Broadcasting Inc. to Roane Communications Inc. for \$40,000 plus \$84,900 in assumption of notes. Seller: Walter E. Tolley (28.5%), Wanda J. Tolley (24%), David Pence (25%) and John Powell (22.5%), who have no other broadcast interests. Buyer: Wallace F. Suttle and David H. Stalmaker (50% each), who have no other broadcast interests. Filed Aug. 12.

Actions

■ WKEU-AM-FM Griffin, Ga. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 97.9 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of Radio Station WKEU Inc. from A.W. Marshall Jr. and Evelyn H. Marshall to their son, Allen W. Marshall III. Consideration: None. Principals A.W. Marshall Jr. and his wife, Evelyn H. Marshall, are transferring without financial consideration their interest in licensee to son, Allen W. Marshall III. Action Aug. 10.

■ WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss. (AM: 1580 khz, 1 kw-D; FM: 99.1 mhz, 100 kw, HAAT: 386 ft.)—Granted assignment of license from Crest Broadcasting Inc. to Miss-Lou Broadcasting Corp. for \$1 million. Seller is principally

owned by James O. Jones and family. Jones also owns WRJW(AM)-WJOJ(FM) Picayune, Miss. Buyer is owned equally by R. D. McGregor and estate of H.V. Brown. McGregor owns WYNK-AM-FM Baton Rouge. (BAL-820630EZ,FA). Action Aug. 13.

■ KBVD(FM)[CP] Ruidoso, N.M. (93.5 mhz, 3 kw, ant. 191 ft.)—Granted assignment of license from Ruidoso Broadcasting Co. to Sierra Blanca Broadcasting Inc. for \$49,557.65. Seller is owned equally by Troyce H. Harrell, Douglas Stalker Jr. and Harrell's wife, Vivian M. Troyce Harrell owns KVOZ(AM)-KOYE(FM) Laredo, Tex. All are also part owners of KEPS(AM)-KINL(FM) Eagle Pass, Tex. Buyer: Edward D. Hynan (100%), who also owns KRRR(AM) Ruidoso. (BAP11-820402GV). Action Aug. 16.

■ KHRT(AM) Minot, N.D. (1320 khz, 2.5 kw-D)—Granted assignment of license from KHRT Broadcasting Corp. to Faith Broadcasting Inc. for \$188,248 plus \$18,000 for accounts receivable and \$97,490 for assumption of liabilities. Seller has no other broadcast interests. Buyer: Richard B. Leavitt (100%), who is former salesman at KHRT and has no other broadcast interests. (BAL-820624HS). Action Aug. 11.

■ WEND(AM) Ebensburg, Pa. (1580 khz, 1 kw-D)—Granted transfer of control Herlihy-Kuehn and Associates (100% before; none after) to Camcom Corp. (none before; 100% after). Consideration: Assumption of \$145,000 in liabilities plus \$30,000 for noncompete agreement. Principals: Seller is principally owned by David E. Herlihy Jr. and Carl C. Kuehn III, who bought WEND(AM) in 1980 for \$180,000 (BROADCASTING Dec. 8, 1980). Buyer is owned by Roy J. Humphrey (99%) and Mark A. Gregg (1%). Humphrey is production director of noncommercial WDUQ(FM) Pittsburgh, Pa. Gregg is Johnstown, Pa., attorney. Neither has other broadcast interests. (BAL-820628EO). Action Aug. 10.

■ KERV(AM)-KPFM(FM) Kerrville, Tex. (AM 1230 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, HAAT: 105 ft.)—Granted transfer of control of Chess Enterprises Inc. from Edward Schwartzkopf, William C. Schwartz and Edward H. Tricker (52.6% before; none after) to E.C. Ebinger. Consideration: \$142,000. Principals: Because of irreconcilable differences among several of licensee's stockholders, sellers are pulling

out and transferring their interest to another stockholder, E.C. Ebinger. Ebinger in turn will spin off some of that stock to James C. Constance, in end giving each 43.5% ownership. Robert D. Hanna will continue to own 13.1%. (BTC-820609HL). Action Aug. 13.

In contest

Procedural ruling

■ Portland, Ore. TV proceeding (Channel 24 Christian Television Inc., and Tavitac Corp.—ALJ Joseph Siirmer granted joint request by applicants and approved settlement agreement which provides for merger of applicants and formation of new corporation in which Tavitac will have 80% interest and Channel 24 20% interest; dismissed Channel 24's application; granted Tavitac's application as amended and terminated proceeding (BC Doc. 81-132-133). Action Aug. 13.

FCC actions

■ In response to request by public interest groups, FCC's general counsel granted extension of time to Sept. 7, to file comments in matter to decide whether broadcaster is required to provide time, during or outside campaign period, to opposing political parties if broadcaster previously sold time to political parties or committees. Action Aug. 18.

■ ALJ John M. Frysiak granted Dale Bell construction permit for new FM at St. Simons Island, Ga., and denied competing applications of Cannon's Point Broadcasting Co. and James Steele. ALJ gave Bell preference for being female and resident of Hilton Head, Steele, regional manager for NAB, lives in Washington. Bell holds minority interests in three Georgia cable TV systems but said she would divest those interests. Decision becomes effective 50 days after release unless appeal is filed within 30 days or FCC reviews case on own motion. Issued Aug. 12, ann. Aug. 18.

■ U.S. Court of Appeals for District of Columbia vacated FCC's 1980 suspension of right to file competing

applications for frequencies used by 13 stations licensed to RKO General Inc. Court's action set aside FCC's plan to accept competing applications for frequencies of RKO's remaining stations only after resolving effect of its 1980 decision (which found RKO unfit to be licensee of WNAC-TV Boston) on its qualification to hold license of remaining TV station, WHBQ-TV Memphis, and its 12 radio stations.

■ FCC denied application of Arthur E. Hinton for reconsideration of May 12, 1982, ruling by managing director which denied, in part, Hinton's request for records under terms of Freedom of Information Act. Records involved internal investigative report prepared by FCC's Internal Review and Security Division. FCC said it reviewed request and saw no reason to change earlier decision. Action Aug. 12.

Call letters

Applications

Call	Sought by
	New FM
WGIB	Glen Iris Baptist School, Birmingham, Ala.
	New TV's
WMJA	Kenneth B. Darby Partnership, Panama City, Fla.
KULV	Dres Media Inc., Las Vegas
WTIN	Ponce and Yauco UHF, Ponce, PR.
	Existing AM's
WXTA	WRRR Rockford, Ill.
WJCC	WJMO Norfolk, Mass.
WKOE	WREA Dayton, Tenn.
WRMR	WPXX Alexandria, Va.
	Existing FM's
WSCA	WQSI Union Springs, Ala.
KIPO-FM	KPOY Lihue, Hawaii
WFPS	WACI Freeport, Ill.
KYKY	KSLO St. Louis, Mo.
WKCD	WQVE Mechanicsburg, Pa.
KMCO	KNED McAlester, Okla.
WCKN-FM	WAIM-FM Anderson, S.C.
KKLLX	KRND Moab, Utah
WQKS	WBCI Williamsburg, Va.
	New TV
KPOM-TV	KLMN Fort Smith, Ark.

Grants

Call	Assigned to
	New AM
KVAK	Alaskan Minority Broadcasting, Valdez, Alaska
	New FM's
WWOG	Boca Raton Christian School, Boca Raton, Fla.
WTZQ	Radio Georgia Inc., Thomaston, Ga.
KJJC	J.B. Broadcast Inc., Osceola, Iowa
WYFG	Bible Broadcasting Network Inc., Galfney, S.C.
KROO	Breckenridge Broadcasting Co., Breckenridge, Tex.
KTNR	Tiner Broadcasting Co., Kenedy, Tex.
WCKV	Wayne County Board of Education, Geredo, W. Va.
	Existing AM
KKBQ	KULF Houston
WNWZ	WENZ Highland Springs, Va.
	Existing FM's
KMSL	KQIT-FM Stamps, Ark.
WHYT	WJR-FM Detroit
KNFR	KKTU Albuquerque, N.M.
KPRB-FM	KZKO Redmond, Ore.
KSLR	KMFM San Antonio, Tex.
WNVZ	WQRK Norfolk, Va.
	Existing TV's
WZQO	WBHW Springfield, Ill.
KSNC	CKKT Great Bend, Kan.
KOOD	KSMH Hays, Kan.
KSNT	KTSB Topeka, Kan.
KSNW	KARD-TV Wichita, Kan.
KNAT	KLKK-TV Albuquerque, N.M.
WBRE	WBRE-TV Wilkes Barre, Pa.

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RADIO

HELP WANTED MANAGEMENT

Sales Manager for major market suburban AM/FM. Must sell, motivate and direct four-man sales staff. This is no job for an amateur. Write Box E-74.

Program Director for Michigan medium-market contemporary FM. Applicant must have the ability to motivate and organize, along with a strong desire to win. This is an unusual opportunity with a well-established broadcast company. EOE. Write Box E-206.

Southern Minnesota FM seeking manager with strong personal sales ability. Excellent profit plan with part-ownership possibility. Reply Box E-192. EOE.

Manager—Sales-oriented, for small-market Florida AM & FM; salary plus incentive. Resume to Box E-222.

Sales Manager for two regional powerhouses. Group operation. Must be aggressive leader. Send current station presentation and resume to: Chuck Larsen, KLIK/KTX, Box 414, Jefferson City, MO 65102. E.O.E. No calls!

General Manager, WFIA/WXLN, Louisville, Kentucky, group-owned religious stations. Must be aggressive with strong sales background both in program and spot. Good base salary plus liberal bonus based upon performance. E.O.E. Send resume to Edwin Tornberg, PO Box 8698, Washington, D.C. 20011.

Sales Manager—newly acquired AM-FM, Oneonta, NY. Requires person to maintain & develop sales with 5-person staff. Will consider seasoned salesperson. Call 607-432-1500.

We have opening for profit-oriented Manager/Sales Manager at state of the art FM in medium Midwestern market. Must understand album rock and its presentation to agencies and top accounts. Mail resume and salary history to Box E-249.

Well-established religious radio station needs experienced manager. Texas 100,000 watt. Call 405-495-1065 if you qualify.

Manager needed for small market AM radio station in western Minnesota. Must have successful sales background. Good salary plus commission. Write Box E-258.

General Manager. Small market AM/FM, Midwest. Aggressiveness, good small market experience, integrity a must. Opportunity to buy equity in growing company. Opportunity of a lifetime for a real winner. Reply Box E-265.

HELP WANTED SALES

Immediate opening for proven sales person. Tremendous opportunity for the right person. Must have 1-2 years street sales with outstanding record. Salary, commissions, and good company fringe benefits. Send resume to: Sales Manager, PO. Box 100, Brunswick, GA 31521.

General Sales Manager Top 30 market. AM/FM top rated stations. Major group. Tremendous career opportunity for right person. Salary open, override. Minimum five years general sales management experience. Send descriptive track record to Box E-140. All replies confidential. Equal opportunity employer.

Radio sales professional needed for 100,000 watt regional album rock station in large growing Sunbelt market. Impressive numbers. Market growth over 30% per month. Resumes to Box E-216.

Medium Missouri market salesman needed. Large market pay. Are you ready to escape the big city rat race? No beginners, please. E.O.E. Contact Jim Hilly, 816-542-0404.

Radio sales for major market with track record. Managing now or capable. Top opportunity. Unique situation. Base plus. Box E-260.

Two top 100 market sales management positions available for bright, hardworking potential sales executives who are ready to move ahead. Send resume and salary requirements to: Continental Broadcast Consultants, 29336 Lake Road, Bay Village, OH 44140.

Looking for greener grass? We are now accepting resumes for dynamic broadcast sales professionals with a minimum of three years experience for Jackson, Kemmerer and Powell, Wyoming. Must be assertive, is people and success oriented, uses consultant selling, is organized, has a positive attitude and is a 100% team player with a desire to earn no less than \$30,000. Send resume, salary history and references to Harry L. Dyer, KSGT, PO. Box 100, Jackson, WY 83001 (EOE).

Wanted: Experienced salespersons for top five Miami/Fort Lauderdale radio station. A growing station in a growing group. The nation's eleventh-ranked market. Opportunity, challenge, education, leadership, great weather. This one's got it all, plus great commissions. Write or call. Doug Auerbach, V.P./General Mgr., JOY 107 FM, P.O. Box 5333, Ft. Laud., FL 33310. 305-485-4111.

HELP WANTED ANNOUNCERS

Once-in-a-lifetime showbiz opportunity! Can you entertain, be fun, be serious, be conversational, be glib and do it all on the phone? Join one of America's foremost talk stations—where all talk is primetime. This may sound like we're trying for a whole staff in one super entertainer—you're right, we are! We'll be glad to hear from you. If we get together you'll hear from us in big dollars, in a hot market. Send resume to Box E-87. EOE.

Announcer-sales combination. Exceptional small market radio. Located in the beautiful Shenandoah Valley of Virginia. Minimum two years' experience. Send tape and resume to Cliff Davis, WQPO-FM, PO. Box 752, Harrisonburg, VA 22801. An equal opportunity employer.

KIMN, Denver, needs a sports Director/Personality for morning drive show. Sports and/or air personality experience vital. Tapes and resumes to: Doug Erickson, KIMN, 5350 W. 20th Ave., Denver, CO 80214. No calls please. EOE.

Immediate opening for bright spirit. Commercial station experience essential. 90 miles from NYC. S. Lubin, WVOS, Box 150, Liberty, NY 12754. EOE, M/F.

If you're fond of sand dunes, why not come to Cape Cod for your next position? An evening position is now open at the Cape's No. 1 Adult Contemporary station. Vacation and medical standard equipment. If you have experience, and like talking to people, send resume and tape to: Keith G. Corey, Spring Bars Road, Falmouth, MA 02540.

Central Calif. coastal automated FM wants a communicator, not a D.J. We want a personality who will relate to an audience. Send tape, resume and salary requirements to Garry Brill, KIQO, PO Box Q, Atascadero, CA 93423.

Urban Contemporary jocks needed. Send resume first letter. Beautiful coastal Carolina city. Write Box E-250.

PM drive position open—Great station and benefits. Send tape and resume: WLBR, Box 1270, Lebanon, PA 17042. EOE.

KTBB, Tyler, Texas, has opening for 7PM to midnight adult contemporary air personality. Strong production a necessity. Send resume and air check to: Foster Byrd, KTBB, PO. Box 7935, Tyler, TX 75711. KTBB is an equal opportunity employer.

HELP WANTED TECHNICAL

Santa Maria-San Luis Obispo, Calif. area automated FM needs chief who can also handle air shift. Send resume, salary requirements to Box E-251.

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.

Chief Operator for dominant Midwest medium market 5 kw AM and class A FM. Must be experienced in DAs, FM, audio, automation, remote control, maintenance, proofs, and FCC rules and regulations. EOE. Send resume with references and letter of application with salary requirements to: General Manager, Radio Stations KWBE and KRCH(FM), Broadcast Plaza, Rochester, MN 55901.

Technical Supervisor, 50K AM DA. Looking for super tech, strong transmitter background, minimum 3 years broadcast maintenance experience. Must be self-starter, familiar with antenna, audio proofs, and state-of-the-art digital equipment. Need first, 2nd, or General FCC license. Send detailed resume/salary history to Eric Culp, Engineering Manager, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. No calls. EOE.

