

# Broadcasting Apr 18

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52d Year 1983

Packwood, Wirth challenge  
NAB on deregulation   
Convention booms

# On September 19th These Will Take The Next Step

KFDA-TV  
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WMAR-TV  
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WNEV-TV  
WKBW-TV  
WBTV  
KHSL-TV  
WGN-TV  
WCPO-TV  
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KBTW  
WHO-TV  
WDIV  
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Atlanta  
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Boise  
Boston  
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Houston  
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# NEWS

A FIRM "GO" FOR FALL '83

# Leading News Stations in Television News.

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WNGE  
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KOCO-TV  
WFTV  
WMBD-TV  
WCAU-TV  
KPNX-TV  
KGW-TV  
WJAR-TV  
WOC-TV  
WOKR  
KCRA-TV  
KSBW-TV  
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Oklahoma City  
Orlando  
Peoria  
Philadelphia  
Phoenix  
Portland, OR  
Providence  
Quad Cities  
Rochester  
Sacramento  
Salinas  
Salt Lake City  
San Antonio

KGTV  
KSBY-TV  
KING-TV  
KXLY  
KSDK  
WTVH  
WFLA-TV  
KVOA-TV  
KSNT  
KJRH  
WJLA-TV  
WAOW-TV  
WPTV  
KSNW  
KSWO-TV  
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Seattle  
Spokane  
St. Louis  
Syracuse  
Tampa  
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Wausau  
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**BENSON**, from the people  
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Available now for Fall 1984.

# BENSON

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# Broadcasting Apr 18

## Packwood backs off constitutional amendment crusade Stakelin to join RAB □ NAB celebrates in Las Vegas □ MIP-TV: Springtime in Cannes

**DEREG UPDATE** □ Wirth links radio deregulation to spectrum fee. Packwood puts constitutional amendment drive on back burner, asking that broadcasters work for statutory relief instead. **PAGE 39.**

**FOWLER'S WORLD** □ FCC chairman tells closing NAB luncheon broadcasters should enter new technologies; he lists SCAs, broadcast auxiliary, teletext, MDS, cellular radio and cable channel leasing. **PAGE 41.**

**NEW POST** □ NAB Board Chairman Stakelin tapped for presidency of RAB. **PAGE 44.**

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**CABLE AT THE BAT** □ Major league baseball office says league is looking at starting pay cable network. **PAGE 46.**

**H-E-E-RE'S MICKEY** □ Disney Channel launches today on over 400 systems with four million basic subscribers. **PAGE 58.**

**APRIL IN CANNES** □ Thousands of programming executives are set to converge in *the* international marketplace to review tens of thousands of programs. **PAGE 60.**

**TIME BANKER'S SUIT** □ Fired JWT employe Luisi files \$125-million claim against company, which brings countersuit. **PAGE 72.**

**CBS NUMBERS** □ Broadcast Group earnings lead drop in continuing operations, although overall net income rises 13%. **PAGE 73.**

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**NAB RADIO** □ AM stereo proponents vie for marketplace acceptance. **PAGE 95.** SCAs, profit training, co-op advertising, minority programming and cable connection draw radio participants. **PAGES 96-98.**

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**NAB TECHNOLOGY** □ Who or what sets broadcast standards is becoming increasingly controversial topic; panelists debate issues. **PAGE 105.** Flaherty accepts NAB's top engineering award. **PAGE 106.** Improving television picture quality **PAGE 107** and the lure of teletext **PAGE 108** draw technical participants. Tarleton sees hopeful signs on Cuban interference issue. **PAGE 112.**

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### **FIRST PRIZE, SPOT NEWS**

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### **FIRST PRIZE, SPORTS REPORTING**

—for our series on Chicago sports moguls.

### **FIRST PRIZE, PHOTOGRAPHY**

—for our special feature on "The Robot Revolution".

### **OUTSTANDING ACHIEVEMENT**

—for The 10 O'Clock News.

**WBBM-TV CHICAGO  
CHANNEL  2**

## At the top

David Markey's sudden departure from National Association of Broadcasters convention in Las Vegas on Tuesday was tied to Cabinet Council meeting with President Reagan that, among other things, dealt with FCC's proposed repeal of its network syndication and financial interest rules. Markey, assistant secretary of commerce for communications and information and head of National Telecommunications and Information Administration, was called back to Washington by Commerce Secretary Malcolm Baldrige, who heads Cabinet Council on Commerce and Trade.

Meeting, believed to be at least second at which FCC's controversial rulemaking was discussed, is said to have produced no decisions. One official noted it would be unusual for administration, as such, to take position before independent regulatory agency. Purpose of meeting, reportedly, was "informational." Markey, whose agency supports repeal of rules, and Justice's antitrust chief, William Baxter, who would retain only narrow antiwarehousing rule, did most of briefing.

## Broadcaster again

Group of investors that New York venture capital firm of Frostmann Little & Co. is assembling to buy WRGB(TV) Schenectady, N.Y., from General Electric Broadcasting ("Closed Circuit," April 4), includes John Backe, former CBS president. Backe, described as "guy they're building around," is now president of Tomorrow Entertainment Inc., New York TV production house, subsidiary of Dancer Fitzgerald Sample.

## Trouble ahead?

What seem to be serious questions about commercial formatting of movies on TV networks and most stations have developed from research conducted for major station and cable owner, Storer Communications. Independent researchers, tracking viewing and attitudes in cable homes served by systems having at least 35 channels, found that viewers get used to and like uncut movies on cable and, when they turn to movies on networks and affiliated stations, "they become angry," as one Storer official put it, "at all the commercial interruptions." They apparently watch fewer broadcast movies as result, though Storer research has not

quantified that point. Storer plans to develop further information, but it feels this much is already plain: "We've all got to clean up our act."

These findings emerged from research, conducted in six markets, to develop proprietary information that Storer plans to keep to itself. But officials say they've already talked to network people about adverse movie findings—which, incidentally, they think may represent a plus for independent stations, many of which have reduced commercial interruptions to two per movie. They add that researchers found no similar hostility where network and affiliate newscasts are concerned, suggesting that "people like their local newscasts and the network news they're used to."

## Man upstairs

Radio deregulation package presented by Representative Tim Wirth (D-Colo.) at National Association of Broadcasters annual convention in Las Vegas last week appears headed for some resistance from Representative John Dingell (D-Mich.), chairman of Energy and Commerce Committee, parent of Wirth's Telecommunications Subcommittee. Dingell recoils at Wirth's proposal to repeal fairness doctrine and equal time law in all but littlest radio markets. Dingell is said to believe there has to be clear, convincing evidence that relaxation wouldn't harm public interest. "To date no one has shown that," Dingell aide said.

Dingell is willing to look at other regulatory relief for radio. He is aware of problems with comparative renewals but feels that public interest standard must be clearly articulated in any new deregulation legislation, aide said. Concept of spectrum fee is one way to address public interest that Dingell would consider.

## Fein line

Many lawyers who heard him at National Association of Broadcasters convention thought FCC's new general counsel, Bruce Fein, was extreme in his approach to deregulation. And they didn't even hear all of it. Fein believes commission has authority to repeal fairness doctrine without further action by Congress. Most lawyers disagree, because of language in 1959 amendment to Communications Act specifying broadcasters' obligation to afford reasonable opportunity for discussion of conflicting views on issues of public importance.

But Fein does not believe that requires fairness doctrine. Even Chairman Mark Fowler, who yields to no one in his dedication to fight for full First Amendment rights for broadcasters, finds that position hard to square with law.

## No sales aid

Major broadcast equipment manufacturers had at least one gripe at end of NAB convention. They each had purchased hundreds of exhibitor passes, at up to \$6 each, and distributed them to potential customers. But before customers were admitted to exhibit hall, they had to register—process that took up to three hours on Sunday, first day of convention. Procedure not only reduced traffic on Sunday, but also, according to one exhibitor, "aggravated" many customers.

## Lower key

Squabbling that led to bruising battle for last FCC opening—contest eventually won by Stephen Sharp (BROADCASTING, May 24, 1982)—isn't expected to be repeated in filling of Republican seat to be vacated by Commissioner Anne Jones (BROADCASTING, April 11). Loser of latest contest, Marvin Weatherly, who was championed by Senator Ted Stevens (R-Alaska), told BROADCASTING that aide to Stevens had asked him if he were interested in new slot. But Weatherly said he wasn't planning to seek post "actively," and didn't request commitment from Stevens. "If the President put my name forward, I would consider it," Weatherly said. Aide to Stevens said senator had no candidate as of last week, but would try to insure that whoever is nominated is "sensitive" to needs of rural telephone users.

## Skyward

Talk of analog-component transmission for nonbroadcast applications has caught attention of Tektronix Inc., which reported last year more than \$1 billion in sales of test and measurement equipment and other high-tech gear. It is taking hard look at developing analog-component system that could be used for direct broadcast satellites or satellite program distribution. According to one Tektronix official, system could combine expertise in "analog-component processing" of Grass Valley subsidiary with microwave know-how of communications division.

## Turner numbers

Turner Broadcasting System Inc. reported 1982 revenues of \$165,641,000 and net loss of \$3,350,000, or 16 cents per common share. That's a marked improvement over 1981 revenues, which were \$95,047,000 with a net loss of \$13,423,000, or 66 cents per common share. The fourth-quarter 1982 revenues were also brighter, with revenues of \$49,816,000 as compared to \$28,734,000 for 1981. Fourth-quarter operations posted a net income of \$1,028,000 or five cents per common share, as compared to a net loss of \$921,000 for the same period in 1981. Fourth-quarter income could have been even higher if not for a \$697,000 loss TBS took on the Atlanta Hawks professional basketball team.

## Expenses did it

Warner Communications Inc. reported in its 1982 annual report that Warner Amex Cable Communications lost \$46,633,000 last year. Although revenues increased 74% to \$306,643,000, expenses rose even higher—to \$402,827,000. Warner attributed the losses to "substantial costs" associated with the construction of new cable systems and the marketing of new Warner Amex Satellite Entertainment Co. cable programming services.

WCI reported that in 1982 Warner Amex added 291,000 basic subscribers for a total of 1.2 million, and 460,000 pay subscribers for a total of 1.1 million. Last year Warner Amex was awarded 11 franchises which added 267,000 homes in franchised areas for a total of 3.8 million. It laid 10,800 miles of cable last year to almost double its total plant value to \$635 million. WCI did not break out figures separately for Warner Amex Cable and WASEC. It was, however, the first year it reported a consolidated figure on the net losses of the Warner Amex operation, which is owned jointly with American Express. (Last year WCI did not report Warner Amex's net on 1981 revenues of \$177 million, other than to say it did not make a profit.)

WCI also reported that of its \$600-million credit line extended by a consortium of banks, it has used up \$484 million. It currently is negotiating for an additional \$200 million.

Last week Moody's Investor Service downgraded WCI's debt rating from double A-3 to single A-1 on senior debt, and from single A-1 to single A-2 on subordinated debt, while leaving unchanged its rating on commercial paper. Moody's said the "downgrading reflects sharply narrowing profit margins within the consumer electronics division as a result of proliferation of competitive hardware and software products and changing consumer preferences." Although WCI's profits increased 14% to \$257,811,000 on revenues of \$3,989,985,000 last year, profits fell 56.5% in the fourth quarter (BROADCASTING, Feb. 28). The loss particu-

larly occurred in the consumer products division, where competitors against the Atari line increased from one to 20 in the course of the year.

Standard & Poor's, another major debt rating service, took no action. It continued to rate WCI's senior and subordinated debt slightly higher at double A and double A-minus, respectively. Although S&P has not moved WCI onto its "watch list"—usually a signal that change is in the wind—an analyst said it was being closely followed.

Geoffrey Holmes, vice president at Warner Communications, said the downgrading of WCI's debt rating by Moody's would have no effect on Warner Amex's ability to borrow more money.

## First move

Monroe Rifkin, chairman-elect of the National Cable Television Association, and Narragansett Capital Corp., Providence,



Rifkin

R.I., have joined to acquire CSX Corp., Richmond, Va. CSX owns cable properties near Jacksonville, Fla., totaling 12,000 subscribers. The buy is the first for Rifkin & Associates, formed earlier this year.

## Expanding Retrieval

Dow Jones News/Retrieval—whose 70,000 customers make it the world's largest computerized news-on-demand service—is continuing to expand its two-way cable links because of their low costs. Richard J. Levine, editorial director of Dow Jones's information services, told a Harvard seminar that News/Retrieval would soon be offered over six cable franchises throughout the country.

Levine said services selling for as much as \$72 an hour over phone lines can be priced at as little as \$22 a month over cable. That's why "we're continuing to work with two-way cable although we're not sure what the most effective delivery system will be," he said.

News/Retrieval now offers 20 data bases ranging from stock quotations to weather

and is planning four more: airline schedules and fares, college guides, travel information and a "gateway" to banking services. Levine said the service is adding 3,500 customers a month and hopes for 250,000 subscribers by the mid-1980's.

He attributes his company's electronic publishing success to an early (Dow Jones has been active in two-way information services since 1971) and strong corporate commitment, clear goals, technical skills and "aggressive and innovative" marketing.

## Programing potpourri

In addition to the May premiere of HBO's *The Terry Fox Story* and Showtime's second new episode of *Paper Chase* (BROADCASTING, April 11), a number of other new and original made-for-cable productions have been scheduled for next month. On May 9, Hearst/ABC's ARTS channel will debut its new series, *First Edition*, produced by Book-of-the-Month Club, which features authors discussing their works. A new sitcom will debut on the Playboy Channel entitled *Four Play* (May 15), which is described by Playboy as a "sexy comedy that deals honestly with infidelity and its effects on a contemporary urban couple." It is produced by Madeline David, former head of daytime programming at NBC-TV. Showtime has also announced that two more *Broadway on Showtime* specials are now in production—*A Case of Libel*, starring Ed Asner, and Daniel J. Travanti's *Hill St. Blues*, and *Pygmalion*, an adaptation of the George Bernard Shaw classic, starring Peter O'Toole and Margot Kidder.

## Both ways now

There are now two cable superstations benefiting from the worldwide news gathering resources of Cable News Network—WTBS(TV) Atlanta and WOR-TV New York. WTBS and CNN are both owned by Turner Broadcasting System; WTBS has been using material from CNN ever since it went on the air in June 1980. WOR-TV's association with CNN was set to begin today (April 18) with telecasts of CNN Headline News, CNN's short-form sister service, and CNN's public affairs program, *The Week in Review*.

## Anixter: Bell distributor

Anixter Bros., Skokie, Ill., has become a distributor of wire, cable and "associated products" for Western Electric Co., the manufacturing subsidiary of AT&T. According to Anixter, a supplier of hardware to the cable and telephone industries, it is the first non-Bell company to handle Western Electric gear.

## Hearst cable

The Hearst Corp., which owns TV and radio stations, newspapers, magazines, book companies and a feature syndicate service,



has added another media interest: cable. On April 1 Hearst took control of three cable systems in the south San Francisco Bay area formerly owned by Westinghouse Broadcasting and Cable Inc. The three systems, which count over 22,000 basic subscribers, serve Santa Clara, Los Gatos and Milpitas, and are among the 12 systems that Westinghouse has been under FCC order to divest because of crossownership rules. Westinghouse acquired the systems when it merged with Teleprompter two years ago. Terms weren't disclosed, but sources estimated the price to be in the neighborhood of \$20 million.

The systems together pass 59,000 homes with 500 miles of plant. The Santa Clara and Los Gatos systems have 30 channels, Milpitas, 25. Hearst also is negotiating to buy Westinghouse's neighboring 4,000-basic-subscriber system in Newark, Calif., a 30-channel system that passes an additional 10,000 homes.

The California systems mark the first of agreements "under contract" by Westinghouse to close all deals. The systems originally were to be divested within one year of the closing of the Teleprompter merger, but the FCC granted an extension until next July 5. Westinghouse emphasized it expects the business part of the other deals to be concluded before then, but final transfer is subject to local regulatory bodies and FCC approval.

The other agreements include the sale of four systems in New Jersey and one in Morgantown, W. Va., to Cablentertainment Inc.; a swap of a Johnstown, Pa., system in exchange for several systems around the

country owned by American Television & Communications; acquisition by Greater Media Inc. of the Worcester, Mass., system; and an agreement with Pennsylvania-based Radcliffe Broadcasting to buy an Oakland, Calif., system.

### UVE connection

Formation of a nationwide University Video Exchange in which colleges and universities with cable programming facilities would bicycle programs around among themselves is being undertaken by three colleges that have already set up their own exchange. The three are the University of Arkansas at Little Rock, California State University-Fullerton and the University of Oklahoma. The idea got started when the professors that run their cable channels started talking about their problems—including especially a shortage of programming—during the International Radio and Television Society's annual faculty-industry seminar in New York (BROADCASTING, Feb. 7).

Janis Cantwell, who runs UALR's cable channel, and Dr. Lynn E. Gross and Dr. Paul Potter, who run those of Cal State-Fullerton and the University of Oklahoma, respectively, worked out the three-way exchange. Because others expressed interest in joining, they are now sending out questionnaires to a longer list of potential college and university participants across the country.

"The UVE concept could be the answer to many needs," said UALR's Cantwell. "It would provide high quality programming for campuses with cable headend facilities or

access time on cable systems; it would allow students, especially student film and video contest winners, a place to show their work to viewers across the country/ and it would allow college and university communication departments to evaluate their film and television projects in light of what is being done at other schools."

### Cable crackdown

The San Diego County district attorney's office has raided 45 homes and taken possession of cable signal pirating devices as part of a new crackdown on illegal decoders backed by a revised California law that permits a maximum fine of \$5,000 and 90 days in jail for those convicted of stealing cable signals. More than 8,000 illegal decoders were turned in to Cox Cable, the nation's largest individual cable system, in an amnesty program that lasted until April 1. Cox estimates more than 57,000 viewers continue to pirate signals from the company.