Broadcast group seeking engineer for AM and FM stations located in central up-state New York. Applicant should be familiar with both A.F. and high power R.F. circuits. Should have first class/general license, broadcast experience and references. Respond to Rust Communications Group, Inc., PO. Box 1378, Leesburg, VA 22075. An Equal Opportunity Employer.

HELP WANTED NEWS

Thoroughly competent professional broadcast journalist wanted immediately to lead five-person news department at one of Midwest's most respected AM/FM combos. Group owned by company with excellent business reputation and firm commitment to news. If you are our candidate you will enjoy excellent salary and live in medium market of 300,000+, where cost of housing is low and quality of life is high. Send resume and references to R. Elliott, P.O. Box 6000, Fort Wayne, IN 46896. No calls, please. An Equal Opportunity Employer.

Small market, Southern Midwest. Our newsman is moving up and we need a replacement. Prior news experience required. Journalism grad preferred. Send resume and salary requirements to Box E-204.

Newsperson with personality and pizzazz for Akron's top-rated talk station WNIR. Excellent salary, benefits and facilities. Call now: Bill Klaus, 216-673-2323. E.O.E.

News Producer for Public Radio AM with news & public affairs format. Serves as announcer/producer/reporter and prepares documentaries. Salary \$10,416-\$15,264, plus liberal state employee benefits. Send application and tape to David Beach, GM, KFJM, Box 8116, Grand Forks, ND 58202. EOE.

Anchor-reporter for afternoon drive news in major West Coast market. We're looking for a thoroughly professional broadcast journalist with excellent on-air sound, solid personal writing and reporting abilities. Minimum five years' experience in radio news. This is a job for an exceptional individual seeking to break into a top ten market. Tell all in resume and letter including references and salary requirements. EOE. Write Box E-256.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Music Director for 100 kw duo-public radio station operation. Produces and oversees production of classical and other music programming. Requires Master's degree in music; similar experience desirable. Knowledge of public radio structure and philosophy desirable. \$11,128.00 minimum. Submit resume, audition tape and references to Administrative Office, Louisville Free Public Library, Fourth & York Streets, Louisville, KY 40203. Application deadline: September 10, 1982, 4:30 p.m.

Associate Producer (music programming) for public radio WFPL-FM/WFPK-FM. Responsible for producing classical, jazz and other music programming, in studio and in the field. Requires B.A. degree in closely related field, demonstrated announcing and production/audio mixing skills, knowledge of jazz and classical music, and one year experience performing similar duties. Minimum salary: \$9,588.80. Submit application and audition tape (cassette only) to Administrative Office, Louisville Free Public Library, Fourth & York Streets, Louisville, KY 40203, by 4:30 p.m., September 10, 1982.

Radio commercial writer and producer needed for Midwest AM/FM. Seeking highly creative person with proven writing and production skills. We have top facilities, staff, pay and benefits. Send tape, resume and writing samples to WEAQ/WIAL, Box 1, Eau Claire, WI 54702. EOE, M/F.

100 KW FM has opening for Operations Manager. This person will function as Program/Production Director and will have a 3 to 4-hour air shift in afternoon drive. Minimum 5 years' experience. Prefer individual who has college degree and/or management experience as PD. or M.D. Must be strong on-air personality who will fit adult contemporary format and be knowledgeable and skilled at production. Send air/production tape, resume and salary requirements to Randolph Millar, Piedmont Communications Corp., P.O. Drawer 900, Macon, GA, 31202. We are an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General Manager with proven record of credibility and productivity seeks new opportunity with future, 16 years top management experience. Hands on professional who understands cash flow and bottom line. Group operations or single station level considered. Box E-49.

General Manager. 20 years in broadcasting. Excellent track record and industry references. Sales-oriented with full knowledge of business. Looking for stable organization. Reply Box E-184.

General Manager with exceptionally strong history of documented success now looking for excellent situation. Box E-198.

General Manager-Sales manager—Young and aggressive manager experienced in all phases of broadcasting but strongest in sales, seeks medium market position with a growing company. I can raise your billing no matter what the situation is. Currently employed and your reply will be held in strictest confidence. Write Box E-241.

GM available. Prefer warm climate. Consider all. Management and staff experience all aspects. References. Track record. Write Box E-236.

Sales up 35% and climbing. Ratings now No. 1. General Manager of contemporary FM looking for growth situation. If No. 1 is what you want I can put it there—and keep it. Write Box E-109.

Gen Mgr with high achievement, revenue and operating profit increase seeks small to medium station with ownership/mgmt agreement. Del. MD, VA only. Write Box E-263.

General Manager: Sales intensive, self-motivated highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Reply Box E-253.

Does this 30-second commercial meet your needs? An all-around manager, assistant or sales manager who is very strong in personal sales (\$180,000 last year) & trains in a variety of positive marketing methods. Interested in 25 years of creative experience with most formats in all size markets, with the talent for writing, production, programming, presentations & community involvement? Florida, Southern or Northeast markets preferred. Write Box E-248.

SITUATIONS WANTED SALES

Account executive experienced in small market sales, promotion, sports coverage, announcing. Looking for a new challenge to better utilize my talents. Hard worker, great references. Write Box E-264.

SITUATIONS WANTED ANNOUNCERS

Hey, Bunky! Relief is just a dial away. For tape, resume, reprints, writing sample, call "Dependable." Deliver listeners to your advertisers. 201-773-3492.

Want new talent? Nothing newer. Just finished Broadcasting School, ready to work. Call George, 319-324-8905.

Trained jock with good pipes. Loves gospel & urban contemporary. Will go anywhere for first job. 312-975-0898.

Aspiring broadcaster prefers announcing, production, news, copywriting. Sales combo considered. Radio, television, others. Degree, broadcast graduate, third endorsed. Some experience on-air, off. Janet Lynch, 3743 Deep Dale, Louisville, KY 40207. 502-895-5208 before 2, after 6 EDT, weekends. Prefer Southern temperate climates. Texas, California considered.

Currently programing assistant, First Class license. 6 years recording industry. Ready to move. Guy Campo, 215-922-2530.

Excellent voice, reader. News, sports-oriented. Any shift. Professionally trained. Eager to learn. Tim Sommers, 414-895-6738.

Graduate of Announcing School. 2 years' on-air experience. Good production, can sell a commercial. Relocate anywhere. 515-573-8250, before noon.

Responsible hard worker, professional sound, good reader. Grant Johnson, 1331 W. Harrison Ave., Milwaukee, WI 53215. 414-672-8274.

Willing to relocate. Available immediately. Experienced announcer/DJ. Can work any airshift or music format. For tape/resume, contact F.L., 612-777-9363; 2481 Elm Dr., White Bear Lk., MN 55110.

D.C.-area stations: Great voice, sense of humor and creative writer. Can do news and I love rock and roll. Recent college graduate. Mary Jean, 703-451-3557.

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.

Personable, persevering, professional female DJ wants to join your team. Any shift, any format (rock/AOR preferred), anywhere! Tape and resume available. J.D. Simon, 117 Laauwe Avenue, Wayne, NJ 07470. 201-956-0056.

Have brains-will travel. "Highly literate" broadcaster-writer, thoroughly trained in performance and production. Engineering degree. Call Bob, 201-546-5546.

Professional attitude, disposition, personality. Relocate anywhere. Chip Durant, 5317 S. Tuckaway Dr., Greenfield, WI 53221. 414-282-6314.

Mature voice, dependable, experienced, all formats. Good commercials, news. Prefer Midwest. Bill, 612-447-2835, after 11AM.

La Salle college graduate seeking disc jockey/announcer position in tri-state area. Contact Ed Casimir Dlugosz, 3267 Gaul St., Phila., PA 19134; 215-423-4034.

SITUATIONS WANTED TECHNICAL

Chief Engineer with leadership qualities. Seeking position in or near Columbus, Ohio. 614-239-6590.

Chief Engineer—25 years. Experienced in all phases—West/Southwest. 509-826-6479.

SITUATIONS WANTED NEWS

Radio Sportscaster—11 years' experience covering high school, Jr. and major college programs. Exciting style, PE, grad. Desire college PBP. Rob Williams, 515-233-3117.

News Now! Are you serious about news at your station? ND available to make your news department No. 1! If you want it right and first, call 904-721-6325.

Attention: News/talk stations. Multi-talented experienced professional who can write, interview and conduct a telephone talk show. Creative, intuitive, topical, sense of humor and great voice. 216-732-8383.

Hard-working, dependable communicator with news director experience seeking positive career step. Six years' exp. in responsible and aggressive reporting with news awards to prove it. Call Terry, 215-777-5515.

Economic layoff dismantles north Florida's best news department. ND available, with major-market experience. Looking for long stay in dynamic city. Prefers staff of young tigers wanting to learn to be the best. 904-269-4940.

Harvard grad, age 23, 3 years in commercial radio with work done for national and regional networks seeks position in news department of radio station or broadcast news service. Write Box E-247.

Will give 175 percent as your new newsman, host, announcer or combo man for genuine opportunity to grow into management with people-oriented station. Experienced. Stable. 3541 Valley View Ave., NW, Roanoke, VA 24012.

Versatile, 7 years' exp. in AM-FM-TV. Sports anchor, boothwork, music director, talkhost. Tom. 309-692-5765.

Diligent, reliable, career-minded. BA, Broadcast Journalism. Seeks entry level position in news production/announcing. Valeria, after six. 212-629-0428.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Research, the competitive edge. About to start a research department, or thinking of expanding current research efforts. let's talk. Steve, 609-346-0949.

Experienced, creative programmer, who got Houston station best ratings ever, with Christian format, seeks challenging opportunity with growing company. John Lamb, Box 7575, The Woodlands, TX 77380. 713-367-8979.

Award winning black air personality/Program Director. Mature, professional, personable, dependable and loves production. Available immediately. Dean Reynolds, 514 N. Michigan Ave., Atlantic City, NJ 08401.

Programming/Production. Creative and ambitious graduate. B.A. Communications, experienced. For strong resume and excellent references, write Box E-252.

TELEVISION

HELP WANTED MANAGEMENT

America's finest city. New, independent station need promotion professional with can-do, hands-on experience. Send complete info along with tape. KUSI-TV, P.O. Box 11985, San Diego, CA 92111. No phone calls, please. An Equal Opportunity Employer.

General manager for major market independent. We are looking for someone with extensive management experience in independent station operation. Strong sales and programing background a must. Excellent salary and benefits with a growing group broadcaster. An EOE. Write Box E-266.

TV Sales Manager wanted. Outstanding new major market management opportunity. Tell me about yourself. Send resume, salary history and expectations in confidence to Box E-240.

Production Manager. Production Manager for leading Midwest independent. Demonstrated excellence in production and ability to manage creative staff required. Send resume and salary requirements to: WXIX-TV, Personnel Department, 10490 Taconic Terrace, Cincinnati, OH 45215. Equal Opportunity Employer, M/F.

HELP WANTED SALES

Account Executive. Top 50 network affiliate in Southeast seeking an ambitious A.E. Knowledge of retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Write Box E-170.

HELP WANTED SALES CONTINUED

TV Account Executive needed for CBS affiliate in top 40 Florida market. Experienced only send resume and salary requirements to: Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an equal opportunity, affirmative action employer. M/F.

Account Executive. Midwest market. ABC top 100 station. Need to fill vacancy ASAP. Must be experienced in buying or selling with top references. Equal Opportunity Employer, M/F. Send resume to Box E-215.

National sales manager — Group-owned ABC affiliate in the 21st market. Must have previous national sales experience and/or rep background. Apply in confidence to General Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. M/F. EOE.

KYEL-TV, Yuma, Arizona—El Centro, California, is looking for an experienced local television account executive. An opportunity to grow rapidly in a fast growing market. Send resume to Keith Lewis, KYEL-TV, PO Box 592, Yuma, AZ 85364. Equal Opportunity Employer.

Immediate opening for local sales manager. Need aggressive person to run with the ball. All replies in strictest confidence. Equal Opportunity Employer. Write Box E-267.

HELP WANTED TECHNICAL

Assistant chief engineer—major market. We are currently seeking a talented individual with a strong maintenance and supervisory background. We offer an excellent salary, good benefits, and room for advancement. Send resume to Earle Connors, Chief Engineer, WDSU-TV, 520 Royal Street, New Orleans, LA 70130.

Chief Engineer—3 plus years experience as working chief or assistant chief. Management, UHF, and microwave background essential. Good salary and benefits. Send resume or call Donald Hain, 833 North Main, Wichita, KS 67201. 316—265-5631. EOE.

Maintenance Engineer. 3-5 yrs' experience. Will assist in maintaining television equipment at the station. Contact John Simmons, Chief Engineer, WRBL-TV, Box 270, Columbus, GA 31994, or call 404-323-3333. M/F. EEO Employer.

Chief Engineer for TV/AM/FM operation. Must be strong on maintenance all phases of operation with supervisory ability. UHF construction experience desirable. Contact Charles Perkins, 601—372-6311, collect. Equal Opportunity Employer.

RodMar, Inc., accepting applications for communications engineer. Cable, AM-FM and Muzak position. Forward application and salary requirements to Bob Roddy, P.O. Box 668, Tucumcari, NM 88401.

WTOG Television is looking for a top maintenance engineer. This person must possess a FCC First Class license, with a minimum of 3-5 years recent broadcast experience on cameras, Quad VTR's and switching equipment. In-depth digital experience is preferred. Knowledge of complete studio maintenance highly desirable. Salary to commensurate with experience. For more information, contact Larry Nadler at WTOG Television, 813—576-4444; 356 105th Terrace, N.E., St. Petersburg, FL 33702. WTOG-TV is a division of Hubbard Broadcasting, Inc. An Affirmative Action, Equal Opportunity Employer, M/F.

TV studio maintenance engineer — immediate opening — work in a modern new facility with state of general or first class license. We offer a competitive salary, modern facilities, excellent benefits and stability. Send resume and letter to: WXXI Personnel Dept., PO Box 21, 280 State Street, Rochester, NY 14601. EOE.

TV studio maintenance engineer — immediate opening — work in a modern new facility with state of the art equipment. Experience required in maintenance and repair of cameras, switchers, VTR's and other studio equipment. Requirements: General class FCC license, two years experience in repair and maintenance of electronic equipment. Salary commensurate with experience. Excellent company benefits. Contact Dick Cannon, WVEC-TV, 110 Third Street, Norfolk, VA 23510. 804—625-1313. An Equal Opportunity Employer.

Maintenance Engineer for rapidly growing south Florida market. Now building new transmitter facilities with Harris 100 KW and 1500' tower. Need a person with transmitter and ENG experience. Also, consideration will be given to general TV broadcast maintenance experience. Please contact Robert Cleveland, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. 813—939-2020.

TV Maintenance Engineer: General Class FCC License. Background in all phases of TV maintenance required. Experience required in maintenance of studio equipment, Microwave, ENG equipment, and UHF transmitter. Contact: Roy Webb, WXVT-TV, 3015 East Reed Road, Greenville, MS 38701.

Television Maintenance Engineer: immediate opening for a maintenance engineer. Applicant should possess a general FCC license with at least one year experience. Send resume to Ray Felckowski, Director of Engineering, WUTV-TV, 951 Whitehaven Road, Grand Island, NY 14072. WUTV-TV is an equal opportunity employer, M/F.