### Seoul channel

The estimated 75,000 Korean-speaking viewers living within the Hollywood-Wilshire franchise served by CommuniCom now have a pay channel option of programming produced by the Korean Broadcasting Service. The Los Angeles cable system is offering programs—including motion pictures, dramas, comedies, children's series and sports—10 hours daily for a monthly fee of \$10. CommuniCom's Hollywood-Wilshire franchise passes about 310,000 homes.

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**South Carolina Electric & Gas** □ Two flights are scheduled this month. Campaign for youth safety will run through May, while energy information campaign will run through June. Two flights will run in Columbia and Charleston, both South Carolina, and Augusta, Ga., in early fringe and weekend times. Target: children, 6-11, and adults, 25-49. Agency: Wray/Ward Advertising, Charlotte, N.C.

**J.M. Smucker Co.** □ Campaign reintroducing Magic Shell ice cream topping begins in May on network television, supplemented with top 100 spot markets. Flight will run two months and target women, 25-54. Agency: Wyse Advertising, Cleveland.

**Heileman Brewing Co.** □ Campaign for Special Export premium beer begins in May in about 12 markets. Flight will run through second quarter in fringe and prime times. Target: men, 18-34. Agency: Campbell-Mithun, Chicago.

**Kal Kan Foods Inc.** □ Campaign for

M.P.S. canned dog food begins in May in seven California and Arizona markets. Six-week flight will air in day, early fringe, fringe, prime and news times. Target: women, 25-54. Agency: D'Arcy-MacManus & Masius, St. Louis.

**Riceland Foods** □ Campaign for Riceland rice begins in May in eight markets. Flight will run three weeks in all dayparts. Target: women, 18-49. Agency: Cranford/Johnson/Hunt & Associates, Little Rock, Ark.

**Lyon's Restaurants** □ Restaurant chain begins campaign April 25 in San Francisco, Sacramento, Calif., and Portland, Ore. Three-week flight will run in fringe, prime, sports and weekend times. Target: adults, 25-64. Agency: Ketchum Communications, San Francisco.

**Faberge Inc.** □ Campaign for Babe women's fragrance begins this week in 60 markets. Two-week flight will air in news and fringe times. Target: women, 18-34. Agency: Nadler & Larimer, New York.

**Timex Corp.** □ Timex watch campaign begins in late April in 50 markets. Flight will run two weeks in news time. Target: adults, 18-49. Agency: Grey Advertising, New York.

**Jelmar Corp.** □ Campaign for Tarn-X one coat antiquing kit begins April 25 in 18 markets. Flight will run through May 8 in day and late fringe times. Target: total adults. Agency: A. Eicoff & Co., Chicago.

**Lawn Boy** □ Campaign for lawn mowers begins April 25 in 121 markets. Flights will vary and air in news and fringe times. Target: men, 25-54. Agency: Clinton E. Frank Advertising, Chicago.

**Krystal Co.** □ Campaign for Krystal fast food chain begins this month in Atlanta; Memphis; Nashville; Macon, Columbus and Savannah, all Georgia; Birmingham, Huntsville, Mobile and Montgomery, all Alabama; Knoxville and Chattanooga, both Tennessee; Jacksonville and Orlando, both Florida, and Jackson, Miss. Campaign will run various flights through year in early fringe, prime and late fringe times. Slogan in commercial is "Sometimes you just gotta have one," and stars Skip Stephenson of *Real People*. Target: adults, 18-49. Agency: Cargill, Wilson & Acree, Atlanta.

**Rich Products Corp.** □ Campaign for frozen dessert products begins in June in two markets. Flights will vary through December in day, prime and early fringe times. Target: women, 25-54. Agency:

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□

WNKZ(AM)-WJKZ(FM) Nashville, Tenn.: To BH Radio Sales from Lotus Representatives.

□

KDFC(FM) San Francisco, WNCM(FM) New York: To BH Radio Sales from Lotus Representatives.

□

WHCU-AM-FM Ithaca, N.Y.: To P/W Radio Representatives from Lotus Representatives.

□

WBXQ(FM) Cresson, Pa.: To Hillier, Newmark, Wechsler & Howard from Lotus Reps.

□

WANM(AM)-WGLF(FM) Tallahassee, Fla.: To Blair Radio from Masla.

# THICKE OF THE NIGHT



## Starring Alan Thicke

Alan Thicke, the handsome, hilarious, versatile host of Canada's #1 daytime series, is crossing the border to bring something fresh in late-night entertainment to American TV. Produced in Hollywood, this brand new strip will focus on Alan's strength—COMEDY.

THICKE OF THE NIGHT is designed to capture the young adult audience. Alan will be joined by top celebrities doing the unpredictable. Much of the comedy and spice will come from real people playing themselves, featured actors portraying fictitious characters they will create, plus, a regular team of sketch players will be on hand.

Alan is also an accomplished musician and will treat the audience to pop tunes of the day, often performed on location. And, every Friday night, a major top 40 attraction will be highlighted.

THICKE OF THE NIGHT with its rich, innovative format, and state of the art production, is just what America's 18-49ers are looking for to fill the late-night void. Available on a barter basis.

ALL NEW 90 MINUTE LATE-NIGHT STRIP  
FROM

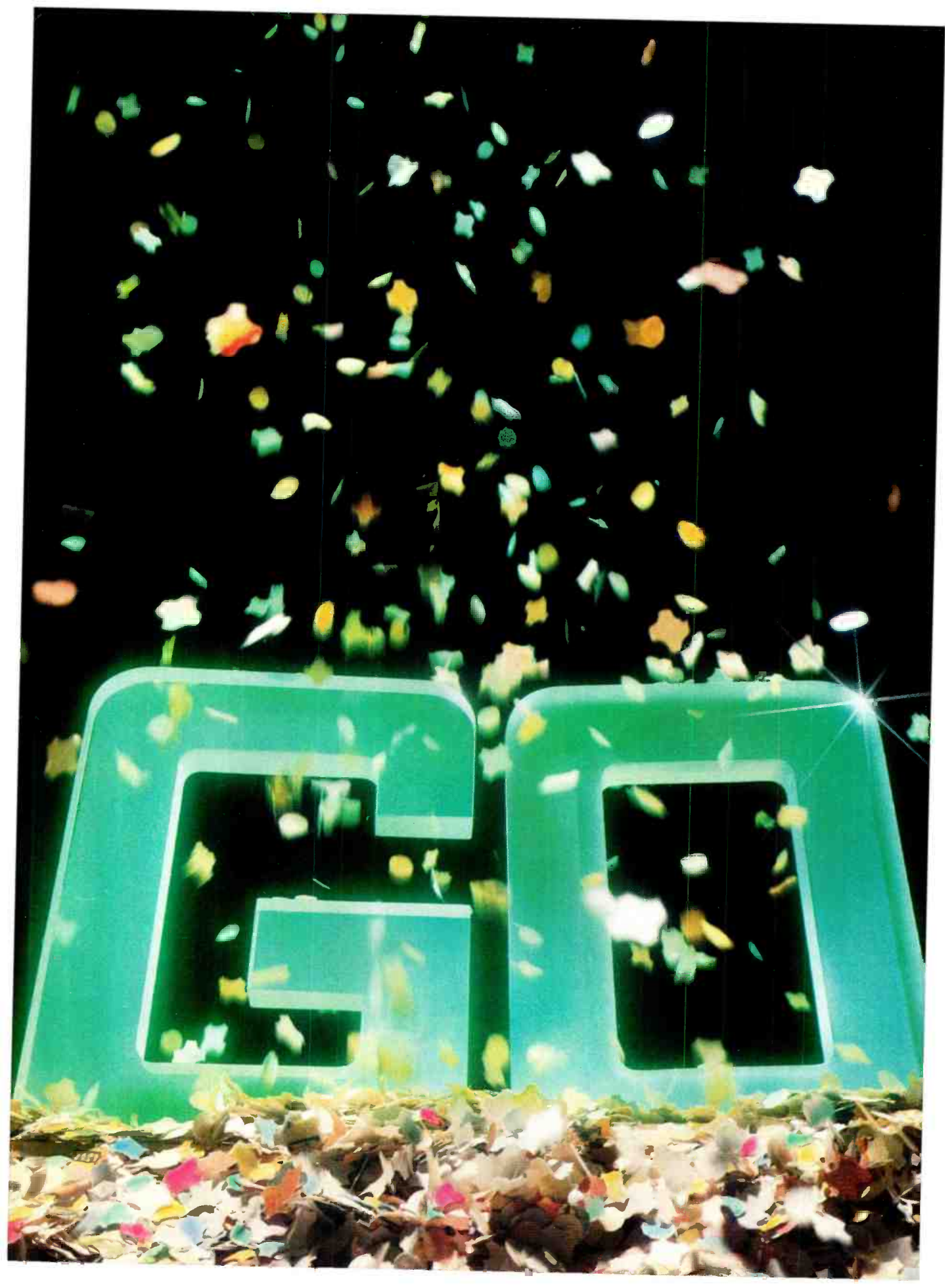
  
METROMEDIA  
PRODUCERS

  
MGM/UA  
Entertainment Co.  
Television Distribution

  
InterMedia Entertainment Company

**IT'S A GO!**  
OVER 70% OF THE COUNTRY  
AND STILL GROWING.

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# Break Away<sup>®</sup>

## NOW A FIRM GO!

Check this list. You'll see the leading stations in 6 of the top 10 markets. All of them are committed to the success of BREAKAWAY. And the list keeps getting longer and stronger. They believe one word sums up the future of the show, "GO"!

**PREMIERE SHOW: SEPTEMBER 12, 1983**

**Order the Early Fringe Franchise to News,  
Developed by Broadcasters for Broadcasters.**

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NEW YORK	WNEW	METROMEDIA	IND.
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CHICAGO	WFLD	METROMEDIA	IND.
BOSTON	WCVB	METROMEDIA	ABC
WASHINGTON	WJLA	ALLBRITTON	ABC
CLEVELAND	WJKW	STORER	CBS
HOUSTON	KRIV	METROMEDIA	IND.
MIAMI	WTVJ	WOMETCO	CBS
SEATTLE	KING	KING	NBC
ATLANTA	WAGA	STORER	CBS
MINNEAPOLIS	WCCO	MIDWEST	CBS
TAMPA	WTVT	GAYLORD	CBS
DENVER	KOA	G.E.	NBC
INDIANAPOLIS	WTHR	VIDEO INDIANA	NBC
PORTLAND	KGW	KING	NBC
CINCINNATI	WCPO	SCRIPPS-HOWARD	CBS
NASHVILLE	WNGE	G.E.	ABC
MILWAUKEE	WITI	STORER	CBS
KANSAS CITY	KCMO	MEREDITH	CBS
ORLANDO	WCPX	OUTLET	CBS
PROVIDENCE	WJAR	OUTLET	NBC
COLUMBUS	WCMH	OUTLET	NBC
GREENVILLE	WSPA	SPARTAN	CBS
SAN ANTONIO	KSAT	OUTLET	ABC
FRESNO	KJEO	RETLAW	ABC
JACKSONVILLE	WJXT	POST NEWSWEEK	CBS
WEST PALM BEACH	WPTV	SCRIPPS-HOWARD	NBC
SPOKANE	KREM	KING	CBS
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A joint venture of The Bennett Group and Ohlmeyer Communications  
One Dag Hammarskjold Plaza • New York, New York 10017 • (212) 940-8304

Campbell-Mithun, Chicago.

**RADIO ONLY**

**Liberty Orchards** □ Campaign for Aplets and Cotlets fruit candies begins in May in Seattle, Yakima and Spokane, all Washington, and Portland and Eugene, both Oregon. Flight will run one week in morning and afternoon drive. Target: adults, 25-54. Agency: The Stimpson Associates, Seattle.

**RADIO AND TV**

**Martha White Foods Inc.** □ Campaign for two products begins in June. Martha White corn meal begins June 6 in 30 markets and Boil In Bag grits begins June 13 in 22 markets. Both products will run into third quarter in day, fringe and

weekend times. Target: women, 25-49. Agency: Eric Ericson & Associates Advertising, Nashville.

**Michigan Travel Commission** □ Campaign for Michigan summer vacation begins this week in 17 TV markets and 20 radio markets. Flights will vary from six to eight weeks, according to market. Spots will air in all dayparts. Target: adults, 25-64. Agency: Ross Roy, Detroit.

**Car Quest** □ Campaign for automotive products begins in late April in about 40 radio markets and about 20 TV markets. Flight will run into May during morning and afternoon times. Target: men, 18-54. Agency: The Pitluk Group, San Antonio, Tex.

## Advantage

**Spot radio trends.** Eastman Radio reports that 25-54 age group accounted for 35% of all spot radio availabilities at rep firm in 1982, outpacing all other classifications. In second place was 18-49, 17%, followed by 25-49, 12%, and 18-34, 10%. Information on metro area was most preferred by agencies (87%), outdistancing TSA (7%) and ADI (6%). In length of weeks, one to four weeks was most sought, amounting to 74% of requests, followed by five to nine weeks, 16%, and 10 to 14 weeks, 7%.

**Looking better.** American Association of Advertising Agencies reports that survey conducted among member agencies indicates business in 1983 will be "somewhat better than in 1982." Of 60 agencies surveyed, association said, 73% reported increases in gross income over 1981, but only 34% said profits had risen. For 1983, 80% expect gross income to climb and 47% expected profits to increase over past year.

**First seminar.** Advertising Compliance Service, Westport, Conn., will sponsor its first seminar in New York, May 12, at New York Hilton. Topics to be explored at "Advertising and Marketing Regulation 1983: Public & Private Restraints" include deregulation, revised network guidelines, current FTC enforcement policies and cable marketing. Speakers will be Jack Keil, creative director, Dancer Fitzgerald Sample; Richard Gitter, vice president, NBC Broadcast Standards, East Coast, and Winifred Gorlin, vice president, CBS Program Practices, New York. ACS is bimonthly newsletter service covering legal aspects of advertising and is owned by Meckler Publishing, Westport.

**New organization.** Educational Foundation of the American Association of Advertising Agencies (AAAA) and Advertising Educational Foundation of the American Advertising Federation (AAF) have voted to merge into single organization called Advertising Educational Foundation. According to Alfred J. Seaman, president of AAAA, purpose of merger is to "advance the cause of advertising through research into largely unmeasured areas of communication and through closer contact with the academic community and other influential groups." Initially, foundation will strive to continue support of research on issues affecting communications and advertising, and will work toward improving quality of advertising education.

**BROADCASTING PUBLICATIONS INC.**

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

# The Fifth Estate Broadcasting

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

Soi Taishoff, *editor-in-chief (1904-1982)*.  
Lawrence B. Taishoff, *publisher*.

**EDITORIAL**

Donald V. West, *managing editor*.  
Leonard Zeidenberg, *chief correspondent*.  
Mark K. Miller, *senior news editor*.  
Kira Greene, *assistant to the managing editor*.  
Harry A. Jessell, *associate editor*.  
Doug Halonen, Matt Stump, *assistant editors*.  
Kim McAvoy, John Eggerton, Nancy Iyob, *staff writers*.  
Anthony Sanders, *systems manager*.  
Susan Dillon, Marcia Klein, *research assistants*.  
Michael McCaleb, *editorial assistant*.

*Senior Editorial Consultants*  
Edwin H. James (Washington)  
Rufus Crater (New York)  
*Editorial Consultants*  
Frederick M. Fitzgerald (Washington)  
Rocco Famighetti (New York)

**BROADCASTING CABLECASTING  
YEARBOOK**

John Mercurlo, *manager*.  
Joseph A. Esser, *associate editor*.  
Mark Jeschke, *assistant editor*.

**ADVERTISING**

*Washington*  
Gene Edwards, *director of sales and marketing*.  
John Andre, *sales manager (equipment and engineering)*.  
Doris Kelly, *sales service manager*.  
Christopher Mosley, *classified advertising*.

*New York*

David Berlyn, *senior sales manager*.  
Charles Mohr, Ruth Windsor, *sales managers*.

*Hollywood*

Tim Thometz, *sales manager*.

**CIRCULATION**

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

**PRODUCTION**

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

**ADMINISTRATION**

David N. Whitcombe, *vice president/operations*.  
Philippe E. Boucher, *controller*.  
Albert Anderson.  
Irving C. Miller, *financial consultant*.  
Debra Shapiro, *secretary to the publisher*.  
Wendy J. Liebmann.

**CORPORATE RELATIONS**

Patricia A. Vance, *director*.

**BUREAUS**

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

Kathy Haley, *bureau news manager*.  
Stephen McClellan, *assistant editor*.  
Vincent M. Dittingo, *senior editor: radio*.  
John Lippman, *staff writer*.  
Marie Leonard, Mona Gartner, *advertising assistants*.

Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Richard Mahler, *correspondent*.  
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Telecasting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. Reg. U.S. Patent Office. Copyright 1983 by Broadcasting Publications Inc

**TELEVISION. Cablecastings.**



Complete "Ready to Air" Package  
**radio-tv** \$595 **radio** \$1250 **tv**

- **OLDEST PROMOTION IN THE INDUSTRY**  
Over 26 years . . . 1,000 plus stations.
- **GETS DOUBLE RATE CARD RATE . . .**  
A complete promotional package providing sponsors the "extras" that command extra dollars.

- **TREMENDOUS SPONSOR FOOT TRAFFIC . . . Proves the effectiveness of your station with tangible results.**
- **CONTINUOUS RENEWALS . . .**  
Sponsors and listeners demand it.
- **INCREASE RATINGS . . .**  
A proven leader in all markets.