Television maintenance engineer. Immediate opening at UHF independent in Florida. Applicant must have previous maintenance experience in studio and/or transmitter systems. Competitive salary—send resume to: Al Binus, Director of Engineering, WKID TV/51, P.O. Box 200, Hollywood FL 33022. EOE, M/F/H.

Top ten independent television station has opening for qualified people in the following positions: video engineer, audio engineer, ENG videotape editor, EFP/ENG camera operator and maintenance in all areas of television broadcasting. Excellent pay and benefits for the right people. Send resume in confidence to Box E-245. An Equal Opportunity Employer, M/F.

Engineer/Assistant to the Chief Engineer — Telecommunications Division needs Assistant to the Chief Engineer with FCC 1st or General license. SBE certification a plus. Work with state-of-the-art radio, TV and satellite facility at West Windsor, N.J. campus, including public radio station WWFM, county-wide cable TV network, closed circuit TV and radio/TV academic programs. Requires maintenance and construction experience in radio and/or TV. BA or AA degree desirable. Salary dependent upon experience. Excellent fringe benefits. Respond with resume to: Mercer County Community College, Personnel Services, Dept. GS, P.O. Box B, Trenton, N.J. 08690. Equal Opportunity Employer, M/F.

HELP WANTED NEWS

We lost our female co-anchor to Dallas and need a replacement to keep us number 1. Send tape, references, salary requirements with first letter to: Jon Janes, News Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. No beginners, please. EOE.

Bureau Reporter. Aggressive total ENG news operation seeks a self-starting reporter for a two-person bureau who is also a competent photographer and editor. Applicants must have a degree, actual experience in commercial TV news operation, and proof of photographic talents. Tapes and resumes to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Ft. Myers, FL 33901. EOE.

Weathercaster—Monday-Friday-Good opportunity for small market weatherperson to move to mid-size market. Top-rated, group-owned station in Southeast. Send resume to Box E-193.

Need photographer/reporter to report, shoot, edit at bureau for number 1 medium market station. Must do it all. No beginners. Send tape with resume to: Jon Janes, News Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. EOE.

Anchor—WDVM-TV in the nation's capitol is looking for an anchor for its award-winning magazine show. The Saturday Magazine is 90 minutes of provocative live informational programming, news, incisive coverage of critical issues, stimulating features, engaging profiles and remote coverage of breaking stories. Critics describe the show as *avante-garde*, a first of its kind and a locally produced show of network quality. If you have a solid news background, excellent writing skills and an ability to probe an issue, send your tape and resume to Sandra Butler, Executive Producer, WDVM-TV, 4001 Bradywine Street, NW, Washington, DC 20016. E.O.E.

Feature reporter: Motivated, experienced reporter who can deliver youth-oriented stories. We want PM type stories on the 18-34 lifestyle from both metro and rural settings. Southeast top-rated VHF. No beginners. Write Box E-217.

Anchor/Producer. We need an experienced professional to anchor early and late news on Southwest medium market. Must be good people handler and have excellent qualifications and recommendations. Does not have to be the number one person in present position. Resume to Box E-199.

Top news talent. Can you impact a news show's ratings? Are you believable? Can you work hard? Can you present the news in a professional and dynamic way? Do you like to win? If so, we are a major market television station determined to be number one in our top-ten market. We are looking for a top, mature news talent who will help our news team win. We are a growth and development oriented management, offering an attractive compensation and benefit package for people who enjoy winning their way to the top. This opportunity offers: Strong promotional support; the opportunity to display your broadcasting talent and be recognized; work for a network affiliate in a major market with high visibility; a chance to help build a quality news show. If you go above and beyond standard news talent expectations and seek financial recognition from outstanding performance, please submit a resume only to Box E-254 and have a tape ready when we call.

Assignments Editor: We are presently looking for a experienced assignments editor to work with our 18 person news staff. We are a new UHF located in south Texas with an NBC affiliation. Fully ENG equipped, with "live ENG" capabilities coming soon. Must have 3-5 years' experience as a reporter in television, or background as an assignments editor. Send resume to David Webb, News Director, KAVU-TV 3808 N. Navarro, Victoria, TX 77901. No phone calls. EOE.

Reporters with street savvy and experience. Expanding group is searching for the best. If you know how to use the tools to tell the message, then rush cover letter, resume, and salary requirements to Box E-231. EOE. No beginners, please.

Feature Reporter to find and tell the people stories in our market. Our station has a long history of feature reporting, and a strong commitment to news. Previous feature or general assignment reporting experience required. Current feature reporter is moving to a top 20 market. Tapes and resumes to News Director, KGAN-TV, PO Box 3131, Cedar Rapids, IA 52406. EOE.

Producer/Reporter — for award winning statewide public TV network. Cover daily state legislature; produce issue-oriented reports/documentaries. BA-Broadcast, Mass Communications plus three years related experience. Salary \$19,923 minimum. Apply by September 20 to Paul E. Few, University Television, Box 83111, Lincoln, NE 68501 AA/EEO.

Sports director/anchor for number one station in top 100 Sunbelt market. We're looking for sharp, energetic sports director. Must be polished on the air and love to cover local and recreational sports. A great position for someone who has outgrown the weekends but still likes to get out with the action. Send resume to Box E-232. EOE.

News update anchor/producer for 4:30am-12:30pm shift. Salary negotiable. Advancement potential. Strong news background desired. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

Sports: weekend anchor. 3-day/week sports reporter. 1-year experience minimum. Tapes and resumes only, no phone calls: Jay Moore, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An EOE.

Producer. If you can work well with people and have high journalistic and production standards and are extremely dynamic, then rush resume, salary requirement, plus cover letter to box E-233. EOE. No beginners, please.

Reporter. Minimum one year commercial TV news experience. Strong writer able to do live and studio reports. Anchor ability helpful. No beginners. Resume and audition tape to James Baum, News Director, KOTV, PO Box 6, Tulsa, OK 74101. No phone calls. EEO, M/F.

HELP WANTED NEWS CONTINUED

Top 50 market news leader seeks reporter with anchor potential. Send VCR and resume to Loren Tobia, News Manager, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. EOE. No calls please.

We're looking for the best anchor around. We also need two reporters and two photo journalists. If you're better than most, then rush resume, salary requirement, plus cover letter to Box E-228. EOE. No beginners, please.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

PM Magazine is looking for a Field Producer. Person would be responsible for developing, scripting, producing and editing national features. Must have experience in field production and talent direction. Send tape and resume to: PM Magazine National Office, 855 Battery Street, San Francisco, CA 94111. Attention: Features Department. Westinghouse Broadcasting and Cable is an Equal Opportunity Employer, M/F

Assistant Traffic Manager: Top 25 market station, network affiliate, seeking assistant traffic manager. Thorough knowledge of sales, traffic, and the Bias system required. Send resume to Box E-149.

WHA-TV in Madison, Wisconsin, is seeking an exceptionally well qualified Director of Operations to manage and supervise all TV production operations including personnel administration, production cost accounting systems, production budget estimates, quality control, and scheduling. We are looking for a minimum of five years full-time successful work experience as a production or operations manager in either commercial or public television, plus a strong background in at least two of the following: TV studio and remote production, scenic or graphic design, lighting, producing or directing. Part of this experience should be in a facility with a high production load. Candidates must possess the ability to manage and lead creative personnel and have a thorough knowledge of the TV production process. Knowledge and experience in computerized cost accounting essential. Bachelor's degree or higher preferred. Salary \$30,000 per annum, plus excellent fringe benefit package. Application deadline is September 24, 1982. For an application and full position description, contact Kathy Dickerson, WHA-TV, 821 University Ave., Madison, WI 53706; 608-263-2114. WHA-TV is an equal opportunity employer.

Television producer/director for Carnaby Square Productions. Minimum three years' experience in commercial production. Must understand all aspects of videotape production, especially location work. Will direct, edit and shoot. Send resume and salary history to Jared A. VanHorn, American Family Broadcast Group, 500 East Fourth Street, Waterloo, IA 50703.

No. 1 market UHF TV station has opening for experienced audio technician. Duties include studio band set-up, miking, mixing, equalizing. Thorough use of microphones a must. Excellent benefits. Resumes only to Production Manager, WWHT, 390 W. Market Street, Newark, NJ 07107. E.O.E.

TV studio supervisor, min. \$14,385. Design and execute all staging and lighting for PTV stations in Athens, Ohio. Deadline: 9/9/82. Call Art Starkey, 614-594-6171.

Producer/Director (rank of research assistant) needed for instructional and informational productions. Minimum 3 years experience. BA/BS, studio/EFP, editing experience required. Send resume, three letters of reference and transcripts to Jon Root, Director, Television Center, Oregon State University, Corvallis, OR 97331. Application deadline is September 15, 1982. An affirmative action, equal opportunity employer.

Commercial producer needed by top 25 market independent. Three to five years heavy commercial writing, directing and producing. Familiarity/expertise with one inch shooting and editing essential. Reply with resume, written copy samples and salary history only to Box E-244. Sample reel after contacted.

SITUATIONS WANTED MANAGEMENT

Darn fine GM. TV or AM-FM combo. low CPM on your investment. Investigation welcomed. Write Box E-230.

V.P. General Manager: Exceptional leadership. Natural sense of winning air product, salesmanship and management. Inspirational with people. Will spark creativity, build morale, boost profits, improve standards and efficiency of operation. Perceptive, imaginative, decisive, responsible, and loyal. Network O&O or top market affiliate. Make an investment! Write to Box E-180.

SITUATIONS WANTED TECHNICAL

Licensed technician seeking entry level position. Alexise Waldeck, 414-774-9527; 1759 N. 73, Wauwatosa, WI 53213.

SITUATIONS WANTED NEWS

Sports. Looking for anchor/PBP combo in medium-large market. Nine years experience, TV and radio. Write Box E-77.

Outstanding young reporter with top 50 exposure, BSC degree, and four proven years of experience seeks medium market position to further news passion. Call Bob, 513-324-0173. Will relocate. Energetic. Creative.

Energetic college grad looking for entry position in TV broadcasting with preference towards news. Internship and other production experience. Very eager to start. Will relocate. Gary Ellsworth 6 Hollow Court, East Setauket, N.Y. 11733 516-751-8742.

Energetic sports anchor-reporter—4 years major market cable commercial TV experience; looking for move to small, medium or major market station. Can shoot and edit. Also, PBP most college sports, pro indoor soccer. Call or write for resume and tape: Steve Zats, 364 Robinson Drive, Broomall, PA 19008; 215-353-0244.

Sports Photographer—Five years experience in top 50 market. Shot and/or reported on all levels. Network quality and better video. Tapes and resume available. Please reply box E-213.

Experienced black female: 7 years broadcasting experience in news and public affairs (TV and radio) seeking position in news reporting or talk show host. Reply Box E-200.

There must be a TV station in search of a solid, aggressive, leader for its news department! I'm the man! Contact Box E-189.

Seasoned radio news director from dynamic medium market wants to break into television. I want to work magic with video like I have with audio. Special nature of market allowed me to cover some great stories. Do have TV experience. Do your station a favor. Write Box E-262.

Sports anchor, producer, reporter. MS (1-83) in Broadcast Journalism and production assistant in major market sports office wants to begin career now in small to medium market. Knows how to get it done with style, flair and responsibility. I can write it, shoot it, and edit it. No rip and read here. If your sports department needs a shot in the arm, give me a shot. Call or write: Tom Kirkland, 70 Station Rd., Irvington, NY 10533. 914-591-8651.

Anchor/Reporter. Looks, voice, credibility, vitality, experience. Curt Renz, 4620 Timberlane Rd., Crystal Lake, IL 60014. 815-455-5797. What the heck, give me a call—you might hit gold.

Intelligent, attractive, female reporter/anchor ready to move. Top 100. Write Box E-227.

Radio network sports producer with TV experience looking for local TV sports production job. Call 202-462-4105.

Asian female looking for first job as general assignment reporter. Already trained in major market. Willing to work long hours to get you the stories. Desire to relocate to small station. Resume, tape available. Write Box E-229.

Broadcast Aspirant seeks entry level in news production, programming or related area. BA, Broadcast Journalism. Valeria, after six, 212-629-0428.

Hispanic male with ten years broadcasting experience in radio seeks first TV job as news reporter. 512-340-5764.

Sportscaster — B.S., 1 year commercial TV experience. Shoot, edit, produce, report, anchor. Enthusiasm, creativity, professionalism. Small-medium market. Long term commitment. Ken Bland, 215-438-3806.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

New York Producer—director-cameraman, veteran professional accomplished in news, music-video, and commercial production. ENG/EFP-multi-camera facilities, management, and marketing experience. Available for travel mid-September Write Box E-95

Experienced Director/technical director and operations switcher seeking new position. Experienced in news, public affairs, telethons, etc. B.A, first phone. Call Rich, 307-234-3562.

Ambitious Production Engineer with 4 years experience in both cable and commercial TV as a video tape operator/editor. 1st Class FCC License. LLOYD, 213-823-6857.

Experienced female V/O narrator seeks CATV or network TV booth announcing or on-air promotion recording position in NY metro area. Tape, references available. 914-699-7173.

ALLIED FIELDS

HELP WANTED SALES

Television equipment sales engineer. Leading distributor of audio/video equipment, active in system engineering and installation, needs professional equipment sales engineer. Located in Midwest. Box E-237.

Independent Sales Agents, air express-air freight. A leading nationwide air express/freight carrier with a superior package of domestic, international & express services offers exceptional income potential to individuals who have contacts in influencing freight movement. Our services offer key price and service benefits to shippers/receivers with worldwide coverage. For full details, write in confidence to: Associated Air Freight, Inc., Department "E," P.O. Box 5015, New Hyde Park, NY 11042.

HELP WANTED INSTRUCTION

Telecommunication — Assistant Professor (academic year, fulltime, tenure system appointment). Teach at undergraduate and graduate levels in telecommunication management. Research, publication and public service expected. Ph.D. with evidence of effective teaching capability in large and small classes. Academic background and research in telecommunication management. Position available September 1, 1983 or earlier. Send application materials by December 31, 1982, to Chairperson, Faculty Search Committee, Department of Telecommunication, 412 Communication Arts and Sciences Building, East Lansing, MI 48824-1212.

SITUATIONS WANTED MANAGEMENT

Seeking a new and challenging career. 26 years' experience in customer relations in TV and radio broadcasting industry in the Southwest, J.Y. PO Box 30544, Dallas, TX 75230.

WANTER 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; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 404-324-1271.

Western Electric amplifiers, tubes, mixers, other products. Call 213-576-2642.

Wanted: 5 KW AM & 5 or 10 KW FM transmitters for new construction permits. 405-495-1065.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Copper strap, wire, screen. Check our prices. 317—962-8596, ask for copper sales.

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.

Harris Laserfax satellite recorder. Almost new. Contact Mike Whaley at The Weather Channel, 404—433-5135.

GPL 35mm Telecine motion picture projector, like new, low hours, \$13,995.00 Norelco PC-60 camera chain, \$4,500.00, Norelco/Kinotone 16mm telecine, \$6,500.00, RCA TP-7 slide projector, \$4,500.00. More Write, wire, or phone: International Cinema Equipment Co., 6750 NE 4th Ct., Miami, FL 33138. Ph: 305—756-0699; Telex 522071 Int Cinema Mia.