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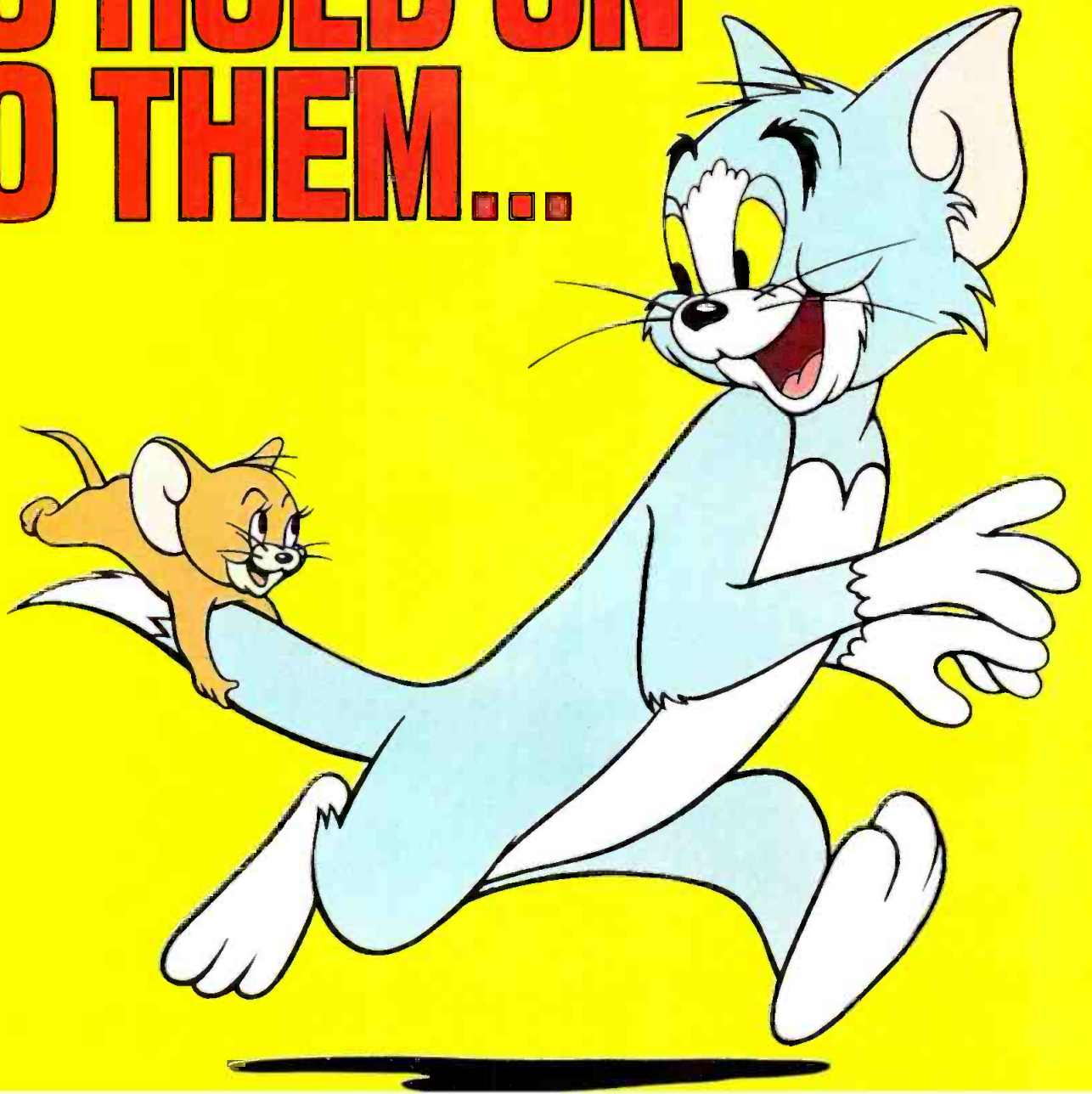


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BINGO, INC.**

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Telephone (303) 795-3288

"Our Business Is Improving Yours"

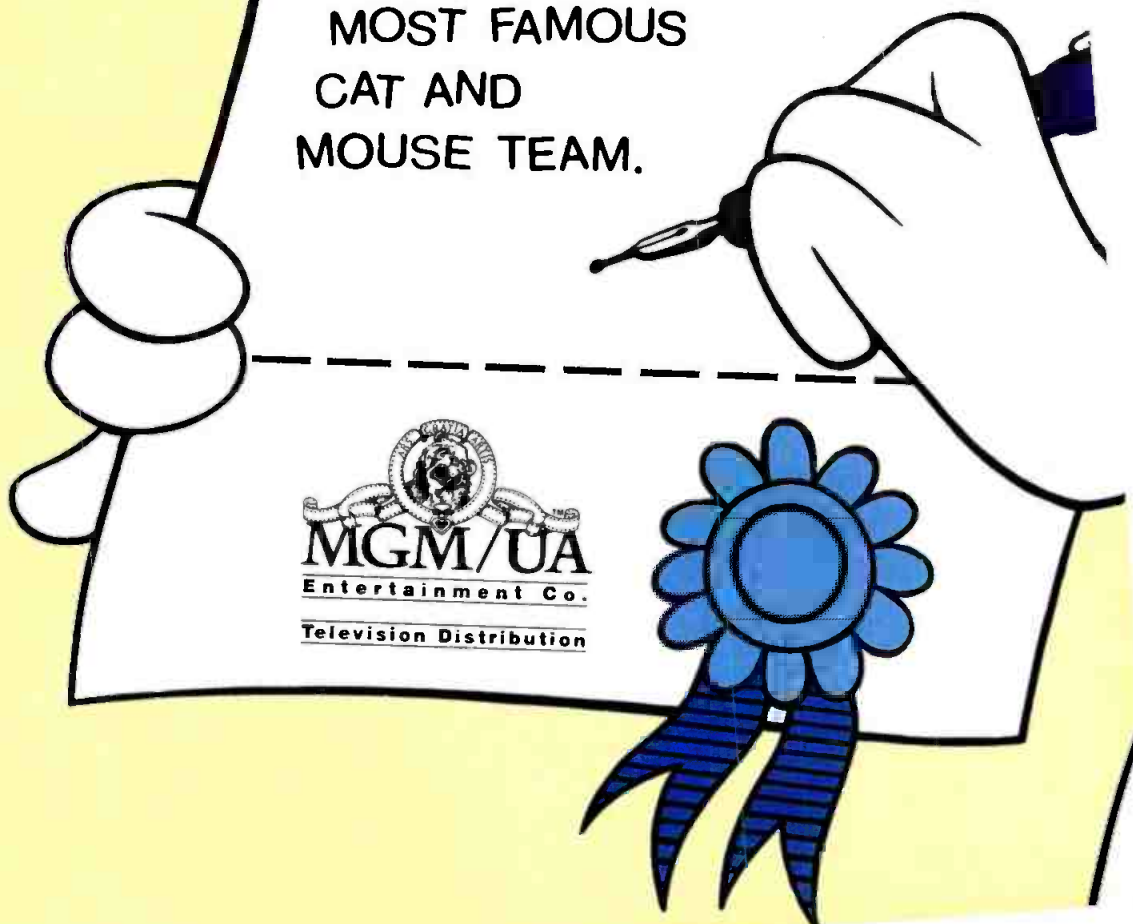
**THERE'S  
ONLY  
ONE WAY  
TO HOLD ON  
TO THEM...**



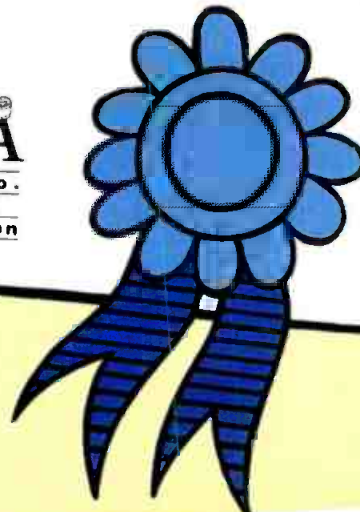
# SIGN ON THE DOTTED LINE.

## TOM & JERRY

308 ANIMATED ADVENTURES  
FEATURING THE WORLD'S  
MOST FAMOUS  
CAT AND  
MOUSE TEAM.



  
**MGM/UA**  
Entertainment Co.  
Television Distribution





# TOWNSEND The Television Trans

Running a straight course keeps Townsend

## High Power UHF And VHF Television Transmission



**FIRST** solid state exciter.

**FIRST** to employ emergency klystron multiplex circuitry for UHF.

Innovations like these are a result of our concentration in one field. It has led to the most complete line of UHF transmitters in the industry . . . ranging in power levels from 1 watt to 220 kw. And that's in addition to several models of VHF transmitters which are being introduced.



Catalog on request.

The many opportunities in television have attracted several of today's largest corporations into our industry from a variety of backgrounds. From the beginning, Townsend Associates has committed itself to television transmission exclusively. It's not a sideline with us. And we're not someone else's subsidiary. Whether it's transmitters or

## Low Power UHF And VHF Television Transmission Systems

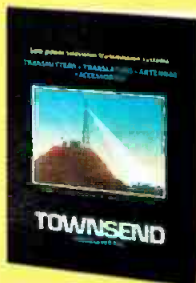
**FIRST** manufacturer of High Power transmitters to enter L.P.T.V.

**FIRST** integrated antenna and amplifier transmission system for low power UHF.

We are currently as deeply committed to design innovation in L.P.T.V. as we have been in H.P.T.V.

More and more, we're looked to for complete systems that provide high performance and reliability . . . and

at modest prices. That applies to our transmitters, translators, antennas, and accessories.



Catalog on request.

## Satellite Rebroadcast Systems



**FIRST** transmitter manufacturer to introduce satellite system concept through a cooperative effort with a TVRO manufacturer.

**FIRST** to have a complete line of transmitters for satellite rebroadcast systems. We design and build rebroadcasting systems for UHF and VHF transmission and each line is available in either low or high power.



New catalog available.

# TOWNSEND ASSOCIATES INC

**COAL POWER  
AT HOME.**

**CAN DO AMERICA.**



**Y**ou rarely think about it. But many of us depend upon coal for our everyday living. Throughout America, more than 50 percent of our electricity is generated by burning COAL, our most abundant energy resource. The morning toast and coffee, the morning news on radio, the newspaper, the electric heat pump warming us in winter and cooling in summer, the lights after dark, the television set, the electric blanket and even the blasted alarm clock! All made possible, along with many other things we enjoy every day, by COAL-powered electricity.

**JUST TURN US ON.**

In more than half of America, we depend upon coal today, even more so than before. And at AMAX Coal, we pride ourselves on being the responsible coal miners that "CAN DO" the job America of assisting the United States in meeting its energy needs. COAL . . . today it warms, cools, lights and powers America's homes like never before.

**AMAX**  
COAL COMPANY

Concert, Champions of Tomorrow (24), Flip-sides-Rock Shows (13), Glitter (52), Kings of Rock & Roll, Musical Telescriptions (844), Tom Jones Live in Las Vegas, Tony Bennett, Tony Bennett/Nancy Wilson, Adventures of Jim Bowie (76), My Little Margie (126), On the Waterfront (78), Rocky Jones-Space Ranger (39) features (22), MGA film package I (13), II (11). **Staff:** Iv Holender, Mike Byrd.

## Georgia journalism school bestows it's annual Peabody's

Twenty-eight radio and television stations were among the winners in the 1982 George Foster Peabody Awards competition. The annual awards, sponsored by the School of Journalism and Mass Communication at the University of Georgia, are given in recognition of "meritorious public service in broadcasting." The awards banquet will be held May 4 at the Hotel Pierre in New York. Recipients will be:

- National Public Radio Washington □ *The Sunday Show.*  
 CBC Radio Toronto, Ontario □ *Morningside/1905.*  
 WMAL(AM) Washington □ *They Served With Honor.*  
 NBC News New York □ *Second Sunday/Banks On the Brink.*  
 National Public Radio Washington □ *Taylor Made Piano: A Jazz History.*  
 Mutual Broadcasting System Arlington, Va. □ *The Larry King Show.*  
 The Radio Foundation New York □ *The Bob and Ray Public Radio Show.*  
 Texaco Inc. and the Metropolitan Opera Association New York □ *43 Years of Live Radio Presentations.*  
 KOCO-TV Oklahoma City □ *Oklahoma Shame.*  
 WCVB-TV Needham, Mass. □ *Ground Zero: Victory Road.*  
 KYW-TV Philadelphia □ *Sweet Nothing.*  
 British Broadcasting Corp. London, Paramount Television Los Angeles and Operation Prime Time New York □ *Smiley's People.*  
 WWL-TV New Orleans □ *The Search for Alexander.*  
 Warner Amex Satellite Entertainment Co. New York □ *Nickelodeon.*  
 NBC-TV, Margie-Lee Enterprises Inc. and ITC Productions Inc. □ *Skeezex.*  
 CBS Entertainment and Cinetex International □ *The Wall.*  
 WQED(TV) Pittsburgh □ *Stravinsky's Firebird (Dance Theater of Harlem).*

- NBC and Highgate Pictures □ *Project Peacock/The Electric Grandmother.*  
 KQED(TV) San Francisco □ *Current Affairs/The Case of Dashiell Hammett.*  
 NBC News □ *The Man Who Shot The Pope: A Study in Terrorism.*  
 ABC News □ *ABC News Closeup/Vietnam Requiem.*  
 CBS News □ *Julliard and Beyond: A Life In Music.*  
 KGMB(TV) and Lee Productions Honolulu □ *Beyond The Great Wall: Journey To the End of China.*  
 WAGA-TV Atlanta □ *Paradise Saved.*  
 WBBM-TV Chicago □ *Killing Crime: A Police Cop-Out.*  
 WTSP-TV St. Petersburg, Fla. □ *Prisoners of the Harvest.*  
 Daniel Wilson Productions New York and Taurus Film □ *Blood and Honor: Youth Under Hitler.*  
 Television Corp. of America Washington □ *78 1/2 Days That Changed America-From Watergate To Resignation.*  
 Allstair Cooke □ *(Individual award)*

## OSU adds cable to its winners list

Two cable programs were among the 18 radio and 32 television program winners selected in the annual Ohio State Awards competition for the first time in the contest's 47-year history. The awards, sponsored by the Institute for Education by Radio-Television at Ohio State University, honor excellence in educational, informational and public affairs broadcasting. The 1983 awards will be presented on Wednesday, April 27, at the National Press Club in Washington. The list of winners follows:

- Performing Arts and Humanities  
 KUHT(TV) Houston □ *Signing With Cindy.*  
 UWGB Center for Television Production/Wisconsin Educational Television Network Green Bay, Wis. □ *Reading for a Reason.*  
 Access Alberta Educational Communications Corp., Edmonton, Alberta, Canada □ *Speakeasy.*  
 Daniel Wilson Productions New York □ *The Sophisticated Gents.*  
 ABC, New York □ *The Wave.*  
 WTTW(TV) Chicago □ *Summer and Smoke.*  
 National Radio Theater, Chicago □ *The Odyssey of Homer.*  
 National Public Radio, Washington □ *Maestro! Kurt Herbert Adler.*

- KIRO(AM) Seattle □ *A Minute With the Arts.*  
 Deutsche Welle, Koin, West Germany □ *Into Death—Hurrah.*  
 WHA(AM) Madison, Wis. □ *The Secret Garden.*  
 ABC Video Enterprises In association with Wishupon Productions, New York □ *A Portrait of Giselle.*  
 ABC, New York □ *The Color of Friendship, ABC Afterschool Special.*  
 WHY-TV Philadelphia □ *Three One-Act Plays.*  
 Westinghouse Broadcasting And Cable, Boston □ *Changing Places.*  
 CKND-TV Winnipeg, Man., Canada □ *The Catch.*  
 KERA-FM Dallas □ *Beyond and Back.*  
 WFMT(FM) Chicago □ *The Stokowski Legacy.*  
 KUSC(FM) Los Angeles □ *The 1982 Los Angeles Philharmonic Broadcasts.*  
 Radio New Zealand, Wellington, New Zealand □ *Hotchy Potchy.*

### Natural and Physical Sciences

- Mississippi ETV, Jackson, Miss. □ *Bioscope. Where Plants and Animals Live.*  
 Wisconsin ETV Network & University of Wisconsin-Stout Teleproduction Center, Madison, Wis. □ *Let Me See.*  
 WVIZ-TV Cleveland □ *Kinetic Carnival.*  
 TVOntario Toronto □ *The Science Alliance.*  
 Mr. Wizard Studio, Canoga Park, Calif. □ *How About...*  
 WGBH-TV Boston □ *Nova.*  
 Family Communications Inc., Pittsburgh □ *Mister Rogers' Neighborhood, Mister Rogers Visits an Emergency Room.*  
 WCVB-TV Boston □ *The Body Works--The Body in Motion.*  
 WOWT(TV) Omaha, □ *Plus 30: High Stakes Over Water.*  
 WCVB-TV Boston □ *Someone I Once Knew.*  
 NBC Radio News, New York □ *Eat, Drink and Be Wary.*

### Social Science and Public Affairs

- Media Five, Hollywood □ *Welcome to the Future.*  
 WTHR(TV) Indianapolis □ *Klan.*  
 WGBH-TV Boston □ *Nova.*  
 WCPO-TV Cincinnati □ *The Parent's Drug Test.*  
 CBS News, New York □ *Newsweek Nuclear Arms Race--The Freeze Catches Fire.*  
 KMOX(AM) St. Louis □ *Death On the Rocks.*  
 WQDR(FM) Raleigh, N.C. □ *Our Forgotten Warriors: Vietnam Veterans Face The Challenges of the 80's.*  
 Southwest Center for Educational Television, Austin, Tex. □ *Checking It Out.*  
 WNET(TV), New York □ *Pick Up Your Feet: The Double Dutch Show.*  
 WCCO-TV Minneapolis □ *Farewell to Freedom.*  
 KICU-TV San Jose, Calif. □ *Birth Right.*  
 WMC-TV Memphis □ *Minority Report: Black Mortality. Is There A Survival Crisis?*  
 NBC Radio News, New York □ *Hear And Now June 20, 1982.*  
 KMOX(AM) St. Louis □ *The Gift of Hope.*  
 CBS News, New York □ *In the News.*  
 Independent Producers Pat Bodar and Aimee Sands in Association with WGBH(FM) Boston □ *Women of the New Right--Part Two.*  
 WAHT(AM) Lebanon, Pa. □ *Under The Influence. A License To Kill.*  
 KEBC(FM), Oklahoma City, □ *Newsreel 94 Rape: No One Is Immune.*  
 SVR Inc. Alexandria, Va. □ *From Washington. Citizen Alert.*

## Now, computer-aided programming for ... PBS Television Stations



Introducing the New computerized TV Program Scheduling System for the Apple II Personal Computer.

- Check these system benefits:
- Improved Programming • Rapid Editing and Correction • Automatic Calculation of Time
  - Easy Keyboard Entry • Fully Formatted Printed Output

V-LOG is a software system for use on an Apple Computer and includes a 3/4" training videotape. Substantially improved programming can be yours at surprisingly low cost.

Find out more, contact:

**Stolze Software Systems, Inc.**

1255 University Ave., Rochester, N.Y. 14607  
 (716) 442-0888

# DO SOMETHING ABOUT DRUNK DRIVING.



You already know the appalling statistics.

Drunk driving costs us 800,000 accidents a year, and 25,000 needless deaths. It adds hundreds of millions of dollars to the insurance premiums we all pay.

Your readers are increasingly concerned. Drunk driving has become one of today's most pressing social problems. They want to know what they can do to stop this epidemic.

That's where you can help. And we can help you.

The property and casualty insurance industry has assembled the facts. We've learned which preventive measures work, and which ones don't.

Tougher drunk driving laws alone are not the answer. The more severe the penalties, the more reluctant judges and juries usually are to impose them.

Instead, new approaches are attacking the problem at its source: the attitudes of potential offenders and of society at large. Drinking before driving must become a social stigma, instead of a socially acceptable form of homicide. By keeping your readers informed, you'll help this change to happen faster.

Our new Drunk Driving Press Kit contains the information you need. We'd like you to have it.

And if you need more facts about

drunk driving, arson, neighborhood crime or other insurance-related issues, write or phone Mary Zavada, Press Relations Director (212-669-9200).

**DO IT.** Insurance Information Institute  
110 William Street  
New York, NY 10038

Please send me your Drunk Driving Press Kit.

Name \_\_\_\_\_

Publication \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

P3 \_\_\_\_\_



**INSURANCE INFORMATION INSTITUTE**  
A nonprofit action and information center.

Wishman, Pope and His Vatican, East of Eden, Enola Gay, Playing For Time, Viacom feature films (500), Bizarre (73), Spy (6), Gamma Chronicles (15), Hawaii Five-O (280), Lou Grant (114), I'm A Big Girl Now (19), American Dream (6), Concrete Cowboys (6), Greatest Heroes of the Bible (15), A Man Called Sloane (12), Grizzly Adams (35), Devlin Connection (13), Australian 60 Minutes, Holiday Specials, Terrytoons (715), Mighty Mouse/Heckle & Jeckle (32), News From Zoos (26), Nurse (25), Twilight Zone (134), Body Human (10), Cannon (120), Cantinflas (104), Grover Washington in Concert, Helter Skelter, Sybil, United Nations Day Concert, The Word. **Staff:** Kenneth Gorman, Bud Getzler, Robert Glaser, Raul Lefcovich, Jim Marrinan, Gerald Adler, Manfred Metzger, Jiro Sugimaya, Wolner Camargo, Peter Press, Alastair Banks, Benigno Nosti.

#### Videoform Pictures

Unit 4, Brunswick Park Rd., London N11

Jacqueline Bouvier Kennedy, House on Garibaldi Street, Marciano, East of Eden, Concrete jungle, feature films.

#### Video Tape Co.

#### Visnews Limited

812

Cumberland Ave., London NW10 7EH

The Disinherited, Behind the Giant, Today's History (12), Profession of Arms (6), news daily, sports news, newsfilm library, co-production, video, film and satellite facilities. **Staff:** Peter Marshall, Frances Whitehead, Santhi Ross, Paul Binsted, Cheryl Hopkins, Peter Lamb, Pam Turner, Julian Dinsell, Alan Gibbs, Geraldine Easter, Bernadette Drury, Tom Freebairn, Jerome Kuehl.

#### Warner Bros.

4000 Warner Blvd., Burbank, Calif. 91522

Dukes of Hazzard, Matt Houston\*, Casablanca\*, Wizards and Warriors\*, Mississippi\*, High Performance\*, Waltons, Bret Maverick, New Adventures of Wonder Woman, Kung Fu, Harry O, Life on Earth, Enos, Freebie and the Bean, David Wolper specials, Love Sidney, Alice, At Ease\*, Goodnight, Beantown, Flo, Welcome Back Kotter, Private Benjamin, Thorn Birds\*, V\*, Mystic Warrior\*, Bare Essence\*, Roots, Roots: The Next Generations, Moviola, Scruples, Pearl, Warner Bros. cartoons, Bugs Bunny animated specials, Tarzan, Superman, Super Friends, Challenge of the Super Friends, Fitzpatricks, Rafferty, Search, Chico and the

Man, Me and Maxx, Night the Bridge Fell Down, Haywire, Salem's Lot, Pirate, Hanging by a Thread, Awakening Land, Dukes\*, New Adventures of Batman, Tarzan: Lord of the Jungle, Batman/Superman/Aquaman, international features volume (31), Aaron Spelling series and features. **Staff:** Charles McGregor, John Whitesell, Jack Cook, Bryan Hambleton, Michel Lecourt, Gary Phillips, Daniel Acon.

#### Worldvision

24-2,26-1

660 Madison Ave., New York 10021

AFI—Life Achievement Award/John Huston\*, Uncommon Valor\*, Reincarnation\*, Little Mo\*, Breakthrough\*, Pony Express Rider\*, Baker's Hawk, Dallas, Love Boat, Little House on the Prairie: A New Beginning, General Hospital, One Life to Live, All My Children, Gary Coleman Show (13), Little Rascals (13), Pac Man (13), Shirt Tales (13), Scooby Scrappy and Yabba Doo (13), The Smurfs (35), Richie Rich (8), Puppy's New Adventures (13), An Act of Love: Patricia Neal Story, Worldvision dramatic specials (10), Holocaust, Against the Wind, Ordeal of Patty Hearst, Trial of Lee Harvey Oswald, Last Nazi, AFI—10th Anniversary Salute to the Greatest Films, Paragon features (45), Prime I, II, III, IV (84), Selznick Classics (22), ABC Pictures, Hanna-Barbera/Ruby-Spears, Casper the Friendly Ghost, holiday specials (15), Eight Is Enough, Kaz, Project UFO, The Andros Targets, Spencer's Pilots, Man From Atlantis, Married: The First Year, Fruits of Southampton, Doris Day Show (128), Hunter, Mod Squad (124), The Invaders (43), The Fugitive (120), The Next Step Beyond, Thunder (12), Garrison's Gorillas (26), Cowboy in Africa (26). **Staff:** Bert Cohen, Eugene Moss, Michael Kiwe, Brian Rhys-Jones, William Peck, Mary Demangeat, Mex Hartmann, Rolande Cousin, Harrington Silva.

#### Ziv International

600 N. Sepulveda Blvd., Los Angeles 90049

Angel (50), Animator's Film Library (60), Candy Candy (65), Captain Future (52), Captain Harlock (42), Captain Nemo (78), Fables of the Green Forest (52), Gumby (130), King Arthur (44), Les Miserables, Little Lulu, Littlest Warrior, Panda & the Magic Street, Peter Cottontail, Pied Piper, Robot Festival (130), Silent Night, Sinbad the Sailor, Space Angel (52), Spunky & Tadpole (150), Tales of La Mancha (23), Telemats (67), Children of the World (52), Men of Destiny (130), Milestones of the Century (358), Villa Alegre (260), Bal du Moulin Rouge (2), Crystal Gayle in

## Ratings Roundup

CBS-TV was back in the driver's seat in the prime time Nielsen ratings for the week ended April 10, after yielding it to ABC-TV and its *Thorn Birds* mini-series the week before (BROADCASTING, April 11). It was a close fight, however, CBS coming in with a 17.0 rating/27 share against ABC's 16.3/26, while NBC-TV brought up the rear with 13.6/22.

With the "end" of the 1982-83 season almost at hand, CBS still seemed a certain winner: In the season-to-date averages, it had an 18.3/29 to ABC's 17.6/28 and NBC's 15.2/24.

Among the week's premieres, *Ryan's Four* on ABC had a 17.1/28 in 90-minute pilot form on Tuesday night, placing 25th, then came back with a 19.8/30, tying for ninth, in its first appearance as a 60-minute entry in the 9 p.m. slot on Wednesday. The Wednesday episode held the 30 share delivered by its lead-in, *Fall Guy*, swamping the CBS Wednesday night movie, "In Defense of Kids" (9.6/16) and also overcoming its NBC opposition, *Facts of Life* (17.1/26) and *Taxi* (13.0/20).

*Casablanca*, premiering on NBC in the Sunday 10-11 p.m. period, turned in a 13.5/24, substantially behind CBS's regular Sunday night lineup, but giving a chase to the ABC Sunday night movie, "Altered States," which averaged a 14.2/23 over its two-hour run.

NBC's relatively new *A Team* continued to dominate the Tuesday 8-9 p.m. period, pulling a 21.6/33 and ranking sixth for the week.

### The First 20

1.	<i>60 Minutes</i>	CBS 25.5/42
2.	<i>Magnum, P.I.</i>	CBS 23.9/36
3.	<i>NCAA Bsktbl Champ.—Houston vs. N.C. State</i>	CBS 22.7/33
4.	<i>Dynasty</i>	ABC 22.5/38
5.	<i>Three's Company</i>	ABC 22.4/34
6.	<i>A Team</i>	NBC 21.6/33
7.	<i>Jeffersons</i>	CBS 21.5/32
8.	<i>Newhart</i>	CBS 21.4/32
9.	<i>Trapper John, M.D.</i>	CBS 19.8/34
10.	<i>Simon &amp; Simon</i>	CBS 19.8/30
11.	<i>Ryan's Four</i>	ABC 19.8/30
12.	<i>Fall Guy</i>	ABC 19.4/30
13.	<i>ABC Monday Night Movie—Divorce Wars: A Love Story</i>	ABC 19.4/29
14.	<i>That's Incredible</i>	CBS 19.4/28
15.	<i>Magic-David Copperfield</i>	CBS 19.3/31
16.	<i>NCAA Bsktbl Champ. Post-Game</i>	CBS 18.9/30
17.	<i>Goodnight, Beantown</i>	CBS 18.3/28
18.	<i>Matt Houston</i>	ABC 18.5/28
19.	<i>Dukes of Hazzard</i>	CBS 18.1/29
20.	<i>CBS Sat. Night Movie—Murder Me, Murder You</i>	CBS 17.9/31

### The Final Five

70.	<i>CHiPs</i>	NBC 9.1/15
71.	<i>Gun Shy</i>	CBS 8.6/13
72.	<i>Renegades</i>	ABC 8.4/13
73.	<i>Square Pegs</i>	CBS 8.2/12
74.	<i>Monitor</i>	NBC 6.5/12



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**A MEDIA SERVICE OF THE INTERNATIONAL  
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and Sisters (13), Busting Loose (26), Chopper Squad (26), Cop and the Kid (13), Coronet Blue (13), Defenders (132), Desilu Playhouse (47), Doctors and Nurses (30), Dog and Cat (7), Julie Farr M.D. (8), Foul Play (10), Funny Face/The Sandy Duncan Show (26), Future Cop (6), Glynis (13), Goodtime Girls (13), Grandpa Goes to Washington (10), Guestward Ho (38), Harrigan & Son (34), Here's Boomer (24), Immortal (15), Jacksons (12), Ted Knight Show (6), Longstreet (23), Lost Islands (26), Love American Style (102), Love Story (12), Lucy Show (126), Magician (21), Make Me Laugh (195), Making the Grade (6), Makin' It (9), Mannix (194), Kate McShane (10), Me and the Chimp (13), Mission: Impossible (171), Mork & Mindy (95), Mulligan's Stew (8), Nero Wolfe (14), Number 96 (6), Nurses (68), Odd Couple (114), Out of the Blue (13), Paper Moon (13), Patrol Boat (26), Petrocelli (44), Serpico (15), Shane (17), Spyforce (42), Star Trek (79), Struck by Lightning (6), Sweepstakes (10), Szyzzyk (15), Tenspeed and Brown Show (13), Texan (80), Untouchables (118), Vacation Playhouse (11), Westside Medical (13), When Things Were Rotten (13), Who's Watching the Kids (7), Young Lawyers (24), A Town Like Alice, A Woman Called Golda, Backstairs at the White House, Evita Peron, Flesh and Blood, Last Outlaw, Moneychangers, Shogun, Smiley's People, Timeless Land, Tinker Tailor Soldier Spy, Top of the Hill, Washington: Behind Closed Doors, stage plays for television (5), concerts (4), music specials (21), movies of the week (101), features (19). **Staff:** Rich Frank, Bruce Gordon, Joseph Lucas, Peter Cary, Malcolm Vaughan, Jean Pullen, Malcolm Orme, George Mooratoff, Ramon Perez.

**Pearson International** 14-28  
6330 San Vicente Blvd., Suite 301, Los Angeles 90048

Count Basie at the Hollywood Palladium, Beach Boys 20th Anniversary, Bell Telephone Jubilee, Burl Ives' America, Echoes of the Sixties\*, 11th World Popular Song Festival\*, Great American Disco Experience, Happy Birthday Las Vegas, Heifetz, Hollywood's Diamond Jubilee, Lucille Ball specials (7), Magic of Christmas, Music of the Movies, Osmond specials (2), Portrait of a Nightingale, Debbie Reynolds—Las Vegas, Rock and Roll Revival, Rollermania, Sentimental Journey Package (3), Something Special (22), Soul to Soul, Superstars—Las Vegas (3), Soundfactor, Televisa Music Specials (3), Paul Ryan Show\* (100), So the Story Goes (15), That Girl (136), Andy Williams Show (26), Cry to the Wind, Flight to Holocaust, Hell's Angels '69, Minstrel Man, New Adventures of Heidi, Panic in Tokyo, Paperback Hero, Reflections of Passion, Shinsbone Alley, The Stoolie, Angel Dust—The Wack Attack, Going Up of David Lev, MacBeth, The Shadow, Teacher Teacher, Trial of Sir Walter Raleigh, Auto Racing Package (13), Karate Kung Fu, Rodeo Cowboy, Roller Super Stars (52), A Salute of Baseball, A Special Breed (39), The Will to Win, Wings of the Wind, World Championship Kickboxing (25), To Win the Gold, Soccer USA, World Outdoors (14), documentaries (14), Domingo (30), Fabulous Storybook Lady (13), Marlo and the Magic Movie Machine (60), Nina and the Street Kids, Trick and Treat (130), Animation Wonderland (18), Laura Little Girl on the Prairie (26), Mini Musical Cartoons (14), American Film Institute (10), BFA Film/Video Catalog, Claymation (7), Country Rhapsody (6), Encyclo-

paedia Britannica, Fourth Dimension (7), Hardware Wars, Meeting of Minds (18), Once Upon a Time Is Now . . . The Story of Princess Grace\*, Sign of Our Times, UCB Catalog. **Staff:** Arnie Frank, Joan Frank.

**Primetime Television** 23-2  
485 Madison Ave., New York 10022

Nicholas Nickleby (9), The Captain's Doll, Mr. Halpern and Mr. Johnson, Chips Comic (10).

**Pro-Serv Television**

**Radio Caracas Television** 926  
6850 Coral Way, Suite 404, Miami 33155

Ciao Cristina, Estefania, Jugando AVivir, Marielena, Elizabeth, Es Por Amor, Quiero Ser, Inki The Radiant Comet, Walls of Silence, Champ Without a Crown, Poor Little Clown, Panchito and Arturo, Dona Barbara, Fantastico International, Nine Months, Lopez Comedy Hour, Paper Boy, Federrico, Musical Events, Tales of Horror, Musical Fantasies, Mister Cinema. **Staff:** Jorge Valera, Edward Fasnacht.

**Reelways**

**Representative Films** 13-20,15-15  
234 Eglinton Ave., East, Suite 408, Toronto M4P 1K5

**Staff:** Dorothy Janhevich, Neil Garrington, Ralph Devine.

**RM Productions**

Milchail Barshnikov, Discovering Animal Behavior, Portraits.

**SFM Entertainment** Carlton hotel  
1180 Avenue of the Americas, New York 10036

Believe You Can . . . And You Can!, From Walt Disney's New Fantasyland at Disneyland, March of Time, Crusade in the Pacific, SFM documentary network, Light of Many Masks. **Staff:** Stanley Moger, Jordan Ringel.