Remote truck—20 Ft. Ford truck body, complete (except VTR) and self contained. Two cameras. \$45,000.00. Negotiable. Call Ed Shaper, 904—893-3127.

FM transmitters: CCA 12000E, 2 1/2 yrs. old, like new, RCA BTF-5D excellent cond, will warrantee either unit. Call Mr. Cooper, 215-379-6585.

Sparingly used Ampex VPR-20 portable video recorder W/TCG, color stabilizer, battery packs and charger, carrying case. 30-day warranty. Used Ikegami HL-77 camera in good condition, good tubes, as is. \$10,000. 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, MA 617—877-9570.

AM transmitters: RCA BTA-1R on air, Collins 20V3, Collins 21E on air excellent cond., Call M. Cooper, 215-379-6585.

Quantel DP5000-SP (special performance) with "Digiflip" programmable flip and tumble; 10 custom moves, 32 pre-programmable catalog moves; noise reduction; external I/F control. Still in warranty. \$56,200. For details, contact Jeff Van Pelt, 512—473-2020.

Complete SMC DP-2 automation system in service and A-1 condition. 6 carousels. 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 713—769-2475, Dave or Gary.

For Sale: Ampex VR-1200B overhead bridge containing 14" pix monitor, 529 WFM with colortec, velcomp, auto chroma, VHO, 3M dropout compensator in good condition. Call Bob Swayze, WJRT-TV, 2302 Lapeer Rd., Flint, MI 48503. 313—233-3130.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

Two Sony BVU 800 editing packages with 3/4" cassette player and recorder. Option news package, mixer, time code reader, TV Graphics, 201—444-2911.

Grass Valley 1600-1X video production switcher with E-MEM, 2 digital borderline generators; encoded chromakeyer; audio E-Mem, AFV system; auto transitions. Still in warranty. \$55,500. For details, contact Jeff Van Pelt, 512—473-2020.

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 25 kw good working condition; RCA TTU-50C, 50kw UHF, low-band, RCA TTU-10, 10kw, mid-channels, excellent condition; RCA 30kw, UHF hi-channels, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Most of the above can be retuned! (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.

A few left— Incredible camera buy! New Thomson MC-301 ENG camera includes 14:1 Fuji, servo/zoom lens, 1.5" viewfinder, (3) saticons, AC supply, carrying case, factory warranty. Originally \$11,990; your price, \$6,950! Also, specials on: MC-501, 601, & 701! Call while they last. Ray LaRue, Quality Media Corp. 404—324-1271.

VTR's: (1) RCA TR-70; (3) RCA TR-60, color record units, 1000 hrs. total time each; Ampex 1200A; (1) 1200B, (3) 2000; 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) LDH-20; (3) GE PE-350; (3) GE TE-201 good operating condition; (3) Philips PC-70, 10:1, plenty of cable; (1) Hitachi SK-80; (2) SK-96; Ikegami HL-33, HL-35; HL-77A; Toshiba/GBC CTC-7X, mini-cam, plumbs. Call Ray LaRue, Quality Media Corp. 404—324-1271.

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. Complete new NEC transmitters also! Call Ray LaRue, Quality Media Corp., 404—324-1271.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

Quality spots, within your budget! We specialize in ... small markets! Kauffman Creative Services, RD No. 3, Box 570, Palmyra, PA 17078.

Looking for a job in radio? Send for complete list of radio stations in any US state. \$2.25 per state. Leisure Productions, PO. Box 402, Mohegan Lake, NY 10547.

RADIO PROGRAMING

Station ID's & sweep sets. Top-of-the-hour legal I.D.'s, quarter hour maintenance sweeps, signature pieces and image lines available now from the production team that writes, voices and produces 'em for American's No. 1, premier, AOR station. Package price starts at \$300.00. Demo available. Studio 4 Productions, PO Box 39154, Cleveland, OH 44139.

Radio & TV Bingo. Oldest promotion in the industry. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303—795-3288.

The Daily Feed, America's social and political 90-second radio cartoon. Cash and barter available. Still free to NPR and APRadio stations. D.C. Audio, 1145 National Press Building, Washington, D.C. 20045. 202—638-4222.

CONSULTANTS

Communicators: Looking for a job? Let's face it! Everybody won't get a job this year. But, the folks registered with CPS stand a better chance than you do. Find out more. Contact: Communications Placement Service, 2025 Eye St. NW, Suite 813, Washington, D.C. 20006. 202—659-8251.

RADIO Help Wanted News

News Director WFTQ-AM WORCESTER, MA

Katz Broadcasting's WFTQ-AM seeks an aggressive, energetic News Director for Worcester's top Adult Contemporary station.

If you're currently a news-leader with on-air experience, management ability and enjoy working in a state-of-the-art facility, join the Katz Broadcasting Team and help build Central New England's "best." To make application send tape, resume and other materials that reflect your news management philosophy in confidence to Richard Reis, General Manager, WFTQ-AM, 19 Norwich Street, Worcester, MA 01608. Katz Broadcasting is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
America's Employee-Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

Help Wanted Programing, Production, Others

SOUTH FLORIDA'S LEADING

Personality adult music station needs: production pros, air personalities; full time/part time. Tape & resume to: Ray Schilens, JOY 107 FM, PO Box 5333, Ft. Lauderdale, FL 33310. EOE, M/F.

Help Wanted Sales

WANTED

Experienced salespersons for top five Miami/Fort Lauderdale radio station. A growing station in a growing group. The nation's eleventh-ranked market. Opportunity, challenge, education, leadership, great weather. This one's got it all, plus great commissions. Write or call: Doug Auerbach, VP/General Mgr., JOY 107 FM, PO. Box 5333, Ft. Laud., FL 33310. 305—485-4111.

SPECIAL NOTICE

Due to Labor Day holiday Monday, September 6, the deadline for classified advertising for the September 13 issue will be:

FRIDAY, SEPT. 3

Radio Management/Sales Professionals

**For a Future You
Can Call Your Own,
Call Us.**

If you've built a career making someone else's business successful, here's an opportunity to make your own pay off.

Satellite Music Network, the leader in live, 24-hour satellite radio programming, is seeking individuals with successful track records in radio management or sales who would like to establish a business of their own.

As independent "Agents," these individuals will have exclusive rights to market our programming on a regional basis. With over 175 affiliates today, we not only offer a proven, attractive and highly salable product, but the materials, product support and lucrative compensation package to make this opportunity worthwhile.

To learn more about this opportunity, send your resumé with cover letter to Ivan Braiker, President, Satellite Music Network, at the address below, or call him at 1-800-527-4892. (In Texas, call 214-343-9205.) All replies will be held in confidence.

Your Future's Looking Up.



11325 Pegasus Suite E-241 Dallas, Texas 75238



**SAN FRANCISCO
PROJECT MANAGER**

American Broadcasting Companies, Inc. is looking for a qualified person to manage a corporate construction project on a day to day basis to insure completion of project requirements in a timely and cost efficient manner. This person must be able to work effectively with all levels of management on a local/corp. level and with trade union personnel. Requires a minimum of five years experience in television and radio construction. A degree in engineering or architecture is desired. Send resume to :

**ABC Personnel
277 Golden Gate Ave.
San Francisco, CA 94102**

An Equal Opportunity Employer.

Situations Wanted Announcers

**WOULD YOU PUT THIS MAN ON
YOUR STATION?**

He's an MOR/AC personality who'll interrupt a commercial to chase a fly; he discovers a hole in his shoe and calls a cobbler to come and get it; no canned jokes. He makes real-life funny; from Studio 54 to his new church pastor, his life is an open book (with the cover slightly bent); he's well established, but his twelve-year-old son wants to live in a big league sports area. Madison Thompson, 315-685-3155.

SPORTS ANNOUNCER

Consummate professional, currently based at 50,000-watt network O&O. Radio and television play-by-play in 11 sports at all levels, both on radio and television. Regional and national exposure. Sports reports and talk. Award winner. Box E-259.

RADIO MANAGEMENT OPPORTUNITIES

New York, Denver, Schenectady, Spokane, Charleston, S.C. Broadcasting company seeks local residents in any of the above areas with following qualifications: (1) Prior broadcasting experience desired; (2) Record of local civic involvement; (3) Unblemished character history; (4) Women and minorities are encouraged to reply. Resume to Box E-238.

TELEVISION
Help Wanted Technical

**MAINTENANCE
ENGINEERS**

RKO-WOR-WRKS seeks candidates with minimum 5 years' experience at major market TV station. Experienced in all aspects of TV station equipment maintenance and construction including digital & analog circuitry, STL equipment, proof of performance. Requires 1st Class license. SBE certified senior broadcast engineer preferred. Must be able to work all shifts.

Send resume in confidence, including salary history, to:

Mr. Ken McGowan
WOR-TV
1440 Broadway
New York, N.Y. 10018

An Equal Opportunity Employer, M/F/H/Vets

**Help Wanted Management
Continued**

MANAGER-PROMOTION

Denver station. Successful applicant will have major market experience with strong creative and production skills. High energy level and aggressiveness a must. Send resume to Box E-255. EOE, M/F.

**Help Wanted Programing,
Production, Others**

**PRODUCER/
DIRECTOR**

Major television market needs writer/producer genius. Are you that person? The fastest growing station in the Midwest needs a person with strong writing ability, excellent technical skills and an innovative promotional style. We can offer a good salary, creative freedom and the personal satisfaction that goes with knowing you are producing the best. Please send resume to Box E-268. EOE, M-F.

Help Wanted News

WEATHERCASTER

Preferably an experienced meteorologist, to anchor our half-hour newscasts at 5, 6 and 10 p.m. A totally equipped weather facility with the newest model Colorgraphics system. Mail resume and tape to Dan Steele. WPSD-TV, 100 Television Lane, P.O. Box 1197, Paducah, KY 42001.

**TELEVISION BROADCAST
TECHNICIANS**

Washington, D.C. International Communication Agency is accepting applications from qualified personnel having a minimum of six (6) years operations and maintenance experience in video, audio, camera, lighting, quad and one-inch videotape recording and computer assisted editing for positions in color television studio and mini-cam production facilities. Starting salary: \$28,245, with full federal benefits. Regular working hours from 8:45 a.m. to 5:30 p.m., Mon.-Fri., with periodic overtime. Moving expenses to Washington, D.C. must be provided by selected applicant. Interested applicants are requested to send a standard application form SF-171, obtainable at most Federal Offices, to Office of Personnel for Broadcasting, Room 1341, 330 Independence Avenue, S.W., Washington, D.C. 20547. An EOE.

Help Wanted Management

EXECUTIVE SEARCH

Well-known New York television and film music production company seeks creative self-starter with major network contacts and experience to aid in expansion of business. Ability to work well with clients a must. Music background helpful. Must be able to deal with figures and schedules in an exacting manner. Flexible schedule and travel required. Excellent growth potential. Top references mandatory. Salary commensurate with experience. Reply: 200 West 79th St., No. 10-S, N.Y., N.Y. 10024.

Help Wanted Sales

ACCOUNT EXECUTIVE

Dominant CBS affiliate in Tampa-St. Petersburg looking for experienced professional. Previous broadcasting sales experience required, with strong track record in new direct sales development business. Have management potential, and be well versed in research and rating information. Send resume to Mark Jorgenson, Local Sales Manager, WTVT, P.O. Box 22013, Tampa, FL 33622. EOE.

LOCAL SALES MANAGER

Sunbelt network affiliated station in major market, looking for experienced TV sales manager with ability to direct sales staff. Good management skills & communication a must. Send all details in first letter. Confidentiality assured. Equal Opportunity Employer. Write Box E-261.

PROMOTION MANAGER

WXIX-TV Meitromedia, Inc. seeks dynamic, creative individual to head Promotion Department in Cincinnati. Three years' related experience required, as well as demonstrated skills in marketing, sales and audience promotion, budgeting, management and ability to operate as a team member. Send resume and salary requirements to: WXIX-TV, Personnel Department, 10490 Taconic Terrace, Cincinnati, OH 45215. Equal Opportunity Employer, M/F.

**PM MAGAZINE
CO-HOST.**

To join female co-host as part of a 10 person PM staff. Previous PM co-host or related experience required. If you can project a dynamic personality, produce great visual stances, and want to do major market style PM in the heart of one of America's prime recreation areas, send your resume to:
PRODUCER, PM MAGAZINE UTAH
P.O. BOX 30901, SALT LAKE CITY, UTAH 84130.
NO PHONE CALLS.

**TV PROMOTION ASSISTANT
Top 20 Market Southeast**

Candidate should have prior experience in television broadcasting. Experience and general knowledge of station promotional activities is desirable. Background in producing and directing on-air promotional television announcements is helpful. Must be a self-starter and must demonstrate creative abilities. Writing experience is essential. Send complete resume to Box E-243. EOE.

**PM MAGAZINE
CO-HOST/STORY PRODUCER**

WOKR-13 is looking for a talented, on-air personality for a successful, established program, to work with male co-host already on staff. Previous PM Magazine experience preferred. Send resume and audition tape to:

PM Magazine
WOKR-13
Box L, 4225 W. Henrietta Rd.
Rochester, NY 14623. EOE.

**Help Wanted Programing,
Production, Others
Continued**

PRODUCER/DIRECTOR/WRITER

Radio and TV retail automotive experience first choice. Other strong retail considered. Fast planner and mover to face quick turn-around in today's fluctuating car and truck market. Written resumes only to: The Patten Corporation, P.O. Box 2150, Southfield, MI 48037.

Situations Wanted Sales

TOP BILLER

At major market independent seeks challenging sales position in dynamic organization as a local AE or national rep. Please respond to Box E-235.

**ALLIED FIELDS
Help Wanted Management**

**TM
Productions**

**has just created the position for
YOU ...**

IF you've got a couple of years' experience in sales management;
IF you've got 3-5 years in radio and/or TV sales;
IF you're skilled in making MAJOR MARKET presentations to station and group management. and ...

**IF YOU HAVE WHAT IT TAKES
TO MAKE \$60-\$75K!**

College degree preferred. Travel, and live in Dallas, working in a professional sales environment.

IF you're ready to make your broadcast sales skill really PAY OFF, send resume and introductory letter, plus RADIO AND TV REFERENCES, to David Adriance, Director of Marketing, TM Productions, 1349 Regal Row, Dallas, TX 75247.

**THE NATIONAL ENDOWMENT
FOR THE HUMANITIES**

seeks a Media Program Officer (536.689-551.596). Broad knowledge of non-profit media organizations is necessary. A strong working knowledge of the humanities is required, and an advanced degree in a field of the humanities is strongly preferred. Send resume & form SF-171 to NEH, 806 15th St., NW, M.S. 150, Washington, DC 20506. 202-724-0356.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Technical

**CMX Operations
Instructor**

Join the leader in computer assisted video tape editing technology. CMX Systems, an Orrox Division, has an immediate opening for a Staff Editor with college level classes or equivalent with some teaching experience. Candidates MUST have experience with CMX equipment or have video industry experience.

We are looking for an individual who will be responsible for the instruction of customers in the operation of CMX equipment both in our Santa Clara training facility and at on-site customer locations. Will determine the need for equipment and materials for classroom and training/demo room, solicit and coordinate guest editors for CMX operations classes, create write-ups of instructions based on specifications on the use of CMX products for operations documents and manuals, and will provide marketing support in the Santa Clara facility and at trade shows.

ORROX offers a unique fast paced atmosphere with excellent benefits including competitive salaries, cash profit sharing, medical, dental, life and long term disability insurances. Apply in person, send a resume or contact **Nancy Lindsay, 3303 Scott Blvd., Santa Clara, CA 95050, (408) 988-2000**, or out of California, **(800) 538-8092**.

ORROX

An Affirmative Action Employer

Miscellaneous

RADIO SURVEYS

100 calls \$495.00. \$127.00 down & \$33.00 per month. \$50.00 rebate if you buy before Nov. 1, 1982. Now in our 8th year of growth. Call Dick Warner collect 404-733-0642.

S-A-M-S

IMMEDIATE CASH ON ACCOUNTS

Improve your cash flow with the services of Central Texas Factors. We will give you cash today for your broadcast receivables. Contact Mr. Shaid at 214-561-9688; P.O. Box 903 Palestine, TX 75801.

Consultants

Mike Shapiro
associates
W. D. C. A. J.
M. E. V. T.
N. Y.

Answers to your operational problems. Sales-Programming-Promotion-Traffic-News. 38 years professional management experience.
P.O. Box 1681, Jacksonville, Tx. 75766.
OFF. 214-586-7036... RES. 214-586-8454

Public Notice

PUBLIC NOTICE

The Town of Evans and the Village of Angola, Erie County, New York, jointly invite applications for a cable television franchise. Applications shall be prepared and submitted in accordance with an "Amended Request for Proposals" available from the undersigned. Anyone intending to submit a proposal must submit to the undersigned Town Clerk and Village Clerk, by certified or registered mail, within fifteen (15) days from the last date of the publication of this public notice, a notice of intent to submit a proposal or notice of intent to amend a proposal previously submitted to the Town of Evans. Anyone who submits a timely notice of intent may submit a proposal or amended proposal within sixty (60) days from the last date of publication of this public notice. All applications received will be available for public inspection during normal business hours at the office of the undersigned after the last date for submission of same pursuant to the terms of this Public Notice. Carol A. Franey, Town Clerk, Town of Evans, New York, 42 N. Main Street, Angola, NY 14006. Cynthia L. Provenzo, Village Clerk, Village of Angola, New York, 41 Commercial Street, Angola, NY 14006.

**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM**

**University Microfilms
International**

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

Employment Service

"JOB HUNTING"

NATIONAL BROADCAST TALENT COORDINATORS can help NBTC specializes in placing qualified D.J.s, news people, P.D.s, sports, sales & management. Our client stations need experienced radio people. For confidential details, including registration form, enclose \$1.00 postage & 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

COMMUNICATIONS COMPANY

wishes to acquire radio syndication company—small or large—which syndicates programs to radio stations for time or cash. Will consider both wired and non-wired situations. Also will consider partnership or management arrangement. Please call Neil Howard, 212-863-1800.

For Sale Stations

FM/MID-SOUTH

- Medium Size Market
- Good Coverage On "Class A"
- Good Cash Flow
- Reasonable Down With 15-Year Payout To Qualified Buyer
- Asking \$1,600,000

Call 901/767-7980
In Complete Confidence!



MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

WALKER MEDIA & MANAGEMENT INC.

Florida fulltime AM. Excellent growth market. \$700,000, on terms.

813-778-3617

John F. Hurlbut

P.O. Box 1845

Holmes Beach, FL 33509

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION			CONTACT		
SW	Top 10	C1.C FM	\$8500K	Cash	Corky Cartwright (303) 740-2224
SE	Suburban	C1.C FM	\$3500K	Cash	Bill Chapman (404) 458-9226
NW	Metro	AM/FM	\$2000K	\$550K	Elliot Evers (213) 366-2554
MW	Medium	AM/FM	\$2000K	Terms	Bob Thorburn (404) 458-9226
New England	Metro	AM/FM	\$1700K	\$800K	Jim Mackin (207) 623-1874
SW	Medium	C1.IV	\$1150K	\$300K	Bill Whitley (214) 387-2303
Rocky Mt.	Small	Fulltime	\$775K	\$175K	Greg Merrill (801) 753-8090
SE	Metro	C1.IV	\$750K	\$250K	Bill Cate (904) 893-6471
SW	Metro	Fulltime	\$600K	Cash	Bill Hammond (214) 387-2303
MW	Small	FM	\$560K	\$200K	Peter Stromquist (612) 831-3672
Mid-Atl.	Small	CL.IV	\$210K	\$31K	Mitt Younts (804) 355-8702

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

78 LISTINGS NATIONWIDE

- Priced from \$130,000 to \$10,500,000
- Tell us what you want. We may have it.
- Call to get on our mailing list.

BUSINESS BROKER ASSOCIATES
615-756-7635 (24 HOURS)

SUNBELT AM DAYTIMER

Grossing approx. \$145,000. \$305,000, 30% down, balance 10 yrs, 12%. Substantial discount for cash. Excellent opportunity for owner-operator. Write Box E-141.

SOUTHWEST

Major market AM and Class C FM. Excellent growth area. Profitable. Attractive tax and investment credit carryover available. Reply Box E-202.

BROKERAGE

CHOOSE YOUR FM STATION

Sunbelt ... Southwest ... Mid-Atlantic stations in a complete range of market sizes and prices.

Offerings range from \$250,000 to \$15,000,000 ... including Class "C" ... Class "B" ... and Class "A" FM stations, including some with excellent AM facilities.

We are also offering several outstanding AM investments with strong cash flow to cover full acquisition costs on liberal terms.

Contact Arthur Holt or Bernie Fuhrman for details on the station which matches your specific needs in broadcasting.

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

For Fast Action Use
BROADCASTING's
Classified Advertising

SPECIAL NOTICE

Due to Labor Day holiday Monday, September 6, the deadline for classified advertising for the September 13 issue will be:

FRIDAY, SEPT. 3

**For Sale Stations
Continued**

R.A. Marshall & Co.

Media Investment Analysts & Brokers
(803) 842-5251

Great American Broadcasting Company has acquired KINT-FM El Paso, Texas, for \$1.9 million from Taber Broadcasting Company. We are pleased to have served as broker in this transaction.

Our first broadcast investment seminar is coming to Hilton Head Island November 11-13 featuring a two-day examination of investment strategies of the 1980's with special attention to analysis of properties, financial placement including limited partnerships, and negotiating the purchase contract. For details, write:

Suite 508A - Pineland Mall Office Center - Hilton Head Island, S.C. 29928

At the NRBA Convention, Reno, Nevada
Hospitality Suite
MGM Grand Hotel, Suite 1814-A
September 12th - 15th

H.B. La Rue, Media Broker

RADIO TV CASY 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

FOR SALE

AM daytimer adjacent to Albany, N.Y. SMSA. \$300,000 priced at 2x gross. Includes real estate and good operating equipment. Ideal for owner/operator. Good terms to qualified buyer. Reply Box E-208.

**Horton
& Associates**



MEDIA BROKERS / APPRAISERS

\$475,000

- with excellent terms •
- Only station in very attractive southern New England city

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

**CARIBBEAN FM
POWERHOUSE**

Make your fortune in the sun. \$1,900,000 cash or terms. Inquiries to Box E-242.

FLORIDA STATION

5 kw AM single market on Atlantic Coast. May go full time. \$526,000, terms. C. Wesley Ward Inc., Fla. Licensed Broker, 707 E. Colonial Dr., Orlando, FL 32803. 305-896-9962.

**AM/FM
UPPER MIDWEST**

1,000,000 plus market. Tremendous potential. \$1,900,000, terms available. Write Box E-205.

FOR SALE BY OWNER

Michigan-market area of 500,000 in major city. Only fulltime AM in country—5 kw. Established leader. FM CP available. Terms & price negotiable. Reply w/ qualifications to Box E-239.

CALIFORNIA: AM/FM combo. 1981 gross \$400,000. Real property included at \$890,000 with \$250,000 down.

WEST COAST: Major market Class B FM. Good assumptions and owner financing. Priced at \$4 million with 25% down.

WEST COAST: Monopoly market FM with 1981 pre-tax profit of \$210,000. Offered at \$1.8 million, with \$900,000 down and owner financing on balance.

CALIFORNIA: Major market suburban AM/FM. Billing projected in excess of \$700,000 for 1982. Offered at \$1.6 million with excellent terms.

Financial qualifications prior to release of information.

William A. Estine, Inc.

4340 REDWOOD HWY. • SUITE F-121
SAN RAFAEL, CALIFORNIA 94903
(415) 479-3484

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publication is
available in
microform**



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300 North Zeeb Road
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England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

DREAM CALIF. COASTAL AM

Quality money maker with super billing and profit history ready for you! \$1.475 mil + easy terms. Qualified principals only reply: Gary Willson, Broker, 415-435-3159.



**Wilkins
and Associates
Media Brokers**

CO	FM	275K	30K	Small
IL	FM	400K	20%	Small
NE	AM/FM	1,100K	30%	Small
AZ	AM	350K	50K	Small
MN	AM	220K	30%	Small
MO	AM/FM	275K	50K	Small
SD	AM	260K	22%	Small
WI	AM	495K	50K	Small
KS	AM	410K	50K	Small
AR	AM	215K	25K	Small
IA	AM	300K	25K	Small
MS	AM	300K	50K	Small
ND	AM/FM	250K	20K	Small

**109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180**

For Sale Stations Continued

NORTH AMERICAN MEDIA BROKERS

Box 1415
Boca Raton, FL 33432
(305) 391-2280
California Office: (408) 624-7282

FOR SALE BY OWNER

100,000 watt FM in large SW market. Profitable. Full price: \$1,695,000, 29% down. Balance at 10% interest. Write Box E-234.

NORTH CAROLINA

Fulltime AM and Class C FM in attractive coastal area. Reasonable price and terms. Principals only. Write Box E-246.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road, Dept. PR., Ann
Arbor, MI 48106

ONLY FM STATION IN CDA

Opportunity to purchase the exclusive FM station in a beautiful lakeside resort area. Couer d' Alene, Idaho. Recently rated one of the 10 greatest places to live by US News & World Report. For info on KIOB-FM, contact Kip Nedved, N9508 Division, Spokane, WA 99218. 509-484-5307.

WZBR AMORY, MS.

Court-ordered partnership dissolution sale. Sealed bids received by Monroe County Chancery Clerk, Aberdeen, MS 39730, September 20, 1982, 1:00 p.m. 10% deposit with bid. Bidders must show evidence of financial ability. For information, call 601-256-5697.

Dan Hayslett

a. associates, Inc.

dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway - Dallas, Texas

ROCKIES

Lender forces sale of top rated, medium market, low frequency AM. Excellent facility, superb reputation. Substantial cash required but priced far below market value. Box E-257.

SPECIAL NOTICE

Due to Labor Day holiday Monday, September 6, the deadline for classified advertising for the September 13 issue will be:

FRIDAY, SEPT. 3

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: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

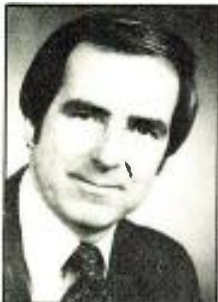
For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

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



Gray

James L. Gray, group senior VP, Warner Amex Cable Communications, Columbus, Ohio, has been named president of new national division, comprising 124 cable systems and more than 750,000 subscribers in central, Midwest, mid-Atlantic, Pacific, Southern and New England regions. New division

combines operations of old Eastern and Western divisions, and will be based in Columbus, Ohio.

David Dea, national marketing director, Times Mirror Cable, Los Angeles, joins Group W Cable, Mobile, Ala., as general manager.

John Rosenwald, VP, group operations, Malrite Broadcasting, Cleveland, elected executive VP.

Roy Dittman, general manager, KIDO(AM)-KIDQ(FM) Boise, Idaho, named VP of parent, Sundance Broadcasting.

John Porter, operations manager, Group W Cable, St. Petersburg, Fla., named general manager of company's Lewisville, Tex., system.

Wally Snedeker, general manager, Springfield, Ill. system, Times Mirror Cable, joins Kankakee (Ill.) T.V. Cable Co., as VP and general manager.

Doc Fidler, general sales manager, WMZQ(FM) Washington, joins WRJZ(AM) Knoxville, Tenn., as VP and general manager.

David Moore, operations manager, KPWR-TV Bakersfield, Calif., joins KUSK(TV) Prescott, Ariz., as general manager.

Jim Simon, former owner-operator of KGOE(AM) Thousand Oaks, Calif., joins KSDO(AM) San Diego as operations manager.

Steve Schouten, from WEZF-TV Burlington, Vt., joins Cable 6-TV, Orange County Cablevision, Middletown, N.Y., as station manager.

Carl Guffey, senior director, WTVD(TV) Raleigh-Durham, N.C., joins WDBJ-TV Roanoke, Va., as director, operations.

Paul Douglas, air personality, WCIT(AM) Lima, Ohio, named operations manager-program director, WCIV(AM)-WLSR(FM) there.

Tom Cuddy, assistant program director, WPRO-AM-FM Providence, R.I., named operations manager and program director.

George Zurich, director, communications, affiliate relations, CBS Television Network, New York, named VP, communications and operations, affiliate relations.

Steve Fischer, controller, Group W Radio, New York, named to newly created position of VP, radio development.

Robert Schleimer, director, finance administration, NBC Radio Network, New York, named director of financial planning, NBC Radio.

Richard Montesano, senior VP, marketing services, Radio Advertising Bureau, New York, joins ABC there as director of market research, technology, ABC Marketing and Research Services.

Walter Mysholowsky, from ABC Owned Stations division, joins ABC Radio Networks, New York, as research analyst.

Cindy Schroeder, manager of research, RKO Radio Networks, New York, named director of research.

Mark Pearlman, director, sales forecasting, analysis and development, CBS, New York, named director, market strategy.

James Johannesen, manager, accounting and financial reporting, finance, NBC, New York, named director, accounting and financial reporting.

Christina Rice, from Comsat, Washington, joins metro division, Warner Amex Cable Communications, New York, as director of planning and analysis.

Euan Fannell, director of finance and business affairs, KMOX-TV St. Louis, joins Warner Amex Cable Communications of St. Louis as controller. **David Ballard**, attorney, Lord, Day & Lord, joins Warner Amex Cable Communications, New York, as assistant counsel.

Roberta Huppert, from J.R. Newhouse and Co., Moses Lake, Wash., joins KAYU-TV Spokane, Wash., as business manager. **Susan Clarke-Boggs**, from WPTY-TV Memphis, joins KAYU-TV as administrative assistant.

Advertising



Foster

William Foster, VP, creative director, Foote, Cone & Belding, New York, named senior VP, creative director, FCB/Corporate.

Ron Monchak, executive VP, creative director, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named chairman of Bloomfield office. **Craig Brown**, VP and treasurer,

named corporate senior VP, treasurer of North American operations. **Edmund Martel**, senior art director, Tracy/Locke advertising, Dallas, joins D'Arcy-MacManus & Masius, St. Louis, in same capacity.

Paul Paulson, president, Doyle Dane Bernbach Inc., New York unit, resigns. **Neil Austrian**, president and chief operating officer, DDB International, assumes additional duties as president of New York unit.

Louis DiJoseph, associate creative director, Young & Rubicam, New York, named senior VP.

David Brown, associate media director, Needham, Harper & Steers, New York, elected VP.

Pat Cafferata, VP, research director, Needham, Harper & Steers, Chicago, elected senior VP. **John Truax**, account executive, Needham, Harper & Steers, Chicago, named account supervisor.