**Silverbach-Lazarus Group**

**D.L. Taffner**  
31 W. 56th St., New York 10019

**Staff:** Donald Taffner, Eleanor Taffner, Christina Thomas.

**Telefeatures Corp.**

**Telepictures** 8-20,10-19  
One Dag Hammarskjold Pl., New York 10017

Buffalo Bill\*, The Dollmaker\*, Flight of Dragons\*, Wind in the Willows\*, Not Necessarily the News\*, People's Court, NIWS, The Boat, City on Fire, Death Ship, Final Countdown, Little Lord Fauntleroy, Phobia, Coming out of the Ice, The Last Song, My Palikari, Pride of Jesse Hallam, Sins of Dorian Gray, World War III, Simon and Garfunkel Reunion Concert, Concert of the World, World Music Festival Part I and II, Animated Specials (16), My Favorite Martian, Real People. **Staff:** Michael Solomon, Michael Garin, Stuart Graber, Stephen Ross, Michelle Kearney, Josh Elbaum, Franz Elmendorff, Joel Nuffer, Christian Halsey.

**Teleworld**  
10 Columbus Cr., New York 10019

**Thames Television International** 22-2,24-1  
149 Tottenham Court Rd., London W1P 9LL

Reilly—Ace of Spies, Widows, Rigoletto, Wind in the Willows, Shirley Bassey, Hard Word, S.W.A.L.K., Mike Yarwood in Perons, Lifer, Spooky. **Staff:** Bryan Cowgill, Muir Sutherland, Mike Phillips, Howard Thomas, Philip Jones, Donald Cullimore, Charles Butler, Ann Hazell.

**Tomwil International**

**Trans World International** 2-25  
One Erieview Pl., Suite 1300, Cleveland 44114

Sarajevo '84\*, Los Angeles Olympic Updates\*, A View of Soviet Sport, Wimbledon Lawn Tennis Championships, British Open Golf, U.S. Open Tennis, U.S. Open Golf, Masters Golf, Australian Open Tennis, NFL Games and Films, NCAA Basketball, World Professional Figure Skating, World Table Tennis, Nobel Awards, Miss World Beauty Contest, Super Marathon from Rotterdam\*, World Superstars, Aspen World Cup Skiing, World Championship of Women's Golf, World Amateur Baseball Championship\*, Hunter and the Hunted—Part II, FINA World Cup Diving. **Staff:** Michael Halstead, Maura Schwartz, Andi Haskett, Eric Drossart, Laurie Ward.

**TV Ontario**  
2180 Yonge St., Toronto M4S 2C1

Alvin Toffler's The Third Wave, North of 60 Degrees: Destiny Uncertain (13), Visions: Artists and the Creative Process (13), The Computer Academy (24), Fitness and You (4), Vista (5), Music Box (13), The Body Works (40), Guess What? (54), Today's Special (40), Read All About It! (40), Polka Dot Door (170), Gene DiNovi's Music Room (13), A Different Understanding (36), People Patterns (26), Half-a-Handy Hour (26), Realities (42), Les Ontariens (13), Dimensions in Science: Physics and Chemistry (12), Not Another Science Show, Energy. **Staff:** Denise Lavigne, Bob Switzer, Tassie Notar, Gene Lawrence, Stan Fox.

**Twentieth Century-Fox** 13-12  
10201 W. Pico Blvd., Los Angeles 90035

Blood Fued\* (4), Kentucky Woman\*, Movietone News\* (260), The Who\*, Condo\*, M\*A\*S\*H (255), Fall Guy, Trapper John, 9 to 5, Best of the Midnight Special (52), That's Hollywood, Daniel Boone, Voyage to the Bottom of the Sea, Nanny and the Professor, Room 222, Lost In Space, Batman, Peyton Place, Roots of Rock 'n' Roll, Valley of the Dolls, Rules of Marriage, Flipper, Incredible World of Adventure, Krofft Super-show, Animals Animals Animals, Circus, The Olympiad, Olympic Minutes, Numero Uno, feature films, Shirley Temple Theater (20). **Staff:** Steve Roberts, Jerry Greenberg, Jeff Schadlow, Stanley DeCovnick, June Burakoff-Smith, Edwin Greenberg, Gene Lavelle, Robert Morin, Barbara Van Buskirk, Lawrence Keller, Gerald Ross, William Saunders, Michael Doury, Peter Broome, Goro Uzaki, Gustavo Montaudon, Elie Wahba.

**U.S. Information Agency**

**Viacom International** 5-16,7-13,7-14,9-13  
1211 Avenue of the Americas, New York 10036

Amanda's\* (22), Ace Crawford Private Eye\* (22), The Executioner's Song\* (4), Travels with Benji\*, Man from U.N.C.L.E.—The 15 Years Later Affair\*, Cable Health Network\*, International Sport Challenges (13)\*, Micro Kids (13)\*, Edison Twins (13)\*, Concrete Beat, Heavens to Betsy,

(50), Krazy Kat (50), Perspective on Greatness (26), Hearst Reports (271), Blondie (28), Original Flash Gordon (4), TV Time Capsules (2,000), The Butcher (195), Hints from Heloise (130), Original Flash Gordon (40), Linehan & Co. (130), Bonaventure Travel Show (25), Boston's Marathon Man Camera Three (4), Double Dutch Show, Dying, Enterprise (13), Erica I and II (37), Evening at Pops (25), Frank: A Vietnam Veteran, Genesis Project (11), Geraldine Fitzgerald at Reno Sweeny's, Great American Fourth of July\*, Hard Choices, How About . . . (104), Jim Fixx on Running, Jubilos\*, Julia Child & Co. (13), Julia Child & More Co. (13), Midsummer Night's Dream, New Voice (24), Nova (66), Off Your Duff, Peter and the Wolf and Other Ice Dances\*, Pygmies of the Rain Forest, Roaring through the Twenties, The Scarlett Letter, Showin' Off Series\*, Television Playhouse (17), Vic Braden: Tennis for the Future (13), Video: The New Wave\*, World (6). **Staff:** J.F. D'Angelo, Bruce Paisner, William Miller, Sam Gang, Donald Barrabee, Toby Rogers, Adrian Cuddy, Charles Shutt, Marie Gentile, Stephen Elsky, Beverly Smith, Nicola Dent.

#### Alan Landsberg Productions

11811 W. Olympic Blvd., Los Angeles 90064

#### Lionheart Television International Carlton hotel

40 W. 57th St., New York 10019

1915, ABC and BBC co-productions. **Staff:** Wynn Nathan, Frank Miller, Nelsa Gidney, Charles Benton, Mort Broffman.

#### London Weekend Television

Seymour Mews House, Wigmore St., London W1H 9PE

Marlowe (5), Secret Adversary and Partners in Crime, Mitch, A Married Man (4), A Fine Romance (26).

#### Longman Video

Beau Sejour hotel

21-27 Lamb's Conduit St., London WC1N 3NJ

Emma and Grandpa (12), Monster (26), Classic Fairy Tales (6), Nursery Rhymes (13). **Staff:** Jan Maulden, David Risner, Dan Maddicott.

#### Lorimar Television

3-4,5-3

3970 Overland Ave., Culver City, Calif. 90230

Falcon Crest, Knots Landing, Rowan & Martin's Laugh-In\*, Time Capsule: The 1932 Los Angeles Olympic Games\*, Faces of the '80's\*, Sound of Murder\*, Rita Hayworth the Love Goddess\*, One Cooks the Other Doesn't\*, Summer Girl\*, Your Place or Mine\*. **Staff:** Ken Page, Ray Lewis, Victoria Laughlin, Joanne Asfour.

#### M.A. Kempner

1120

4699 N. Federal Hwy., 102, Pompano Beach, Fla. 33064

**Staff:** Marvin Kempner, Jeanne Kempner, Robert Elder, Alan Schwartz, Dan Kempner.

#### MCA TV International

1102,1301

100 Universal City Pl., Universal City, Calif. 91608

Gimme a Break, Woody Woodpecker & Friends, The A-Team\*, Magnum, Quincy, Simon & Simon, Voyagers, Tales of the Gold Monkey, Knight Rider, Road to Los Angeles, E.T. and Friends: Magical Movie Visitors\*, Rick Springfield Concert\*, Crosby, Stills & Nash Concert\*, other feature films, movies and world premieres. **Staff:** Bob

Bramson, Colin Davis, Don Gale, Kamal Sayegh, Karl de Vogt, Hendrik Van Daalen, Claude Perrier, Roger Cordjohn.

#### Metromedia Producers Corp.

517

5 TV Pl., Needham Br., Needham, Mass. 02192

Dynasty, Fantasy Island, Shooting Stars\*, Gaugin the Savage, Roses in December, Little Gloria . . . Happy at Last, Kennedys of Massachusetts, Assassins Among Us, HealthBeat, New Pantomime Quiz, Sara Dane, Godunov: The World to Dance In, Ford's Theater: Command Performance, Alan Landsberg documentaries (3), Tom Cottle Up Close (200), Prime Time News Watching Birds, Summer Solstice. **Staff:** Robert Bennett, Chet Collier, Paul Rich, Bruce Marson, Howard Finkelstein, Susan Bender, Regina Dantas.

#### MGM/UA

1350 Avenue of the Americas, New York 10019

Thicke of the Night, The Citadel, Barretts of Wim-pole Street, CHiPs, Fame, Gavilan (10), Seven Brides for Seven Brothers, McClain's Law (16), Flamingo Road (37), Chicago Story (13), Courtship of Eddie's Father (73), Medical Center (170), Please Don't Eat the Daisies (58), Gilligan's Island (98), Patty Duke Show (104), Rat Patrol (58), Thin Man (72), How the West Was Won, Lucan (11), French Atlantic Affair, Sean, Studs Lonigan, Conquest, Daktari (89), Then Came Bronson (26), Man/Girl from U.N.C.L.E. (128), James Bond: The First 21 Years, Kids from Fame, Jethro Tull's Slipstream, James Cagney: That Yankee Doodle Dandy, Magic of the Stars, World of Mother Teresa, An Evening with Gene Kelly, World of Entertainment, Trials of Oscar Wilde, On the Run, motion pictures for television (21), The Yearling (52), Pink Panther (226), Pink Panther specials, Banjo the Woodpile Cat, Pandamonium, Meatballs & Spaghetti, Tom & Jerry (45), Gilligan's Planet, MGM/105 cartoon library (105), Bugs Bunny & The Warner Bros. cartoon library (327), Popeye (234), MGM, UA and Warner Bros Pre-'48 motion picture libraries. **Staff:** Lawrence Gershman, Joseph Tirinato, Sheryl Hardy, Bill Wells, Jean Viana, Howard Karshan, Lynden Perry, Michelle Prince.

#### NBC International

2-1

30 Rockefeller Pl., New York 10020

Rage of Angels, Wait Till Your Mother Gets Home, Father Murphy, Saturday Night Live, Monitor, Today This Week, NBC News Enhancement Package, The Man Who Shot the Pope—A Study in Terrorism, In the Minds of Men, The Vatican Collections. **Staff:** Jerome Wexler, Mike Perez, Eric Stanley.

#### National Telefilm Associates

122

12636 Beatrice St., Los Angeles 90066

Americans (17), Bonanza (430), Cameo Theater (26), Dean Martin (269), Dr. Kildare (142), Flip Wilson (96), High Chaparral (98), I Spy (82), Laramie, (124), Laredo (56) My Friend Tony (16), Outlaws (50), Richard Boone Show (25), Seven Greatest, Shirley Temple (14), Temple Houston (26), Theater of Stars (53), Acapulco (8), Accidental Family (16), African Patrol (39), Animal Secrets (24), Arthur of the Britons (24), Bill Cosby (52), Bill Dana (26), Blue Angels (39), Boots and Saddles (39), Byline: Steve Wilson (39), Californians (69), Captain Nice (15), Captured (26), Car 54 Where Are You? (60), Com-mando Cody (12), Continental Classroom (160),

Dr. Kildare (58), Falcon (39), Fibber McGee and Molly (26), Fireside Theater (100), Frontier Doctor (39), Get Smart (138), Glencannon (39), Golddiggers (22), Grand Jury (39), Great Gildersleeve (39), H.R. Pufnstuf (17), Happy (26), Hero (16), How to Marry a Millionaire (52), Huck Finn the New Adventures of (20), International Playhouse (26), Jim Backus Show (39), Kentucky Jones (26), Klondike (18), Let Them Live (13), Lilli Palmer Quality Theater (36), Loretta Young (187), Man From Cochise (156), Man Without a Gun (52), Mantovani (38), Michael Shayne (32) Mr. Wizard (300), My World and Welcome To It (26), National Velvet (58), Not for Hire (39), Official Detective (39), Panic (31), People Are Funny (150), Pony Express (39), Red Skelton (24), Search & Rescue (26), Silent Service (78), Steve Donovan Western Marshal (39), Stories of the Century (39), Stryker of Scotland Yard (13), T.H.E. Cat (26), Tab Hunter (32), The Third Man (77), This Is Alice (39), Union Pacific (39), Victory at Sea (26), Walter Winchell File (39), Alice Through the Looking Glass, All About Me, Herb Alpert (3), America and the Americans, Anne Bancroft, Bill Cosby Fourth Special Or!?, Bille Jean King, cartoon classics, Children's Letters to God, Christie Comedies (107), Experiment in TV—Music, Fabulous Funnies, Funny Manns (104), Gumby (22), Hans Brinker, Heidi, Hot Dog (46), It Couldn't Be Done, Loving You, Make Your Own Kind of Music (8), A Picture of Us, Republic Serials, Ride the Wind, Super Plastic Elastic Goggles, TVI Acts (198), Flip Wilson, Best of NTA (129), Cary Grant Theater (6), John Wayne Theater (17), John Classic Theater (30), Roy Rogers' Great Movie Cowboys (26), Horror Theater (48), Science Fiction Theater (31), Storybook Theater (7). **Staff:** Aubrey Groskopf, Arthur Gross, Bernard Shaw, Diogo Costa, Charles Wilkes, Panos Spyropoulos.

#### On the Air/Bregin Film Corp.

160 E. 56th St., New York 10022

#### Orion Pictures International

906

1875 Century Park East, Los Angeles 90067

Cagney & Lacey, Forbidden Love\*, The First Time\*, Aerobicise\*, Will There Really Be a Morning, The Women Of Wilmer, The Lottery. **Staff:** Ernst Goldschmidt, Edward K. Cooper, David Lamping, Susan Cahill, Richard Rosenblum, Rick Rosner.

#### Paramount

1202,1401

One Gulf + Western Pl., New York 10023

Winds of War\*, Smiley's People\*, Inside the Third Reich\*, Entertainment Concerts\*, Miss Universe/Miss U.S.A.\*, Cheers\* (22), Family Ties\* (22), The Renegades\*, Ryan's Four\*, Entertainment This Week (104), Greatest American Hero (42), Happy Days (233), Joannie Loves Chachi (17), Laverne & Shirley (169), Madame's Place (150), New Odd Couple (13), Powers of Matthew Star (12), Quest (8), Solid Gold (141), Star of the Family (13), Taxi (110), Brady Kids (22), Fonzy & The Happy Days Gang (24), Hans Christian Andersen (52), Kum Kum (26), Laverne & Shirley in the Army (21), Mork & Mindy (13), Oddball Couple (16), Star Trek (22), Ed Allen Show (130), Angie (36), Archer (6), Associates (13), Bad News Bears (26), Barbary Coast (13), Barefoot in the Park (12), Best of the West (22), Blansky's Beauties (13), Bosom Buddies (37), Brady Brides (10), Brady Bunch (117), Brothers



Life, X-Pose. **Staff:** David Clark, Steve Newton.

**CBS Broadcast International**  
51 W. 52d St., New York 10019

Signatures, Drop-Out Father, The Other Woman, Last of the Great Survivors, Funny Faces, Paris I Love You, Ben Franklin, American Parade, They Said It With Music, 60 Minutes, CBS Reports, World War II, Metropolitan Museum of Art—New York. **Staff:** John Eger.

**Children's Television Workshop** 709  
One Lincoln Pl., New York 10023

Sesame Street (130), Electric Company (52), 3-2-1 Contact (40), Big Bird in China. **Staff:** William Whaley, Lutrelle Horne, David Champtaloup, Anne Kreamer.

**Comworld International**  
Box 1788, Provo, Utah 84603

**Cori Film Services** 11-21  
19 Albemarle St., London W1

Wajda's Danton, Land by the Sea: Erithea, Murun Buchstansangure (13), Silas (12). **Staff:** Judith Bland, Tony Peake, Elizabeth Hooley, David Carnochan, Marie Hoy, Dee Hopkins, Tom Kanamaru, Hisashi Gohda.

**Coronet Films**

**Jerry Dexter Program Syndication** Carlton  
hotel  
139 S. Beverly Dr., Beverly Hills, Calif. 90212

Captain & Tennille Songbook\*, Captain & Tennille in Hawaii\*, Captain & Tennille in New Orleans\*, Johnny Cash Ridin' the Rails, Johnny Mathis in Concert in Germany, Superstar Profile (25), Wolfman Jack Show (26). **Staff:** Jerry Dexter, Anthony Morris, Max Dutch, Ray Myles.