David Croisdale-Appleby, chief executive and managing director, Allen, Brady & Marsh, London, joins SSC&B: Lintas Worldwide, London, in newly created position of operations director.

Russ Wittberger, executive VP, Charter Broadcasting, San Diego, joins Busch & Associates Advertising, there, as executive VP.

Mark Mersky, from Ted Bates advertising, New York, joins Group W Satellite Communications, Stamford, Conn., as director of sales promotion and media research.

George Sternberg, director of station relations, Lotus Reps, New York, named executive VP.

Mary Kennedy, controller/accounting manager, Doremus/West division of BBDO, joins

SHERLEE SENDS HER BEST.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

BROADCAST PERSONNEL, INC.
Experts in Executive Placement
327 MADISON AVENUE
NEW YORK CITY
(212) 355-2672

Stursberg & Hewitt, Los Angeles, as controller.

Ingrid Acott Maximilian, media supervisor, Media Bureau International, Chicago, joins Goldberg/Marchesano & Associates, Washington, as media planner and buyer.

James Kolson, from Blair Television, New York, joins Katz Independent Television there as account executive, lancers sales team. **Julio Marengi**, from KGO-TV San Francisco, joins Katz American Television, New York, as account executive, stars sales team.

Walter Cohan Jr., from Richardson-Vicks Inc., Wilton, Conn. joins John Blair Marketing, New York, as account executive.

Jan Anthony Pasquale, manager of broadcast and new technology research, McCann-Erickson, New York, joins Petry Television, New York, as manager, research services. **Donald Brownstein**, account executive KTTV(TV) Los Angeles, joins Petry Television there as group sales manager, meteors sales team.

Douglas Sallows, retail sales manager of ABC-owned WLS-TV Chicago, named account executive with ABC-TV Spot Sales there.

Jeff Shapiro, from J. Walter Thompson Recruitment Advertising, Houston, joins Qube Cable there, as account executive.

Richard Clark, from J2 Marketing Services, Brea, Calif., joins Greg Smith & Associates, Santa Ana, Calif., as account executive.

Tony Salvatore, station manager, WTWR(FM) Detroit, joins KFOG(FM) San Francisco as general sales manager.

Richard Sheingold, group sales manager, TeleRep, Chicago, joins KAYU-TV Spokane, Wash., as general sales manager. **D. Lane Guin**, Seattle sales manager, KSTW(TV) Tacoma, Wash., joins KAYU-TV as regional and local sales manager.

Alan Frank, national sales manager, WPTV(TV) West Palm Beach, Fla., joins WFLX(TV) there as general sales manager.

Sandy Weggeland, account executive, Radio Advertising Representatives, joins WINS(AM) New York as sales manager.

Stuart Goldberg, regional manager, Torbet Radio Sales, Los Angeles, joins WRKS-FM New York as sales manager.

Bill Harrison, VP, general sales manager, KIXK(FM) Denton, Tex., joins KAFM(FM) Dallas as sales manager. **Leslie Katz**, account executive, KIXK(FM), joins KAFM(FM) and co-owned KAAM(Dallas) in same capacity.

Richard Porter, from WKRQ(FM) Cincinnati, joins WDAE(AM) Tampa, Fla., as sales manager.

Mike Stafford, sales manager and VP and general manager, KCBQ-AM-FM San Diego, joins KSON-AM-FM there as sales manager.

Daniel McCarney, general sales manager, WITS(AM) Boston, joins WRC(AM) Washington, as local sales manager.

Marty Mirek, from WSOC-TV Charlotte, N.C., joins WRAL-TV Raleigh, N.C., as local sales manager.

Gary Cozen, account executive, WPVI-TV Philadelphia, joins WCAU-TV there as local-retail sales manager.

Brenda Hawkins, client services manager, WLEQ(FM) Fort Meyers, Fla., named senior account executive.

Mary Cashman, from WROR(FM) Boston, joins WXXS-AM-FM Medford, Mass., as national sales manager.

Michael Durand, account executive, KCOP(TV) Los Angeles, named local sales manager.

Jim Otto, from The Agency, Fairbanks, Alaska, joins KTHI-TV Fargo, N.D., as local sales manager.

Programing

Lee Currllin, VP, programing planning, NBC Entertainment, New York, named senior VP, East Coast programing and program planning. **Deborah Curtan**, manager, casting, NBC Entertainment, West Coast, Los Angeles, named director, casting.



Currllin



Kane

Josh Kane, VP, programs, East Coast, NBC Entertainment, joins CBS Entertainment as VP,

program development, New York.

Appointments, Home Box Office, New York: **Bob Bedell**, VP of marketing, to VP of corporate development, charged with "investigating new business opportunities" for Home Box Office: **Mack Perryman**, director, scheduling, to VP, programing operations; **Bob Kreek**, director, film acquisition, to VP, film acquisition; **Lee DeBoer**, director, programing, Cinemax and program services, to VP, Cinemax; **Fred Cohen**, director, co-productions, to VP, HBO Enterprises, new unit responsible for ancillary sales and co-productions: **Dick Behrns**, director, Cinemax national sales, to VP, marketing and information services; **John Billock**, director, marketing, to VP, HBO marketing; and **Bob Maxwell**, director, research, to VP, research.

Marc Chalom, executive director of production, Hearst/ABC Video, New York, named VP, production and operations.

Hilary Botchin, coordinator, casting, ABC Entertainment, Los Angeles, named manager, casting, motion pictures, ABC Entertainment.

Marion Hampden, manager of continuity acceptance, WCBS-TV New York, joins CBS Radio there as director, program practices.

Dave Ritthamel, senior program cost accountant, NBC, West Coast, Los Angeles, named business manager, staff, West Coast.

Cindy Bartman, administrator, affiliate contracts, USA Cable Network, Glen Rock, N.J. named manager, affiliate accounts.

Whit Mather, senior producer, director of sales, Sunset Films, San Francisco joins One Pass Inc. there, production and post-production facility, as director of sales and marketing.

Ronald Jones, media specialist, Community College of Denver, joins American Cablevision of Thornton, Colo., as director of community programing.

Fran Reiter, sales manager, Carter Grant Productions, New York, joins MG Films Inc. and Perin Enterprises there as sales representative.

Pat Gray, program manager, KPWR-TV Bakersfield, Calif., joins KUSK(TV) Prescott, Ariz., as program-operations manager.

Donita Welsh, program director, Malrite Communications, WCTI-TV Greenville, N.C., joins co-owned WFLX(TV) West Palm Beach, Fla., as program-operations manager.

James Major, program director, KGO-TV San Francisco, joins Petry Television, New York, as director of programing.

Pete Thomson, from WLOL(FM) Minneapolis-St. Paul, joins KAAM(AM)-KAFM(FM) Dallas as assistant program director.

Keith Gunther, program manager, KSDK-TV St. Louis, resigns.

David Kellogg, associate producer, KABC-TV Los Angeles, named executive producer.

Gary Sussman, news director, WSUL-FM Monticello, N.Y., joins Cable 6-TV, Orange County Cablevision, Middleton, N.Y., as sports director.

Marv Albert, sports commentator, NBC Sports, New York, signs new multiyear contract.

Michael Fields, head of program development and production, Northeast Programs, joins WNEV-TV Boston as executive producer of

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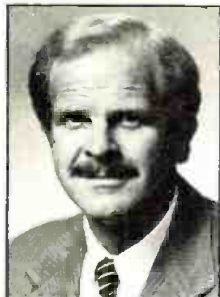
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News and Public Affairs

Jordanka Lazarev, news writer, WMAQ-TV Chicago, and former manager, Newstime, Atlanta, named national broadcast editor, UPI. Lazarev, based in Chicago, replaces Bill Ferguson, named VP and executive broadcast editor (BROADCASTING, Aug. 2).

Appointments, CBS News: **David Percelay**, director, Los Angeles teletext project, CBS/Broadcast Group, named vice president and assistant to the president, succeeding Ernest Leiser, recently named vice president, deputy director of news coverage; **Jayne Miller**, general assignment reporter, WBAL-TV Baltimore, named reporter, Washington bureau; correspondents **Harold Dow**, **Christopher Glenn**, and **Felicia Jeter**, former anchor, KHJ-TV Los Angeles, named anchor/interviewers, *CBS News Nightwatch*. Jeter and Percelay will relocate from Los Angeles to New York, the others will remain based in New York.

Warren Lewis, associate producer, *CBS Morning News*, named bureau manager, CBS News, Tel Aviv, succeeding **Charles Wolfson**, named associate producer, Washington. **David Miller**, bureau manager, Rome, named bureau manager, Paris. **Harriet (Scottie) Williston**, bureau manager-producer, Cairo, succeeds Miller.



Barnett

Wayne Barnett, news director, WALA-TV Mobile, Ala., joins WTMJ-TV Milwaukee, Wis., in same capacity.

Bill Lorin, staff newsman, KSDO(AM) San Diego, named news director.

Susan Steward, administrative assistant, director of news, KMOX-TV St. Louis, named to newly created position

of manager of news administration.

Irwin Safchik, senior producer and city editor, *Channel 2 News*, KNXT(TV) Los Angeles, named executive producer, investigative unit.

Mark Johnson, freelance producer-writer, WTBS(TV) Atlanta, joins KRON-TV San Francisco as field producer.

Leigh Anne Volas, assistant news director, KSDK-TV St. Louis, named interim news director.

Terry Miller, from KTVL(TV) Medford, Ore., joins KJEO(TV) Fresno, Calif., as assignment editor.

Arthur L. Ginsburg, former chief of FCC's Complaints and Compliance Division, later at University of Texas, Austin, as visiting professor of journalism, has joined KNAZ-TV Flagstaff, Ariz., to deliver editorials and commentary beginning this week.

Richard Cowden, executive producer, non-commercial WCNY-TV Syracuse, N.Y., joins non-commercial WGBY-TV Springfield, Mass., as executive producer, news and public affairs.

David Cureton, from wis(AM) Columbia, S.C., joins Mutual Broadcasting System, Washington, as news correspondent.

Lewis Grizzard, columnist, *Atlanta Journal*

and *Constitution*, joins WSB-TV Atlanta as news commentator.

Ann Dufresne, field reporter, WCKT(TV) Miami, named anchor.

Larry Wheeler, anchor, KOAM-TV Pittsburg, Kan., joins WLOS-TV Asheville, N.C., in same capacity.

Thom Berry, news director, WSCQ(FM) Columbia, S.C., joins wis(AM) there as morning anchor.

Ernest Gurule, from noncommercial KCET(TV) Los Angeles, joins KSBY-TV San Luis Obispo, Calif., as anchor-reporter.

Mike Andrei, reporter, WGR-TV Buffalo, N.Y., named anchor. **Geoff Fox**, co-host, *PM Magazine*, assumes additional duties as weekend weather anchor. **Ray Swan**, from WIVB-TV Buffalo, N.Y., joins WGR-TV as news cameraman.

Cynthia Keller, from WKRC-AM-TV Cincinnati, joins WLWT(TV) there as weekend reporter.

Dennis Troute, from Cable News Network, joins ABC News, Dallas, as general assignment correspondent. **Sheryl McCarthy**, from *New York Daily News*, joins ABC News, New York, as general assignment correspondent.

Adam Scheffler, noon news producer WPXI(TV) Pittsburgh, joins CNN *Headline News*, Atlanta, as writer.

Carol Luper, producer-reporter, WBNS-TV Columbus, Ohio, named morning anchor of new early morning news program, *Eyewitness News A.M.*

Ruth Spencer, reporter, KRDO-TV Colorado Springs, named weekend news anchor.

Kathleen Smith, public relations director,

Children's Home and Aid Society of Illinois, joins WLS-TV Chicago as editorial coordinator, public affairs department. **Kim Costello**, assistant to public affairs director, named public service administrator.

Jeff Taylor, chief photographer, KLAS-TV Las Vegas, and **Chris Smith**, news photographer, KBCI-TV Boise, Idaho, join KIRO-TV Seattle as news photographers.

Technology

Don Karell, director of corporate development, franchising and new business opportunities, United Cable Television Corp., joins Interactive Telecommunications, Inc., East Lansing, Mich., as VP, market development.

Charles Nangle, VP, American Satellite Co., Rockville, Md., named executive VP, finance and administration.

Elizabeth Hayter, district manager, affiliate relations, CBS Television Network, named to newly created position of director, satellite transmission, CBS Radio, New York.

Charles Kao, VP and director of engineering, electro-optical products division, International Telephone & Telegraph, Roanoke, Va., named to newly created position of executive scientist for ITT, based in Shelton, Conn.

Lorri Kaufman, engineer, microwave path and system design, Hughes Microwave Communications Products, Torrance, Calif., named senior applications engineer.

David Walton, district sales manager, JVC Co. of America, Kansas City, Mo., named product manager, professional video division, Elmwood Park, N.J.

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Ed Mitchell, production engineering manager, Anaconda-Ericsson, Anaheim, Calif., joins Century III Electronics, Brea, Calif., manufacturer of broadband products for cable TV industry, in newly created position of engineering manager.

Otis Ted Lester, director of engineering, Futura Communications, Boise, Idaho, joins WRAL-TV Raleigh, N.C., as engineering manager.

Mark Pride, Eastern regional sales manager, Omni Spectra Inc., joins assembly products group of Times Fiber Communications, Wallingford, Conn., as regional manager, engineering sales.

Appointments, Quanta Corp., Salt Lake City manufacturer and marketer of communications equipment: **Bill Baker**, operations manager, Southland Broadcasting, Cape Canaveral, Fla., to product specialist for Quantanews, computer-assisted radio and television newsroom management system; **Laura Lunceford**, corporate training specialist, to product specialist, Quantanews; **M. Douglas Munn**, from Thaler Electronic Laboratories, Ann Arbor, Mich., to product specialist, cable television products, and **David Quibbleman**, from Fernseh, Salt Lake City, to technical writer.

Richard Oberman, Western distributor, RMS Electronics, Santa Ana, Calif., named general manager of Western operations.

Bud Harrison, video technician, ABC News, Washington, joins Harrison Systems Ltd., Riverdale, Md., communications systems design and installation firm, as VP and general manager.

David Walton, district sales manager, JVC Co. of America, Kansas City, Mo., named product manager, professional video division, Elmwood Park, N.J.

Dane Ericksen, senior FM/TV specialist, FCC's Field Operations Bureau, San Francisco, joins Hammett & Edison, engineering consultants there, as member of engineering staff.

Domenic Rignanese, from Texas Instruments, Attleboro, Mass., joins Augat Interconnection Components division there as product manager.

Ronald Valley, director of telecommunications, noncommercial KSPS-TV Spokane, Wash., joins KAYU-TV there as director of engineering.

Promotion and PR



Boies

Mary McInnis Boies, assistant general attorney, office of the general counsel, CBS Inc., was named vice president, corporate information, for CBS. Boies served from 1977 to 1979 as assistant director, White House Domestic Policy Staff in the Carter Administration. Boies replaces Paula Gottschalk,

resigned.

Billie Brown, VP, director of corporate communications, Corning Glass Works, Corning, N.Y., joins Westinghouse Broadcasting and Cable, New York, as VP, corporate communications.

James Ahtes, senior VP, J. Walter Thompson USA, joins Manning, Selvage & Lee, Chicago, as president of Manning, Selvage & Lee/mid-America.

Kath Walker, supervisor, employee relations, Continental Corp., New York, joins Group W Satellite Communications, Stamford, Conn., as manager, employee communications, human resources.

Ruth Finley, regional VP, American Express, joins Warner Amex Cable Communications, New York, as VP, customer operations.

Pamela Hamilton, director of creative services, RKO Radio Networks, New York, named VP.

Gregg Cassidy, manager, on-air promotion, movies for TV and specials, NBC Television, Los Angeles, named director, on-air promotion, West Coast.

Dodie Tschirch, associate director of government affairs, Colony Communications, Providence, R.I.-based cable MSO, named director of governmental relations.

Sam Glick, promotion director, KGW-TV Portland, Ore., joins WNBC-TV New York as manager of advertising and promotion.

Leonard McMillion, president and creative director, Maranatha Advertising, Galesburg, Ill., joins WBLN(TV) Bloomington, Ill., as director of promotion and creative services.

Judy Schultz, from KHQ-AM-FM Spokane, Wash., joins KAYU-TV there as director of promotion.

Deborah Hamilton, public affairs director, WPEN(AM)-WMGK(FM) Philadelphia, assumes additional responsibilities as director of public relations.

Mary Hagen, from traffic department, KMGH-TV Denver, named promotion coordinator.

Curtia Hunter, promotion assistant and public service coordinator, KGUN-TV Tucson, Ariz., named promotion manager.

Sharon Bender, promotion-programing department, WSAW-TV Wausau, Wis., named promotion manager.

Mary Fama McKee, creative-production director, Cit Neifert & Associates, Memphis, joins WANX-TV Atlanta as assistant promotion manager.

Amy Stevens, promotion assistant, KTVH(TV) Hutchinson, Kan., joins KPTS(TV) there as fund-raising producer.

Allied Fields

Jim Popham, VP, government liaison, National Association of Broadcasters, Washington, is among partners of new law firm, Fawer, Brian, Hardy & Zatzkis, to open in New Orleans Sept. 1. Sharing communications duties at firm will be **Ashton Hardy**, FCC general counsel from 1974 to 1976.

John Hurlbut, Southeastern representative, Walker Media & Management, Holmes Beach, Fla., elected VP.

Don Fitzpatrick, senior VP, Audience Research & Development, San Francisco, has formed own broadcast communications service company, Don Fitzpatrick & Associates, at 680 Beach Street, Suite 336, San Francisco.

Information please. American Forces Network Europe is seeking current addresses of all former staffers for use in directory to be issued in conjunction with its 40th anniversary in July, 1983. All ex-staffers will be sent copy of directory. Send information to: Commander, AFN Europe, APO New York, 09757.

Glen H. Taylor, who resigned July 11 as chairman and president of Financial News Network Inc. (BROADCASTING, July 19), is expected to be retained by Santa Monica, Calif.-based business news television network as \$300-a-day consultant, according to the company's amended filing for public stock offer with Securities and Exchange Commission and California securities commissioner.

I.W. Cole, dean, Medill School of Journalism, Northwestern University, Evanston, Ill., leaves position to devote his energies to directorship of university's Gannett Urban Journalism Center.

Elected officers, Detroit chapter, American Women in Radio and Television: **Jan Sherbin**, head of broadcast media department, Henry Ford museum, president; **Dale Dawson**, VP and director of admissions, Specs Howard School of Broadcasting, vice president; **Nora Allen**, traffic/sales service manager, CBET(TV) Windsor, Ont., secretary, and **Lucile Cliette**, The Center Companies, treasurer.

Deaths

Kazuo Iwama, 63, president and chief operating officer, Sony, Tokyo, and chairman of board of Sony Corp. of America, died of cancer Aug. 24 at Tokyo hospital. Iwama was one of key men in Sony's emergence as major electronics firm and is credited with introduction of first transistorized television receiver in 1960. Sony has announced establishment of Iwama Memorial Sony International Fellowship at department of cancer research, Mount Sinai school of medicine, New York. Iwama is survived by his wife, Kikoku, son and two daughters.

Leslie Warner, 71, retired president and chairman, General Telephone & Electronics, died of cancer Aug. 19 at Stamford (Conn.) hospital. He is survived by his wife, Mary, son and daughter.

Elizabeth Murphy, 76, chairman of board of Evening Telegram Co., Superior, Wis., parent of stations WISC-TV Madison, Wis.; KXLY-AM-FM-TV Spokane, KAPP(TV) Yakima and KVEW(TV) Kennewick, all Washington and KTHI-TV Fargo, N.D., and widow of pioneer broadcaster Morgan Murphy, died Aug. 16 at St. Mary's hospital, Duluth, Minn. She is survived by her daughter, Elizabeth Schirmer, president of Evening's broadcast licensees, and son, John Murphy, president of Evening Telegram.

Thomas S. Blair, 42, general sales manager, WDBJ-TV Roanoke, Va., died of heart attack Aug. 7 at Roanoke Memorial hospital. Blair was son of Frank Blair, long-time news anchor for NBC's Today Show, retired. He is survived by his wife, Lee, and three children.

Bill Willig, 61, master control director and audio engineer, WGR-TV Buffalo, N.Y., died of cancer Aug. 16 at Kenmore Mercy hospital, Buffalo. He is survived by two daughters.

NBC's Steve Sohmer: 'the P.T. Barnum of network promotion'

"For a promotion guy, a television network is the greatest canvas there is," declares Steve Sohmer, vice president for advertising and creative services, NBC Television Network. "It arches over the entire United States."

In promoting the new fall lineup on NBC-TV, Sohmer faces the formidable challenge of changing a public image he admits is decidedly negative. "I'm going to try and get this company talked about in the right way because they've been talked about in the wrong way for so long," says Sohmer. "Much of it has been undeserved because, if you ask me, the real innovators in the last few years have been at NBC."

Sohmer has been trying to attract the "right kind" of attention for highly visible media clients during much of the past two decades, emerging with a reputation as a successful trend-setter in television promotion. One admiring associate described Sohmer recently as "the P.T. Barnum of network promotion," with a penchant for unusual and innovative concepts that turn out to be crowd pleasers.

During a just-ended five-year stint as vice president of advertising and promotion for CBS Entertainment, Sohmer reorganized and revitalized that network's promotion department. His approaches to such sensitive specials as *Playing for Time* and *Fallen Angel* were credited with helping CBS maintain its leadership position in a tight ratings race. His promotion of the "Who Shot J.R.?" episode of *Dallas* helped attract the largest audience of all time for a television series.

Ironically, Sohmer competes against himself on CBS this fall. Spots he is producing for NBC's "Just Watch Us Now" campaign will run opposite CBS material bearing his credit as executive producer and writer. Perhaps this fence hopping has made it easier for Sohmer to break new ground with the NBC promos by naming the competition and purposely calling attention to the network's also-ran status (BROADCASTING, Aug. 16).

Sohmer's promotional philosophy relies heavily on the conviction that "the public is real smart about television." That may seem odd coming from a man who did not own a working TV set when he joined CBS Entertainment in 1977. He was too busy reading and writing.

"I went to college to learn to write novels," Sohmer recalls. He studied fiction writing at Columbia University and published his first novel, *The Way It Was*, in 1966. At age 25, he was selected by *The New York Times* as one of the 20 best



Stephen T. Sohmer—vice president, advertising and creative services, NBC Television Network; b. Dec. 16, 1941, Savannah, Ga.; attended Yale University and Columbia University, 1959-62; copywriter, Newspaper Advertising Bureau, 1962-64; vice president and creative director, Newspaper Advertising Bureau, 1964-70; president, Steve Sohmer Inc. (marketing firm), 1970-77; vice president, advertising and promotion, CBS Entertainment, 1977-82; present position since July 1982; single; one child (from previous marriage)—Ilisa, 18.

novelists published that year. "I was deep into it, but I just didn't think I could make a living at novel writing," Sohmer reflects now. "I got married at age 21 and had to support my wife and daughter. So I went into advertising. That way I could at least write for a living."

Sohmer turned down a grant that would have allowed him to write for another year, instead becoming a creative director of the Newspaper Advertising Bureau, where he held executive positions for eight years.

In 1970, the Minneapolis Star and Tribune Co. helped Sohmer set up his own marketing firm, Steve Sohmer Inc., as a subsidiary producing sales presentations and industrial films.

"My first client was the CBS-owned-and-operated stations," Sohmer recalls. "They were a tremendous door-opener for me." Over the next six years, his company produced presentations for major media corporations, including Knight-Ridder, Post-Newsweek, Conde Nast, *Penthouse* and the ABC Radio Networks. During that time also, Sohmer became acquainted with the man he refers to as his "patron saint," Louis Dorfman, then vice president for advertising and design, CBS/Broadcast Group.

When the advertising and promotion chief's position opened up at CBS Entertainment, Sohmer was asked for names and advice on filling the position. He met with then-CBS President Robert Wussler,

who subsequently offered Sohmer the job. He accepted, and stayed until July 1 of this year.

"After leaving CBS, I went to Ireland for a month," Sohmer said. "I had just turned 40 and was contemplating what my next 40 years would be like. I thought, 'I'm going to go back there [to NBC] and re-invent television promotion. I'm going to try and change everything I can.'" When NBC President Grant Tinker asked Sohmer for specifics, the latter replied, "I'm going to make NBC believe in itself again."

Accomplishing that, Sohmer believes, means getting away from the tried and true approaches and replacing them with "unconventional forms of expression." Viewers "are dying to have a network talk to them intelligently, moderately, in a sensible way. In a way that intrigues them and arouses their curiosity rather than hitting them with a pie in the face."

Sohmer feels admitting it is an underdog is not enough for NBC. "There must be quality to back it up. Promotion must hew as closely as possible to the creative spine of the show, so that nowhere along the line does it violate the creative integrity of the broadcast." In short, he says, "you must not tell them it's fish when it is absolute fowl."

Sohmer is proud of his achievements and quick to praise the work of creative teams at both networks he says are essential to a campaign's success. "This business is not like being at Coca-Cola, where they may make a dozen commercials and run them for a year. We make 5,000 spots and run them for a day, or a week. It's really like working for a top advertiser," says Sohmer. "I like to work on 250 things at the same time. In this rock'em, sock'em roly-poly world of network television I have a ball."

"Six or eight years ago we began to get enamored with the new technologies, and now we have begun to use them as art forms. We are seeing conventional ideas expressed in unconventional ways. [But] I still think the best thing to put in an ad is a mother and a baby, and nobody has done anything to change my mind about that," he says.

Sohmer maintains an office in Los Angeles, where he lives, and New York, where he spends several days each month supervising promotion for NBC's non-prime time programing and radio networks. The pace is frenetic, but he thrives on it: "I feel like a boy again. I can't wait to go to work in the morning."

His busy schedule has eliminated fiction writing from Sohmer's list of leisure time pursuits. "I might write another novel again some day," he shrugs, smiling, "but I don't have the time right now. I don't even have time to change my shirt." ■

In Brief

Last week's continuation of **bullish market activity pushed most broadcasting and cable stocks higher.** ABC hit all-time high of \$44.50 during Monday's trading, closing Thursday at \$43.875, up 14.7% from Aug. 17 start of bull market. Steepest climb was logged by Storer—whose variable-rate debt burden can benefit from reduced interest rates: \$27.75 closing price Thursday was up 34.6% over price at start of market run-up. Metromedia's \$43.625 climb led dollar totals and translated into 22.8% gain; stock hit new year's high—\$235.35—in Thursday's trading. Capital Cities logged new 52-week high in that day's session as well, closing at \$80.875, 14.7% gain across two weeks. CBS's 19.6% rise to \$43.75 narrowed gap between its shares and ABC's. Viacom's buy-back of Showtime didn't hurt: it was up 25.2% across recent market surge to close at \$23.325. TeleCommunication Inc.'s A shares, have been no slouches either, up 32.6% to \$16.825.

With Metromedia now planning its own "national and international news effort" (but not saying much more), **future of Independent Television News Association has become major question.** Metromedia, contributing about third of \$3 million yearly ITNA budget for its WNEW-TV New York, WTTG(TV) Washington and KTTV(TV) Los Angeles, has told other consortium members that it is willing to work with ITNA in present form through June 1983 but thereafter new arrangements would have to be worked out as Metromedia pursues own venture. Metromedia plans to offer some type of service as well outside its own TV station group and said it would work with all ITNA stations for interim period. But that eventually would not include Los Angeles market ITNA stations that compete with Metromedia outlet there. KTLA(TV) Los Angeles is leading effort to keep ITNA intact, whether by restructuring or with new members. Meanwhile, WPIX(TV) New York, former ITNA member now running Independent Network News service, is understood to be making inquiries with stations to see if it can play role outside of INN—in new alliances that could develop.

National Association of Broadcasters has begun setting up five to seven member committee to investigate possibility of **incorporating Television Information Office** into association's operation. Committee is being selected by NAB TV Board Chairman Gert Schmidt, vice president of Harte-Hanks Communications' TV group, Jacksonville, Fla., and board vice chairman, Jerry Holley, vice president, broadcasting, Stauffer Communications, Topeka, Kan. It is part of recommendations from NAB Futures Committee report released three weeks ago (BROADCASTING, Aug. 16). Report recommended TIO move to NAB headquarters and be placed under direction of senior vice president of public affairs. Candidates reportedly under consideration include James Dowdle, president and chief executive officer, Tribune Co. Broadcasting, Chicago, and George Schweitzer, vice president, communications and operations, CBS Sports. Formula is apparently being worked on for committee make up to include one member each from large and small market, one representative each from NAB's and TIO's boards, two outsiders, one from networks.

President Reagan was scheduled last Saturday to veto \$14.2 million **urgent supplemental funding bill** (H.R. 6863) which included \$3 million in funds for FCC. Funds would be used to supplant agency's fiscal 1982 budget. Congress won't be back from its recess until Sept. 8 and if agency doesn't get funding by Sept. 13 it could be forced to shut down.

National Association of Broadcasters last week asked FCC to join it in seeking expedited **appeal of order authorizing direct broadcast satellite service**—and to put off granting any DBS applications "until the policies supporting and guiding those grants have been fully affirmed or refashioned." In letter to commission, NAB, which has petitioned Court of Appeals in Washington to review order (BROADCASTING, Aug. 16), said

that if it persuaded court that rulemaking had been flawed, and certain issues were remanded to commission for further consideration, "that consideration by the commission would be hopelessly prejudiced by the grant of DBS construction permits." FCC has indicated it would be granting applications this fall (see "Closed Circuit," page 5).

General Accounting Office concluded study of Voice of America with **recommendation VOA develop comprehensive, long-range plan** for "effective modernization and expansion of VOA technical facilities." GAO said need for plan was so great that VOA should, if necessary, delay current construction projects until plan is developed. Congressional watchdog agency said that instead of long-range planning, VOA had engaged in number of "piecemeal modernization projects which could cost more than \$325 million." Report, submitted to Charles Z. Wick, director of parent U.S. International Communication Agency (now U.S. Information Agency), also said VOA's procedures for developing programs and scheduling "are not always consistent and may result in duplication of efforts." Primary problem, GAO added, "has been absence of centralized guidance for program development." USICA did not quarrel with recommendations. It agreed on need for long-range planning and guidance derived from such planning. And VOA management, which, GAO noted, "has been restructured and restaffed under current administration," was said to "agree that a more aggressive and coordinated approach to defining program direction for broadcasters is needed."