**Embassy Telecommunications** 8-14,20-13  
1901 Avenue of the Stars, Suite 666, Los Angeles 90067

A Doctor's Life\*, Diff'rent Strokes (144), One Day at a Time (163), Jeffersons (183), Sanford & Son (136), Good Times (133), Maude (141), Professionals (52), Mary Hartman Mary Hartman (260), John McEnroe... The Rites of Passage, Entertainer of the Year (15), New Ones II (16), New Ones (18), V.I.P Group (18), Plus Twelve, 28 for 68, Top Time, Nightmare Theater (13), Pete 'n' Gladys (72), Silver Spoons, Gloria, Square Pegs, Facts of Life, Archie Bunker's Place, Andy Williams Christmas Special, The Wave, Please Don't Hit Me Mom, Stepping Out: The Debolts Grow Up, Upon this Rock, The Rock Show, Sultans of Soul, Grace Kelly Story, Eleanor First Lady of the World, Invasion of Privacy, Norman Lear & Alex Haley's Palmerstown, But It's Not My Fault, Facts of Life Goes to Paris, Band on the Run, Crystal Eyes, All That Glitters, All's Fair, Highcliffe Manor, In the Beginning, Joe's World, latino package. **Staff:** Gary Lieberthal, Ron Brown, Chris Egolf, Carlos Barba, Elena Calmut.

**Enter-Tel** 14-24  
25200 Chagrin Blvd., Beachwood, Ohio 44122

George Schaefer's Showcase Theater (10), Short Story Theater, World Of James Michener, Championship Auto Racing Teams, Quincy Jones, Rock 'n' Roll Then and Now, movie package. **Staff:** Jan Steinmann, Jim McNamara, Drew Levin, Eve Joffee.

**Fairhill Entertainment** 9-32  
8920 Wilshire Blvd., Suite 424, Beverly Hills, Calif. 90211

Just Pals, Live at Ringside, Philadelphia Flyers, Juggler of Notre Dame, Reflections, News that Rocked 1982, Las Vegas Shows, Songs of Christmas, Great Moments of the NFL, Here Comes the Grump. **Staff:** John Pearson, Stephen Bratcher, Barbara Pearson, Ray Myles, William Bekker.

**Filmation** 13-25,15-21  
18107 Sherman Way, Reseda, Calif. 91335

He-Man and Masters of the Universe\* (65), Waldo Kitty (13), Mission: Magic (16), Wacky & Packy (16), Snow White Christmas, U.S. of Archie (16), M\*U\*S\*H (23), Fat Albert specials. **Staff:** Lou Scheimer, Alice Donenfeld, Barbara Bell.

**Four Star Entertainment** 21-18  
19770 Bahama St., Northridge, Calif. 91324

Pippin\*, Olympic Movement\* (13), Stars and Stardom\* (13), Teen Talk\* (52), Eyewitness to the Past\* (39), Nutz and Boltz\* (26), Open House Theater\* (26), Stanley's Smog-Less Steamer\* (39), Deadly Hunt, Della, Madron, America Screams, Big Valley (112), Lohman & Barkley (26), Magic Magic Magic, Portrait (12), 20 Years of Rock & Roll, Wild Animal Men/This Final Refuge, World Championship of Magic, Bixby's Wonderful World of Magic (26), Boomerang (172), Boomerang Specials (3), Monty Nash (14), Music Box, Portrait: The New Breed, Target the Impossible (78), Thrillseekers (52), Towards the Year 2000 (26), Big Country (39), Champions (39), Full Contact Karate (33), The Good Life (65), Music World (56). **Staff:** David LaFollette.

**Sandy Frank Productions**  
645 Madison Ave., New York 10022

**Gilson International** 3-18  
15250 Ventura Blvd., Suite 1111, Sherman Oaks, Calif. 91403

Hill Street Blues, Remington Steele\*, St. Elsewhere\*, Newhart\*, Last Resort, MTM Variety, Paris, White Shadow, WKRP in Cincinnati, Carlton Your Doorman\*, Boy Who Drank, Critical List, Fighting Back, First You Cry, In Defense of Kids, Nowhere to Run, Something for Joey, Thornwell, Vampire, An American Christmas Carol, Aunt Mary, Escape, Mother and Daughter, Revenge of the Stepford Wives, Seduction of Miss Leona, When She Was Bad. **Staff:** Frederick Gilson, Anne Stewart Page.

**Global Video Communications**

**Gold Key International** 5-4,7-1  
931 N. Cole Ave., Hollywood, Calif. 90038

Odyssey (15), From the Bitter End (6), Quest (4), Signs of the Zodiac\* (12), Starlost Quintology\* (5), Bill Burrud's Quest (14), Poseidon Files (15), George Minter Library (27), International Main Events (18), International Galaxy Features (13), Good Vibrations (11), Neptune Journals (12), Awards Theater (60), Scream Theater (29), Beta Chronicles (15), Television Premieres (13), Cisco Kid (12), Dick Tracy Features (60), Rainbow Outdoor Adventures volumes I, II, III, IV, Bill Burrud Features (6), Glen Campbell Show\* (12), Animal Express (130), Last of the Wild (78), Mysteries, Myths and Legends (5), Our Incredible World, Sha Na Na (39), Portrait of a Legend,

America's Top 10, Camp Wilderness (78), Big-foot and Wildboy (12), Bay City Rollers and the Krofft Superstars (13), Abbott & Costello Cartoons (156), Lidsville (17), Ipi-Tombi\* (6), Amazing World\* (4), Once Upon a Brothers Grimm, Walt Wagner Show. **Staff:** Ben Barry, Katia Yaksic, Stephen Lovell, Bill Cooke, Panos Spyropoulos, Betty Griffiths, Kenzo Kuroda.

**Granada Television International** 2002  
1211 Avenue of the Americas, Suite 3468, New York 10020

King Lear, A Flame to the Phoenix, Whale Music, Hard to Get, Clarion Van, Studio, All for Love, Shades of Darkness, Spanish Civil War, Inside China, A Law Unto Himself, Enemies of the State, Brass, Foxy Lady. **Staff:** Barrie Heads, Patrick Rickenberg, Vivien Wallace, Bill Allan, Jayne Lawrence, Bryan Lowe, Marisa Leccacervi, Avril Fenton, Sally Millwood.

**Group W Productions** 13-26,15-21  
70 Universal City Pl., Universal City, Calif. 91608

Red Skelton Comedy Show\* (130), Behind the Scenes in Hollywood with Maria Shriver\* (50), PM Magazine Program Modules, Fight for Survival, We're Movin' (26), Call It Macaroni (24), Coral Jungle, Hold Me!, Murder Among Friends, Little Johnny Jones, feature films (9). **Staff:** Leonard Giarraputo, Frank Miller, Murray Dolmatch, Bob Springer.

**Image West Ltd.**

**International Television Enterprises** 2-4,4-3  
27 Upper Brook St., London W1Y 1PD

The Kingfisher, Harry's Game, Heart of the Dragon, Death of an Expert Witness. **Staff:** Tim Buxton, Brian Keyser.

**Interprom** 1810/2009  
95 Lots Rd., London SW 10 ORN

Harvest Jazz, Shawn Phillips, Bjorn J. **Staff:** Clive Woods, Kay Dunlop.

**ITC Entertainment** 2-35  
17 Great Cumberland Place, London W1A 1AG

Scarlet and the Black\*, Jane Doe\*, Thunderbirds 2086\*, Fantastic Miss Piggy Show\*, Ransom\*, Beauty and the Beast\*, Night Partners\*, Baby Sitter. **Staff:** David Llewellyn, Abe Mandell, Amando Nunez, Bernard Kingham, Anne Cameron, Bert Reuter, David Withers, Anne Wallbank, Elizabeth Malcolm, Francesco de Crescenzo, Irma Caruso.

**Jo Jones & King/BBT**

**JPD Entertainment** 3-22  
27520 Hawthorne Blvd., Suite 205, Rolling Hills Estates, Calif. 90274

AView of the White House by H.R. Haldeman (6), Daitan/Gundam/Ideon (124), Bright China, American Adventure (26), World Kickboxing (13), Galaxy, Grapevine Opry (13), Unknown Powers, Aliens from Spaceship Earth, If I Should Die Before I Wake. **Staff:** James Patrick Devaney, Susan Devaney, Steven Finch, Donald Meek, Dan Miller, Charles Royer.

**King Features Entertainment** 5-15  
235 E. 45th St., New York 10017

Zoom (124), Popeye (220), Cool McCool (20), Beatles (39), Barney Google & Snuffy Smith

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tions, Sammons Communications, American Cablesystems, MultiMedia Cablevision of Wichita, Kan., Adams-Russell Telecommunications, Cablevision Industries, Jones Intercable, Greater Media and Falcon. □

## MIP just keeps on growing

### More programs, more exhibitors more product mark convention

A record-breaking crowd of about 6,000 programming and sales executives from throughout the world is expected to converge on Cannes, France, this Friday (April 22) to attend the 19th Marche International des Programmes de Television at the newly opened Palais des Festivals.

The heightened interest in the 1983 edition of MIP-TV can be attributed in part to expanded facilities available this year as the marketplace shifts from the old Palais des Festivals. The new site will provide more than double the exhibition space, raising the total to more than 100,000 square feet.

An indication of the increased tempo of this year's MIP-TV is the report that there are 6,000 registrants this year, compared with about 4,000 last year. In terms of program availabilities, according to MIP-TV, there will be about 16,000 programs and 3,600 feature films on exhibition, up from 12,000 programs and 3,500 feature films last year.

The number of nations represented at the 1983 MIP-TV will be up slightly to 115 from last year's 110. The marketplace's sponsors expect 850 production-distribution firms and 350 networks to participate in the proceedings.

A preliminary list of registrants shows 51 companies from the U.S. Traditionally, the U.S., France and Britain have the largest contingents at MIP.

For the U.S. producer-distributor, MIP has public relations values and sales opportunities. For Wynn Nathan, president of Lionheart Television, MIP is a place to sell.

"I consider MIP one of the best of the meetings," he said. "Foreigners like to screen everything. It would be difficult to arrange private screenings for these people otherwise. Since many of the stations are government controlled, we don't always get a decision right away. But you do get it."

"MIP also gives you the chance to screen products from other countries. This is useful in providing ideas for your own shows or in the acquisition of product for nontheatrical or cable TV showing."

International business in 1982 proved to be a blockbuster. According to some informed estimates, overseas sales last year reached record totals: \$525 million to \$550 million, up from \$470 million in 1981. Leading the list were the United Kingdom, Canada, Italy, Australia, Japan and Brazil.

Italy was said to be on a buying spree. The best estimate is that Italy spent about \$75 million last year, a healthy figure in international program sales. Its upsurge in the past year or so is attributed to the development of three commercial networks, supplementing the state-run system.

MIP can be the catalyst for new programs,

as evidenced by the experience of Roger Lefkon, executive vice president, programming, Lexington Broadcast Services. At last year's MIP, he said, a deal was struck over cocktails at the Hotel Carlton for a new animated series, titled *Inspector Gadget*, which will go into syndication this fall. The half-hour series will be a joint venture of LBS, Field Communications and Dic Audio Visual, a French animation company.

"We try to line up co-production deals, acquire product for our ongoing series and sell some of our product in foreign markets," Lefkon reported. "We find MIP a lot less hectic than NATPE."

A spokesman for ITC believes that MIP is a strong sales and marketing forum, since it brings together buyers and sellers from all over the world. He said ITC will be releasing a package of feature films, *The Fantastic Miss Piggy Show* (with John Ritter and George Hamilton) and *Thunderbird: 2086* series.

"We always complete a number of sales at MIP," he said, "and we get a chance to meet a broader representation of people from various countries than at NATPE."

This year's MIP will mark the last time that Overseas Music Services Inc., New York, will handle the marketing, promotion and sales of MIP in North and South America. The successor company is National Video Clearinghouse, of which Harvey Selsowsky is president.

There have been some suggestions that MIP move the dates of its marketplace to mid-May to put some distance between it and NATPE. Proponents of such a change point out that NATPE has been attracting an increasingly large overseas contingent and a longer separation period will enable international executives to operate more efficiently. But other sources said that a shift to mid-May by MIP would conflict with television networks' screening of their new fall programming sessions in Los Angeles, also attended by overseas networks and stations.

The following is a list of American firms and a partial list of foreign companies exhibiting at MIP in Cannes, France. An asterisk indicates a new product.

**ABC Pictures International** 2-18,4-17  
1330 Avenue of the Americas, New York 10019

Enormous Changes at the Last Minute, Target Harry, Oh Tell the World What Happened, To Dance For Gold, New World Ballet, Popular Neurotics, Moses Pendleton Presents Moses Pendleton, Frank and Fearless. **Staff:** Jack Singer, Joe Levinsohn.

**ABC Video Enterprises** 2-18,4-17  
1330 Avenue of the Americas, New York 10019

**Staff:** Herb Granath, Jack Healy, Arthur Schimmel, Jim Shaw, Roann Levinsohn, June Shelley, Sy Cowles, Archie Purvis.

**Alfred Haber** 9-12  
321 Commercial Ave., Palisades Park, N.J. 07650

TV's Musical History, Romeo & Juliet on Ice, All-Star Party for Carol Burnett, Sheena Easton... Act One, Cheryl Ladd Fascinated, Buddy Holly Story, Shirley MacLaine... Illusions, Anne Murray's Caribbean Cruise, 42 musical variety specials including those from Bing Crosby, Cheryl Ladd, Perry Como, Kenny Rogers and Disco Magic, The Forum Presents, Tom Jones, Coward of the County and Kimberly Jim. **Staff:** Alfred Haber, Martha Strauss.

**American Artist Inc.**

**American National Enterprises**

**ATA Trading Corp.** 14,18  
505 Eighth Ave., New York 10018

Forum (13), Winterworld (12), Women of Olympia, Adventures features package (13), Sex & Animals, Work Place Hustle, family cartoon features (3), cartoon shorts (300). **Staff:** Harold Lewis, Alain Henot, Susan Lewis.

**Aurora General Entertainment**  
4601 Sheridan St., Hollywood, Fla. 33021

War Chronicles, Judy Garland specials, Littlest Angel, Raggedy Ann and Andy, feature film packages. **Staff:** Lloyd Moriber, Marvin Rappaport, Dottie Pike, Lionel Reifler, Susan LaChance, Janice Rhodes.

**Bandera Enterprises** 14,20  
Box 1107, Studio City, Calif. 91604

Pursuit of Victory\* (13), Thrillmaker Sports (56). **Staff:** Don Flagg, Helen Mazeika-Flagg.

**BBC Enterprises**  
Villiers House, The Broadway, London W5 2PA

Barchester Chronicles, Boys from the Black Stuff, Bergerac Series 2, Chinese Detective Series 2, Claire, Cleopatras, Fourth Arm, Love Story: Mr. Right, Shackleton, Skorpion, Tenko Series 2, BBC-TV Shakespeare: Cymbeline, Alan Bennett: Marks, Q.E.D. A Guide to Armageddon, Q.E.D. Bugging in Six Easy Lessons, Human Brain, Great Little Railways, World About Us, Wildlife on One, Music Child, Last of the Summer Wine, Kenny Everett Show Series 2, Rockline, Yes Minister Series 3, Tucker's Luck, Living Planet, All the World's a Stage, Forgotten Voyage, Rothko Conspiracy. **Staff:** Bryon Parkin, Roy Gibbs, John Harrison, John Kelly, Ray Stiles, Peter Ballard, Keith Owen, Sheila Hamilton, Heather Summerfield.

**Cascom** 10-25  
707 18th Ave., South, Nashville 37203

Select Effects Volume I\* and II\*. **Staff:** Wayne Smith, Gail Smith, Sara Brinker, Stan Justice.

**CBC Enterprises**  
Box 500, Station A, Toronto M5W 1E6

Empire (6), I Married the Klondike (3), Seeing Things (19), Nature of Things (62), Wayne & Shuster (80). **Staff:** Guy Mazzeo, Dennis O'Neill, Samuel Jephcott, Rob Straight, Susan Fraser, Peter Lord.

**CBN Syndication** 1617  
CBN Center, Virginia Beach, Va. 23463

Superbook, Flying House\*. 700 Club\*. Another

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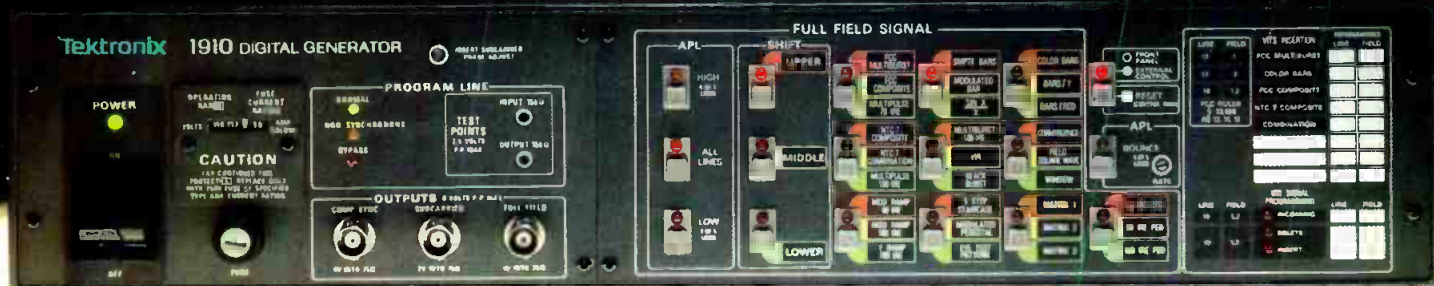
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William Gordon "Bobbie" Brooks, is suing ABC, Rivera, Thompson and Rivera's production company, Maravillo Productions Inc., for \$40 million. Brooks is suing on grounds of invasion of privacy and defamation of character for what he alleges was 20/20's portrayal of him as a pimp and hit man. Brooks is asking \$20 million in compensatory fees. "We have no intention of settling this case," an ABC spokesman declared.

A third lawsuit, also stemming from the same program, was resolved in March, 1982, in a jury trial that found ABC innocent of invasion of privacy and defamation of character. In the \$40 million suit, Sandra Boddie claimed that she did not know she was being taped for TV broadcast when she was interviewed by Rivera and Thompson, and that she understood the discussion was to be kept confidential. □

## ABC drops 'The Last Word'

*The Last Word*, ABC News's late-night news and information program, will utter its final words April 22, when it will be dropped by the network.