Storer Cable Communications is embroiled in **franchise dispute with city of Salisbury, Md.**, and Salisbury officials have served notice on Storer they consider company "to have forfeited its franchise with the city . . . and its sole right to renew same." Renewal is key here—10-year franchise for 17,000 homes expired last Friday; Salisbury Purchasing Agent William Booth says city met with Storer to discuss what it would like in renewed franchise, but that Storer's position was its old franchise provided for automatic 10-year renewal and any discussion of amendment should follow renewal. Storer secured injunction barring city from taking action without first serving notice of franchise violations—but Friday letter from city to Storer did just that, listing seven items including failure to pay franchise fees due on premium services and failure to file proper reports with FCC.

RadioRadio, CBS's young adult network, is **getting out of concert syndication** as of November, citing lack of affiliate interest and cutbacks on concert touring by depressed record industry. To replace monthly series, network will introduce series of long-form music specials at this week's National Association of Broadcasters Radio Programming Conference, which began yesterday at New Orleans Hyatt Regency. First of new series is to be "The Great 1's of '82," three-hour countdown of this year's top 30 records to be aired in December, and to be presented via network's new "flexiformat," offering affiliates fully produced programs or music with scripts for local announcers

Viacom and Gill Industries have entered into agreement to **jointly separate cable program network** over Gill's Bay-area interconnect system which currently links cable systems in the San Francisco area with combined subscribership of about 400,000. "Bay Area Interconnect Network," as it is being called, will initially provide two channels of advertiser-supported programming—sports channel, comprising mix of locally originated events produced by Gill Cable and some programing from ESPN; and news network made up mostly of programing from CNN. Two networks are to be introduced shortly. On Jan. 1, 1980, two additional channels of ad-supported programing will be introduced, with programing from potential program suppliers currently being evaluated. Viacom and Gill have indicated plans to also add pay-per-view channel to network i

"near future." Allen Gilliland, president of Gill Industries, said last week that "in the months to come, we expect to expand the [interconnect] very aggressively from the present 400,000 homes covered, by offering potential [affiliates] a comprehensive plan to participate in the revenues of our network." Network will be managed by Gill's Jack Yearwood.

General Instrument Corp. announced formation last week of **Satellite Systems Business Section** that will have worldwide responsibility for design, manufacture and marketing of satellite products. Section will be based in Toronto and headed by William H. Lambert, vice president and general manager, Canadian Jerrold Division, General Instrument.

Omaha World-Herald last week announced agreement with **Cox Cable Omaha**, local cable system, to provide three news services to its subscribers. It will produce **teletext** news channel and hourly five-minute local newscast that will be inserted in Satellite News Channel. It will also supply news, weather, sports, classified advertising and other information for INDAX, Cox's videotext service.

National Association of Broadcasters has joined in effort by number of media organizations **seeking reversal of court order gagging jurors** in trial of man accused of shooting former National Urban League president Vernon Jordon. NAB, along with American Society of Newspaper Editors and American Newspaper Publishers Association, filed friend of court brief with U.S. Court of Appeals for Seventh Circuit. They asked court to find order of U.S. Judge Allen Sharp—issued after he dismissed jurors following verdict—violation of First Amendment and infringement of "protected liberties." Original appeal in case was filed by newspapers and broadcast organizations. Immediately after appeals court was asked to intervene Sharp agreed to reconsider his order. He scheduled hearing for 4 p.m. Friday (Aug. 27), one hour before deadline appeals court set for hearing.

Cox Broadcasting and ABC have appealed to **Georgia Supreme Court** lower court decision that gave superstation WTBS(TV) Atlanta go-ahead to televise 19 **NCAA football games** this fall. ABC and Cox, licensee of ABC-affiliate WSB-TV Atlanta, had asked State Superior Court for Fulton county, Ga., two weeks ago to prohibit telecasts on ground they had exclusive rights to broadcast NCAA football in Atlanta market. WTBS is, first, local UHF station reaching one million Atlanta viewers and, second, satellite-delivered cable network.

Air date for "Star Wars" as **pay-per-view special** is Sept. 25. Twentieth Century-Fox, which owns film, will offer film to nearly two million subscriber homes with P-P-V capability (mostly STV subscribers) for between \$6 and \$8 for one-time showing. Estimates are that perhaps 25% of those subscribers will take event, yielding gross revenues of about \$3.5 million.

FCC last week released report and order **declining to impose ownership limits on cable TV multiple system operators**. It also released text of notice of proposed rulemaking proposing to permit television networks to own cable systems (BROADCASTING, July 19). Comments on network-cable proposal are due Nov. 29; reply comments are due Jan. 14, 1983.

House Ethics Committee has subpoenaed and received from **ARK-TV Little Rock, Ark.**, tape of recent interview with former **Congressional page Leroy Williams**, who said he had had illicit sexual relations with three members of Congress and had arranged meeting between senator and male prostitute. Stations deleted from interview names of legislators accused by Williams because, according to News Director Gary Long, its reporters

were unable to find any corroborating evidence for Williams' statements. Last Friday, Williams told news conference in Little Rock that his statements had been untrue.



Last Monday (Aug. 23) was premiere date for **ABC Radio's "Satellite Update,"** 15-minute weekly talk/call-in presentation fed to affiliates via closed circuit and intended to keep them informed about developments in radio technology and specifically ABC's satellite conversion plans. Project is brainchild of Henry Kavett, ABC Radio's director of information and public relations. Seated left to right: **Bob Donnelly**, director of satellite systems, ABC Networks; **Ron Pearl**, satellite coordinator, ABC Radio Networks, and program host, Kavett.

Delco Electronics, leading domestic manufacturer of radios that is testing three AM stereo systems prior to deciding which one to manufacture, **finished testing of Motorola system** Aug. 20 and **began last week testing of Magnavox system**. Two weeks of on-air testing of Magnavox system over WIRE Indianapolis was scheduled to start last Saturday night (Aug. 28). Once it's completed, Harris system gets three-week work out. Kahn Communications, maker of fourth system actively vying to win marketplace acceptance, has declined to participate in tests. Motorola used some of data obtained from Delco to file for type acceptance of exciter and monitor at FCC same day test ended. Harris and Kahn have already filed for and won type acceptance and several stations using their gear are on air despite lack of stereo receivers. Magnavox filed for type acceptance last week of July, but has yet to receive approval.

As Corporation for Public Broadcasting board meets this week in Washington, **contest is brewing over body's vice chairmanship**. Board will be electing new officers, and while no opposition to Chairman Sharon Rockefeller's re-election is expected, current vice chairman, Jose Rivera, will be challenged by newer member, Sonia Landau. Sources say race is close but Landau has slight edge. Landau is Republican appointed last year, and Rivera is Democrat who has been on board since 1979. Additionally board will reportedly discuss lobbying against law that would combine board chairmanship and CPB presidency into one role effective in 1984. Number of board members are dissatisfied with provision and want to eliminate it. Provision is part of Public Broadcasting Amendments Act of 1981. **Board will also select new program fund director** and vote on increasing CPB's TV production fund by \$2 million. Funds may be used to help finance hour-long *MacNeil-Lehrer Report* (BROADCASTING, Aug. 9).

Scientific-Atlanta last week reported **first quarterly loss in 13 years**—\$2.3 million loss for period ended June 30. That compares with year-earlier earnings of \$5.9 million. Recession and cable converter problems were blamed for this year's difficulties; revenues in quarter edged back to \$81 million from year earlier \$83.4 million.

Interlude

The radio broadcasting business that is extensively surveyed in this issue of the magazine is going through an unaccustomed adaptation. It has emerged from a period of intense creativity and expansion to discover that the economic growth it had anticipated did not quite materialize. While radio wasn't looking, a national recession took hold.

Radio is adjusting. The creativity continues as broadcasters seek new positions in the marketplace. Venturers may think twice before plunging, but carefully conceived expansion still goes on. Last week a Chicago FM drew the biggest sale price in the market's history. The revenue curves will rise again as the economy recovers its health.

Right end, wrong means

The principles of Reaganomics came into uncomfortable conjunction with ward-healing politics of the rankest kind to produce the legislation reducing FCC members from seven to five. The outcome has been favored on this page for years and still is. Regrettably, it will be forever tainted.

The shrinkage of the FCC was proposed as an amendment to the huge budget reconciliation bill by Senator Harrison Schmitt (R-N.M.), a supporter of President Reagan's campaign to cut the cost of government. Whether Schmitt knew it or not, the proposal fitted handily into the schemes of Senator Ted Stevens (R-Alaska) to frustrate Ronald Reagan's appointment of Stephen Sharp to a seven-year term on the FCC, in preference to a Stevens candidate. Sharp, the FCC's general counsel, has been awaiting a Senate confirmation hearing that Stevens had stalled through connivance with Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee.

Now that the seat to which Sharp was nominated will disappear as of next June 30, Stevens and Packwood have at least six-sevenths of a pound of flesh to savor. Surely they will proceed with the confirmation of an appointee of unquestioned qualification.

That said, attention turns to the five-member FCC of the future. It will save the taxpayers money at no loss of commission efficiency. If, as will be possible, decisions are occasionally made by a majority of 2 out of a quorum of 3, those figures will not be substantially different from the majority of 3 that can now prevail out of a quorum of 4. As Anne Jones has noted of the Securities and Exchange Commission where she was a senior staffer and observed a five-member body on the job: "It worked just fine." There is no reason for it not to work just fine at the FCC.

A sure loser

The Senate Foreign Relations Committee returns next week to its markup of a bill to authorize the creation of Radio Marti, a station that this magazine has come to believe nobody needs. The administration and like-minded members of the Congress continue their dogged efforts to bring Radio Marti to life. They have failed, however, to demonstrate that the potential benefits of a high-powered station broadcasting Cuban news to Cubans would outweigh the mischief it would be certain to foment in AM radio broadcasting.

A good deal of the dispute over Radio Marti has concentrated on the government's first choice of frequency, 1040 khz, now occupied by WHO(AM) Des Moines, Iowa. Not surprisingly, WHO fears that a Radio Marti on 1040, although directionalized to pro-

tect WHO, would invite Cuban retaliation that would not only neutralize its target but also shrink the coverage of WHO.

To get around that problem, amendments have been offered to authorize the use of other frequencies, but the longer this debate goes on, the more evident it becomes that no matter what frequency might eventually be picked, it would be subject to the same response that may be expected from the Cubans to 1040. The makings of an air war of AM interference are implicit in the very concept of the Cuban adventure that the administration has in mind.

As a good many AM stations on other frequencies in Florida and other Southeastern states have testified, Cuban interference is already a problem of worrisome dimension. Before the red flag of Radio Marti was raised, there was some evidence of Cuban willingness to deal with the existing problem. That willingness has disappeared.

Nobody here quarrels with the notion that Cubans deserve a larger measure of the truth than they can get from the domestic news services that Fidel Castro provides. Indeed, they are getting a considerable measure now from U.S. AM stations that put signals over Cuba and from a Voice of America station that has been broadcasting long enough from the Florida keys for the Cuban government to have gotten used to it. The question is whether Radio Marti would increase the measure of truth enough to make a real difference in Cuba's political future.

That question remains unanswered. Absent a conclusive showing of Radio Marti's need, the project ought to be called off, and America ought to get back to the negotiations over present interference.

Do it yourself data bank

The broadcasting business's first attempt to collect its own business-wide annual revenue figures is about to begin. Simple questionnaires will be mailed to all radio and television stations on Sept. 1, for return by Sept. 24. Broadcasters will be acting in their own interest as well as that of their colleagues if they respond.

The Broadcasting Industry Revenue Reporting Committee is supported by the National Association of Broadcasters, the Radio Advertising Bureau, the National Radio Broadcasters Association and the Broadcast Financial Management Association. It will cost broadcasters nothing to fill out the confidential questionnaire and mail it to the accounting firm in the postpaid envelope that will be supplied. The response should be universal.



Drawn for BROADCASTING by Jack Schmidt

"The helicopter dropped the antenna."



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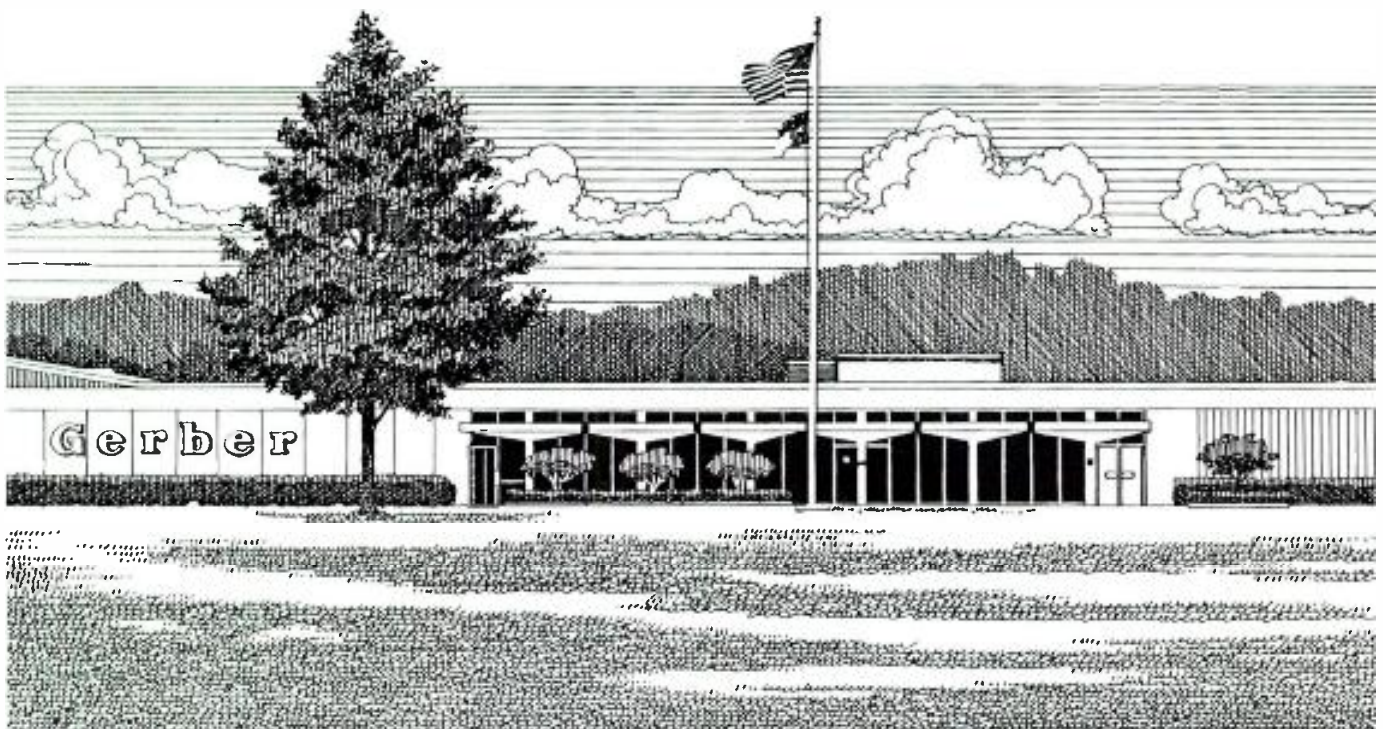
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