According to an ABC News spokesman, the show, which runs weeknights from midnight until 1 a.m., NYT, hadn't met expectations. "It didn't have the kind of promotion and backing to make it successful and cost effective," the spokesman said.

In its place, ABC is planning to expand *Nightline* from its current half-hour to a full hour (11:30-12:30 a.m. NYT) starting April 25. With that expansion, *Nightline* will ad-

dress two or more topics nightly instead of the singular one it generally does now, the spokesman said.

Also on April 25, the network will launch a new program, from 12:30 a.m. to 1 a.m. weeknights, tentatively titled *Profile*, which is described as a "single-subject interview" program. That show won't have a permanent host; hosts will be drawn from ABC News's roster of correspondents, anchors and contributing analysts. As of early last week, no executive producer had been named.

Richard Wald, senior vice president, ABC News, said Greg Jackson, *The Last Word's* host, and Phil Donahue, who served as a major contributor from Chicago, still had contracts, and ABC was discussing appropriate forums for them.

During the first quarter of 1983, *The Last Word* averaged a 2.7 rating / 11 share. □

# Programming

## Curtain rises on Disney Channel

**Pay cable service offering 'family' programming debuts today to four million basic subscribers; start-up costs estimated at \$70 million**

The Disney Channel, an uncommonly ambitious pay cable service—and to many observers an uncommonly promising one—commences operation today (April 18), offering 16 hours a day of the wholesome fare that the Disney name is built on.

Officials of Walt Disney Telecommunications, operator of the satellite-delivered program service, said systems with more than four million basic subscribers in 43 states were set for the launch. They couldn't estimate how many subscribers had signed to pay the \$7-to-\$11 monthly tab for the service, but they were elated by reports that one MSO, Tele-Communications Inc., had received 21,000 orders on its 175 systems in one week of selling. TCI said it expected to have 500,000 subscribers by the end of 1983, and 2 million by the end of 1984, when the service is projected to move into the black.

Thus far, the money has been going out in large denominations. Estimates of start-up costs range up to more than \$70 million, with some \$45 million being spent on production of new programs to occupy the approximately 60% of the schedule that will not carry traditional fare from the Disney library. Fifteen series—11 with half-hour episodes, four hour-long—have been in production in what Disney calls "the most extensive schedule of original material ever produced for presentation exclusively on pay television."

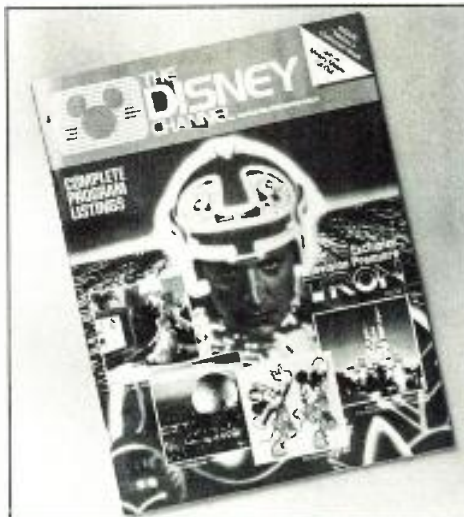
Disney officials are selling the service as "family programming," emphasizing that it's for adults as well as children. They seem to agree with analysts who say that catering to

children alone could be financially dangerous, if not fatal. In this vein they are also pushing the service as a preferable alternative to conventional broadcast television.

Movies will occupy four periods, totaling seven and a half hours, of the Disney Channel's 7 a.m. to 11 p.m. (NY and Pacific time) schedule on most days. The movies will include classics from the Disney library, such as "Dumbo," and "Mary Poppins," plus some acquired from other sources. (Some Disney classics are being withheld, however, including "Bambi," "Fantasia," "Snow White" and "Lady and the Tramp," lest their taping on home recorders drastically reduce their value as theatrical reissues.)

Movies are scheduled at 10 a.m.-noon, 1-3 p.m., 7-8:30 p.m. and 9-11 p.m. on almost every weekday, and on Saturdays and Sundays there will be five a day.

Each day will start with *Good Morning Mickey*, classic cartoons featuring Mickey Mouse, Donald Duck and other animated Disney stars, followed by *Mousercise*, a physical-fitness program "for the entire family."



*Welcome to Pooh Corner*, featuring A.A. Milne characters in animated settings, will teach pre-school children social skills and problem solving, taking a weekday morning and a midafternoon half-hour. *You and Me, Kid*, another new half-hour, encourages active participation by parents and preschoolers together. Another new weekday and Sunday regular is *New! Animal World*, presenting Bill Burrud's wildlife series in a new format.

Other programs scheduled to make their debuts this week include *Contraption*, a weekly half-hour game show with contestants in the 7-12 age group; *Disney Studio Showcase*, a weekly hour examining topics ranging from a circus school for clowns to toys and toy making; *EPCOT's America! America!*, a one-hour weekly series originating from Disney's EPCOT Center in Orlando, Fla., but sampling the views of Americans across the country; *EPCOT Magazine*, focusing on human interest features in midday hour, evening half-hour and Sunday hour editions; *Mouseterpiece Theater*, a takeoff on public television's series of not quite the same name, offering cartoon classics with commentary by George Plimpton.

For its subscribers, at no extra cost to them, Disney is producing what it calls "the first monthly magazine designed, written, printed and distributed by a pay-TV service." The 32-page magazine, in four colors, contains interviews, reports on behind-the-scenes activities and—for adults in some cases, children in others—games, puzzles, cut-outs, quizzes, advice, household hints and recipes, in addition to daily schedule listings and program highlights.

The uplink facility for feeding the Disney Channel is in Los Angeles. It was built and will be staffed by Wold Communications, and will use two transponders on Westar V. Transponder 6X will feed the Eastern U.S. from 4 a.m. to 8 p.m. PST, and 5X will feed the West from 7 a.m. to 11 p.m. PST.

Among the multiple system operators announced by Disney as scheduled to carry the

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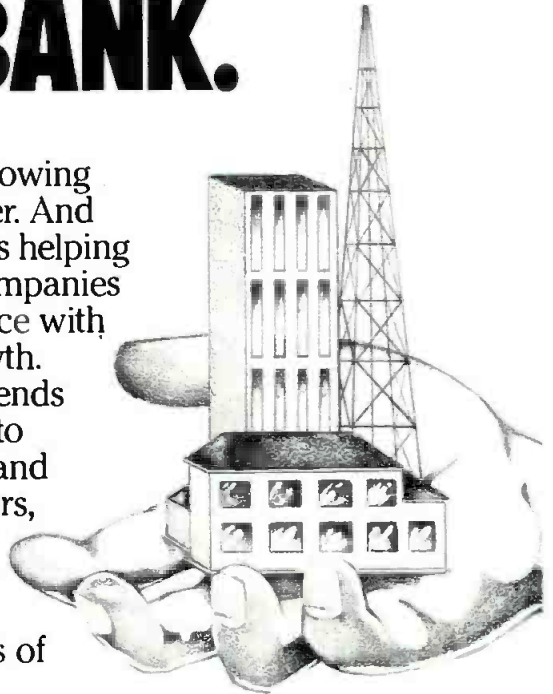
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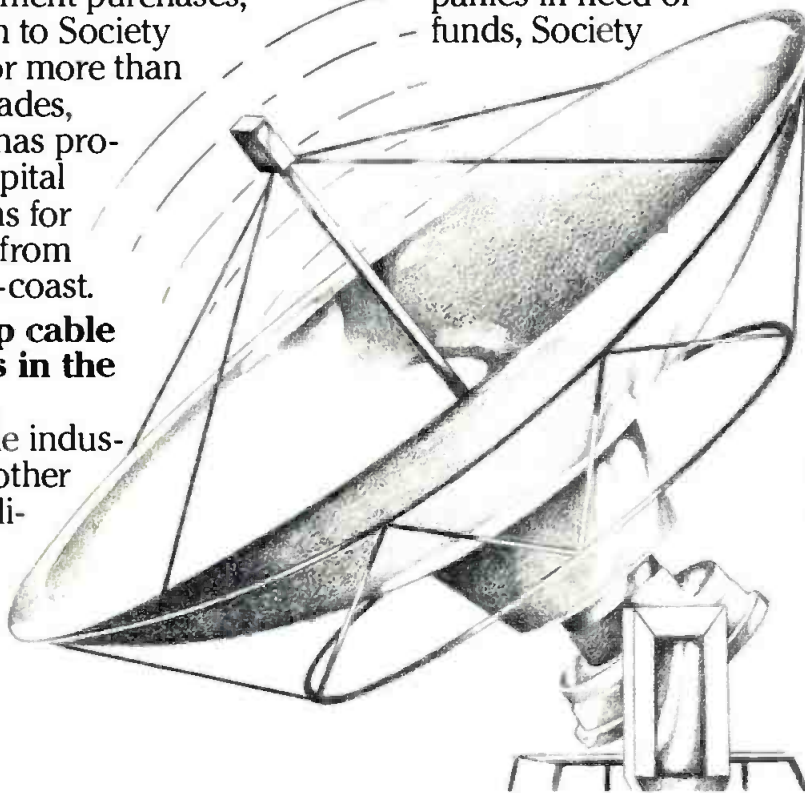
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## Packwood's Boston preview

Oregon senator, on panel with journalists, wants to push lifting of content regulations

The first inkling that Senator Bob Packwood (R-Ore.) was changing course to seek legislative relief instead of a constitutional amendment to attain First Amendment rights for broadcasters (see "Top of the Week," this issue) came in Boston before he made the conversion official at the NAB convention last week.

"I've retreated a bit," he told a regional conference at Boston University of the Society of Professional Journalists/Sigma Delta Chi. "I've been in this business long enough not to tilt at windmills."

Packwood said the press is "understandably frightened" about any alterations to the First Amendment because those could bring restrictions as well as freedoms. He voiced hope that SPJ/SDX, the Radio-Television News Directors Association, NAB, American Newspaper Publishers Association and other groups could unite to support a move to lift the content regulation statutes.

If these regulations aren't taken off the books, the senator warned, they'll eventually be applied to publishers transmitting information electronically. If the FCC uses such reasoning, the U.S. Supreme Court will uphold it and the only publication free of content regulation will be mimeographed, he said.

Before a case such as a publisher's right to repeat his editorials over cable comes before the FCC, Packwood said, statutory regulations should be erased. If they aren't, he added, "we'll be stuck with having to reverse a Supreme Court decision."

Packwood would still prefer the constitutional amendment route to electronic journalists' freedom, calling that a lot easier to achieve than repealing statutory doctrine.

He said marketplace forces make it necessary now for the FCC only to assign radio frequencies, and do no other regulation of that medium. In another decade, he added, the same situation will be true in television.

Two other conference speakers urged journalists to be more active in seeking fuller freedoms.

The NAB's First Amendment counsel, Steve Nevas, said content regulation laws have been created "by and for politicians." Those politicians "are against us—that shouldn't surprise us. The problem is that the public is against us—that should worry us." Nevas said reporters should "find new ways to tell our story" that content regulations are contrary to First Amendment principles. If there is to be a change in such statutes, he said, "we have to face up to the



Nevas, Packwood and Plante

need to turn public opinion around."

Edward Fouhy, ABC News vice president and Washington bureau chief, said the press isn't fulfilling its first responsibility—to stay free. Hitting what he called contradictions between broadcasters' and print journalists' rights, he said the electronic press is "systematically excluded from covering Congress, the White House and the Supreme Court with anything like the freedom we should enjoy if full First Amendment freedoms were available to us."

He blasted President Reagan for coming across as the great communicator when, in

fact, "he prefers not to communicate much at all unless he's in total control of what's being said." The President's advisers hide him from the press, Fouhy maintained.

Rapping broadcast regulation, he said "It's hard to think of anything further removed from the spirit of the First Amendment than the sight of broadcasters going to Congress every four years, hat in hand, to seek laws to allow us to do our job" (by waiving Section 315). He predicted a lawsuit over freedoms afforded publishers and denied broadcasters. What's the difference, he asked, between words beamed through the radio spectrum (as the new national newspaper *USA Today* does, to the Westar 3 satellite) and words beamed by CBS to (Extravision) teletext subscribers?

The similar legal perils faced by publishers and broadcasters in an age of developing technology were stressed by SPJ/SDX Regional Director James F. Plante, NBC News director of news services. In past years, he said, the society was print-oriented, and inclined to be cool to electronic journalists' problems.

Today, Plante said, that would be as sensible as a canoeist telling his partner, "Your end has a hole in it." □

## ABC settles '20/20' case out of court

ABC last week paid \$85,000 in an out-of-court settlement to an Ohio couple who claimed that they were libeled in an April 1980 *20/20* broadcast. The over \$20-million libel suit, filed two years ago, in Summit county court of common pleas by Akron, Ohio, attorney Robert Blakemore and his wife, Joanne, named as defendants ABC, *20/20* reporter Geraldo Rivera, producer Charles Thompson, ABC News President Roone Arledge and ABC affiliates WAKR-TV Akron, Ohio, and WEWS(TV) Cleveland. The Blakemores contended that statements made about them in *20/20*'s investigation of public corruption in Ohio, which focused on former Summit county Probate Judge James Barbuto, were "false and in reckless disregard of the public record."

ABC emphasized, however, that the settlement is not tantamount to an admission of any wrongdoing and that it still stands by its *20/20* report. "Our settlement in no way justifies their suit," explained Kitty Bayh, director, news information, "we have not made any retractions on our story."

Former Probate Judge Barbuto, who was a prime subject of *20/20*'s investigation into public corruption in Ohio, was later convicted of gross sexual imposition on a female court clerk in his chambers, and interfering with and intimidating the subsequent investigation by a sheriff.

According to Burt Fulton, the Blakemores' attorney, reporter Rivera, by implication, accused Blakemore of bribing then-Judge Barbuto to arrange probation for a

client for "which there supposedly was a big payoff." Fulton also said that Rivera reported Robert Blakemore's law firm made contributions to Barbuto's election campaign. Fulton explained that while Blakemore did contribute to Barbuto's campaign, the money was from Blakemore himself, not the firm, and Rivera reported a substantially different amount.

Furthermore, Fulton added, Rivera accused Joanne Blakemore, who worked as a counselor in the probate court but not for Judge Barbuto, of feeding cases to her husband's law firm. Although Joanne Blakemore had recommended some cases, it was not in the amount or substance Rivera implied, Fulton said.

Fulton, reached in Cleveland, said he thought the integrity of ABC News and Arledge was high. But he said that the sources Rivera and Thompson based their story on were not credible.

An ABC spokesperson said that ABC decided to settle the suit because it did not want its sources, who were subpoenaed by the plaintiffs, to take the witness stand. ABC wanted "to save them that ordeal." Moreover, the spokesperson explained, ABC's lawyers viewed the \$85,000 as a "nuisance value," part of the price to pay to avoid protracted and costly litigation.

The settlement does not mean ABC's troubles with the April 1980 *20/20* broadcast are over. Another libel suit stemming from the same episode is currently pending in U.S. District Court in Cleveland. The plaintiff,

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1. "TV-POWWW!" is a video game. . .actually a special adaptation of the best video game on the market, Mattel's Intellivision® We've adapted it so when a station puts the game on the air, a viewer can call on the telephone and make the game do its thing by just saying "Powww!" at the right time. From homes anywhere in the coverage area people can say "Powww!" and hit a target, throw a ball, throw a punch or shoot down invaders from outer space. . .with more games coming all the time. (Next page, remember?)

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## THAT'S WHAT WE DID. HOW DID WE DO?

Great! Over 120 stations in 10 countries have played "TV-POWWW!" They use it as part of movie presentations, on talk shows and kid's shows and sport shows. Daily, weekly, across the board, weekends, prime access, late night.

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With TELEPHONE POLL, WXYZ in Detroit is Number 1 in the time slot with their 4 to 5 pm talk show that asks questions ranging from "Should drunk drivers go to jail?" to "Have you ever had an extramarital affair?"

KERO-NBC in Bakersfield, California put TELEPHONE POLL to work in their local news show and went from a 21 rating/35 share to a 25 rating/42 share. . .against the ABC Evening News and CBS with Dan Rather!

And. . .since banks, department stores and grocery chains love the idea of locally oriented opinion polling, TELEPHONE POLL means rating points *plus money in the bank!*

## THAT'S HOW WE DID. WHO'D WE DO IT FOR?

Hopefully, you.

We'd like to add you to our list of subscribers from all over the country, and all over the world.

In urging the FCC to reopen the record, however, New Continental alleged that two affidavits that RAB submitted as evidence of the availability of a bank loan had been forged. According to the FCC, RAB admitted that Rosado had signed the names of then-RAB principals Janice and Armando Sanchez-Ossorio to those affidavits, but insisted he was authorized to do so. Nonetheless, according to the FCC, New Continental had submitted written evidence that the Sanchez-Ossorios hadn't authorized the alleged forgeries and had severed all ties with RAB once they realized their signatures had been forged.

### Crime spot

Actor Telly Savalas is starring in a new two-and-one-half-minute radio drama feature, *Crimebusters*, produced and syndicated by Atlanta-based Amtel International, a subsidiary of American Media Services that currently syndicates a half-hour weekly series, *Coast To Coast Top Twenty*, to 92 stations. According to Amtel co-founder, Bob Williams, the program will be available on a five-episode-per-week basis in early June. Amtel is currently negotiating for national sponsorship with a 60-second availability. If a barter arrangement cannot be made, the series will be sold for cash on a "format exclusive" basis.

"We hope our radio series will be one that will be doing something about fighting [crime] and showing our listeners how they can avoid becoming victims of the same crimes," said Savalas, who will offer crime prevention tips as well as dramatizations of actual police files on criminal activity.

### Texas twosome

Research consultant Rob Balon of Balon & Associates, Austin, Tex., has joined forces with Dallas-based programing consultant Lee Bayley, a former Drake Chenault and TM Programing executive, to form a new full-service consultancy firm while retaining their respective businesses. Called Killer B's Inc., the new company will consult stations with top 40, adult contemporary or country formats. However, one of the first projects will be to market nationally the new "Classic Hits" format Bayley installed on KIXX(FM) Dallas late last year.

### News source

Forty three percent of persons 12 years of age and older singled out radio among all other media as their first choice for news and information compared with 38% for television and 16% for newspapers, according to an NBC Radio-commissioned study conducted by Westfield, N.J.-based Statistical Research Inc.

Network radio news was perceived by the majority of the population as more complete and accurate than local coverage.

Although radio is the first place that most people turn to for news, it ranks second to music listening as the most cited reason for tuning to a radio station, 39% and 71%, respectively.

Other findings of the study revealed at a press conference last Monday (April 11) at the NAB convention in Las Vegas showed that the majority of 12 plus radio listeners



**Own orchestra.** Bonneville Broadcasting System, the largest syndicator of beautiful music, announced the formation of the American Pop Orchestra during a concert on the opening day of the annual NAB convention (April 10). The orchestra will be under the direction of Lex de Azvedo, Bonneville's director of artists & repertoire. Bonneville plans to take the American Pop Orchestra on a major U.S. tour beginning this fall. The orchestra has already recorded and produced its first commercial long playing record album, entitled *Evolution*, which was distributed at the convention.

(81%) want to hear more news stories about health and medicine.

### In the Marketplace

New Dimensions Radio has introduced a new magazine-format radio series, *The New Dimensions Digest*, available in either a weekly half-hour or daily four-minute con-

figuration. The San Francisco-based "producer of programs focusing on positive social change" will release a 52-week run in late summer or early fall to noncommercial stations, with subsequent distribution to commercial outlets later. *Digest* features weekly reports "on health, psychology, economics, appropriate technology, the arts, and more." New Dimensions is located at 267 States Street, San Francisco 94114.



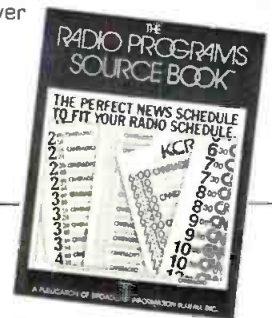
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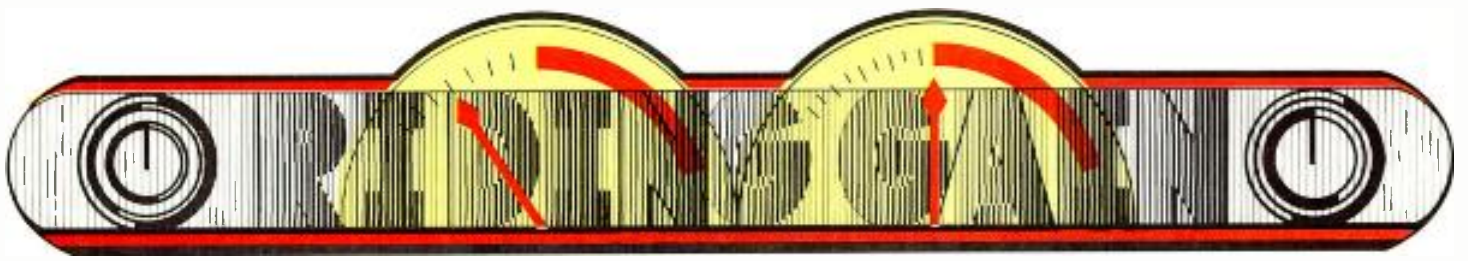
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## News priority

A nationwide survey conducted among 500 radio station managers shows that news ranked first among considerations by stations when deciding to affiliate with a network.

The survey was conducted by Torbet Radio, New York, which sent managers a detailed questionnaire listing 10 possible reasons for affiliation and asking respondents to rank in order of importance their reasons for associating with networks. News emerged in first place, accounting for 49% of the total results, followed by compensation, 23%; prestige, 9%; presence of a national sound, 7%; news actualities, 6%; features, 5%; sports coverage, 1%. Music specials, support services (co-op assistance) computer capabilities and advertisements were tied for last place.

Although network news was the primary reason for affiliation, stations said they broadcast only 54% of network feeds. Approximately 33% of those surveyed said they think network newscasts are too long and believe three-and-a-half minutes are the ideal length.

Regarding network-produced features, 24% of respondents said they rarely carried them; 61% said they carried them on occasion, and 14% said they always carried them. With respect to music specials, 56% of respondents replied they preferred "highly-produced" specials as opposed to live concerts.



Robinson



Snider

## Voices of experience

CBS Radio has named Brooks Robinson and Duke Snider, two of baseball's Hall of Famers, to do analysis during the network's live coverage of the All Star game from Chicago's Comiskey Park, July 6. The two will join CBS sportscaster Brent Musburger, who will broadcast the play-by-play coverage. Robinson has been a member of the Baltimore Orioles announcing team since 1977 while Snider, for the past 10 years, has been working as an analyst for the Montreal Expos Radio Network.

## Money grabbers

The Money Chamber, a clear plexiglass box the size of a telephone booth that is filled with dollar bills swirling around on continual gusts of air, was among the newer promo-

tional gimmicks on display in the exhibit hall of last week's National Association of Broadcasters convention. Created by Pro-Commotion, a division of Hearst Advertising in Milwaukee, and in use at WHN(AM) New York and a handful of other stations, the Money Chamber is designed with slots in its sides through which players, given 15 to 30 seconds inside, can gather as many bills as possible from the swirling air. Participants keep the bills they successfully put through the slots during promotional events staged in shopping malls and other public gathering places. The box, which took nearly a year to develop, sells for \$8,000, according to Mike Elliott, program director at WIOD(AM) Miami, who had a hand in developing the chamber while general manager at WLUM(FM) Milwaukee. In Milwaukee, where the chamber has become a popular attraction, a shopping mall outbid several others and paid \$20,000 to play host to the box for a weekend.

## Stop signal

The FCC has ordered MTC Inc., operator of Metro Traffic Control, which provides traffic reports to broadcasters in 10 major metropolitan areas, to stop using its business radio service stations to make tape recordings for broadcasters. The FCC said MTC sometimes retaped transmission from those business stations over and over again to insure broadcast-quality recordings for traffic-report "actualities." But that practice is creating "severe" interference to others using the business radio frequencies, the FCC said. The FCC said business radio frequencies were meant for internal business communications.

## Look again

The FCC has sent back for further consideration a case, involving the mutually exclusive applications of The New Continental Broadcasting Co., Dadeland Broadcasting Co. Inc., Community Broadcasters Inc. and Radio America Broadcasting Inc., for a new AM station on 990 khz in Miami, Fla.

In remanding the case, the FCC asked Administrative Law Judge Walter C. Miller to investigate the filing of affidavits by RAB on the availability of a bank loan that purportedly bore the signatures of former RAB principals, whether RAB's president Jose Rosado misrepresented facts about those affidavits to the commission, and what effect those findings have on RAB's qualifications.

In an initial decision released in 1981, Miller found RAB financially unqualified and preferred New Continental on comparative grounds over Dadeland and Community. In a decision later that year, however, the FCC Review Board found RAB qualified and preferred it over the rest of the field.



**Live from Las Vegas.** Mutual's celebrity talk show, *This is Hollywood*, originated live from the Las Vegas Hilton on the opening day of the NAB Convention (April 10). Kicking off the broadcast were (l-r): host Eric Boardman, co-host and Las Vegas radio/TV personality Sig Sackowicz and Marty Rubenstein, network president.

Earlier that day, Rubenstein delivered his state of the network address, which centered on programming and satellite technology. "We will be the first full stereo satellite system available to commercial stations," Rubenstein told the audience. He predicted that by the end of 1983, the network will be airing "almost as many hours of live programming, stereo, by satellite, as existed in the so-called 'Golden Age of Radio.'"

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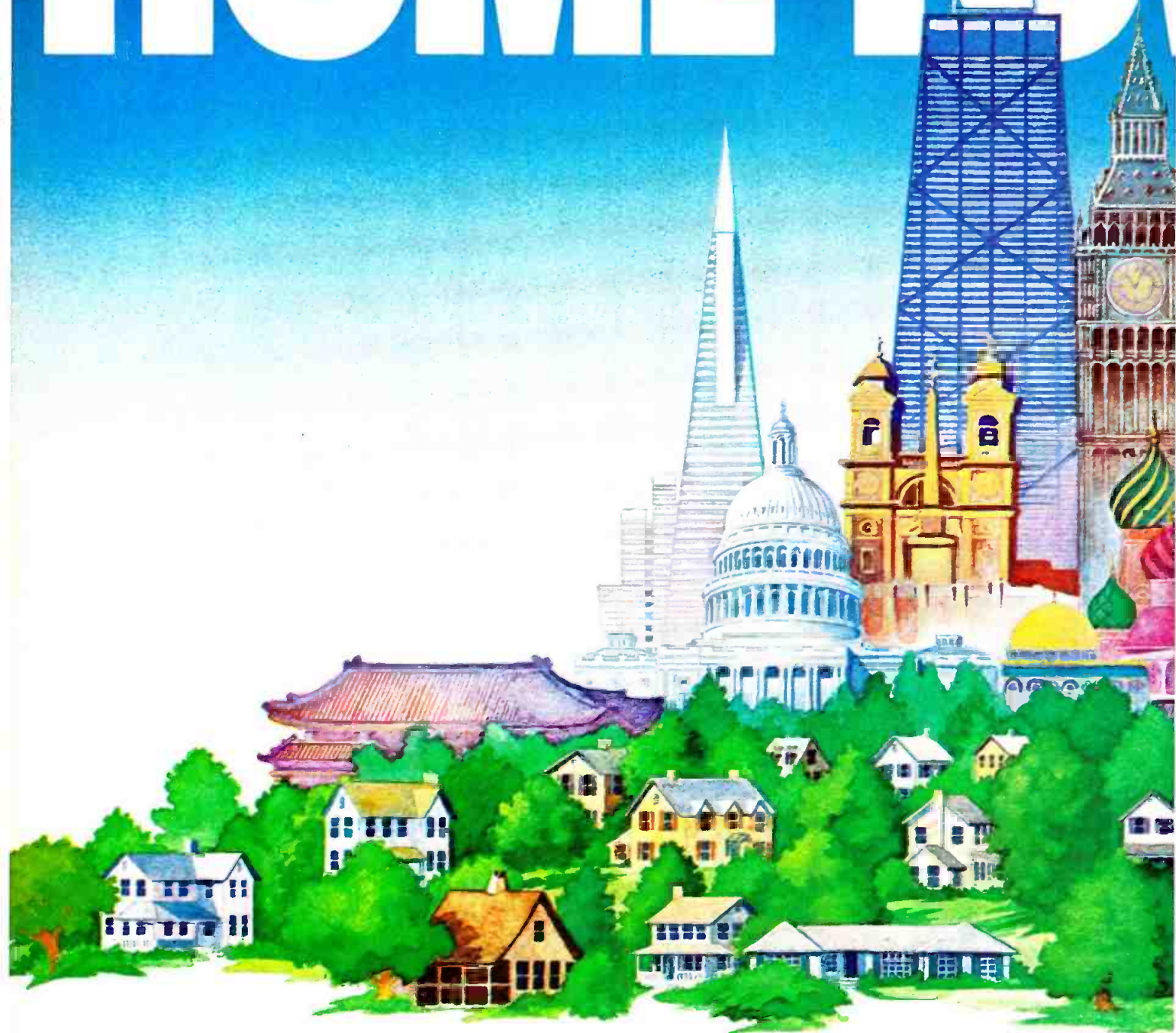
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and change the Senate itself," he said.

Senate proceedings, he said, were already covered by the press. Full-blown floor coverage would be watched by only a "small minority" of people anyway, he said. At the same time, however, he said, video coverage would lead to longer speeches, which would further congest the Senate's already overcrowded schedule. "We can't get our jobs done now as it is," he said.

The presence of cameras would also discourage senators from voting on some issues the way they think they should, all because they would be worried about the perception their votes could create to constituents, if only because those votes will be misunderstood, he said. "There will be more political courage and more political statesmanship without television," he said.

Senator John Stennis (D-Miss.) said the presence of video cameras would erect a "false screen" between the senator and the public, and discourage senators from attending to their "real" work in the authorizing committees. "Say what you will, TV is partly... show business," he said.

George Will, a syndicated columnist, said senators and journalists were the only ones arguing for the resolution, but he didn't think the resolution would be good for either. While resolution proponents argue that the video presence would enhance the public's understanding of the issues, Will didn't think that would be the case. Television news, with its time constraints, would only be looking for 20-second "sound bites," he said. And permitting TV in would only "exacerbate" floor problems, he said. □

sent to the State Department on April 5, expressing concern about the Orion application (BROADCASTING, April 11). Neither Intelsat nor the State Department would make the letter public—in the latter case, according to officials, because of an executive order requiring the presumption that such communications are to be kept confidential.

But the document, copies of which went to Intelsat's signatory parties, was widely leaked. And it reflected the organization's known position that Orion would confront Intelsat with "direct and destructive competition" that would seriously affect its ability to offer its services on a world-wide basis. The letter also says the proposal "puts a test" the U.S. commitment to a single, global telecommunications satellite system.

The Comsat petition, filed late Friday afternoon, urged rejection of the application on the ground it is inconsistent with the U.S. commitment to the Intelsat system. It also said Orion is proposing services Intelsat is, or soon will be, offering. And it said that before the commission considers the proposal, it should resolve the national and foreign policy issues in a broad-based proceeding in which all interested parties could participate.

Orion officials—president Thomas McKnight and executive vice president Christopher J. Vizas—argued their case in their meeting on Tuesday with the Senior Interagency Group on International Communication and Information Policy, which is composed of representatives of 14 executive branch agencies, as well as the FCC. According to a summary of the presentation the application filed with the commission, the Orion officials maintained, as they have before, that their proposal would "complement" the Intelsat system by providing a private facility for private users. They said the proposal will offer facilities tailored to meet specific needs, and added, "Because of its mandate to provide global commercial service to the public," Intelsat should not be expected to undertake the expense of customizing its global system to meet all needs of all user."

In another matter with possible implications for the Orion proposal, representatives of the U.S. and the United Kingdom met for two and a half days at the State Department on a wide range of telecommunications issues, including the International Telecommunication Union and Intelsat. The Orion proposal was not discussed, according to a participant. But the Americans were particularly interested in the movement in Britain toward the kind of deregulation of the telecommunications industry that is in favor in the U.S. The Americans see the new British policy as a stimulant to international competition in the telecommunications field. And the FCC's pro-competition policy has been cited by some officials as reason for at least an initial bias in favor of the Orion proposal.

The U.S. team, which included representatives of the FCC, was headed by Ambassador Diana Lady Dougan, State's coordinator for international communication and information policy. The British were led by the assistant undersecretary of the Foreign and Colonial Office, James Adams. □

## Baseball's cable squeeze play

### Kuhn confirms major leagues are considering setting up national pay cable network

Major League Baseball Commissioner Bowie Kuhn went on record last week to confirm what most in the Fifth Estate have assumed for quite some time: that major league baseball is evaluating the possibility of entering the pay cable business, and perhaps will establish a national pay cable network some time before the end of the decade.

Kuhn was quoted last week as saying, "We are evaluating the possibility for the distribution of games to our clubs' pay TV systems."

Other than that, the commissioner's office had little to add, except to note that the league's television committee, made up of Kuhn, the American and National League presidents, and 10 team owners, would investigate all the possibilities and that it would probably be a while before that committee meets with representatives of all 26 teams and presents any solid options.

A spokesman for major league baseball did say, however, that whatever plan is eventually adopted, it would not be connected with Eddie Einhorn's planned Super Sports Network, which is intended to be a national pay-sports network which would provide coverage of baseball games and contests from other professional sports. He did not rule out the possibility, however, that Einhorn may play a major role in structuring the shape that baseball's pay cable business eventually takes. Einhorn is said to have been the major force on baseball's three-man negotiating team (with Kuhn and Philadelphia Phillies owner Ruly Carpenter) in the recently concluded contract talks with ABC and NBC that will earn baseball more than \$1.1 billion from those two networks from 1984 to 1989 ("In Brief," April 11).

Those contracts do not prohibit the start-up of a pay cable business by baseball. However, the networks have the exclusive rights, on alternate years through 1989, to the league championship series, All Star Game and the World Series, which would diminish the value of any pay venture the league decides to set up in the next seven years, and

possibly longer. NBC and ABC have options on the World Series for 1990 and 1991, respectively.

What role the networks might play in the league's cable plans is unclear. Jim Spence, senior vice president of ABC Sports, was quoted in press reports last week as saying that if the league does put together a national pay-cable network during the period covered by the recently concluded television pacts, "we and NBC would be part of the agreement."

However, the commissioner's office would neither confirm nor rule out that possibility. But an NBC spokesman also said that his network would have a contractual interest in a national pay-cable network established by major league baseball. "The networks are involved," he said, "but it's way down the road and there are no specifics at this time. As the cable industry finds its way, the deal will evolve." He added that there are "extremely general parameters involving the networks," both NBC and ABC, should baseball establish a national pay cable network. □

## Orion application upsets Intelsat

### Director general's letter to State Department calls proposal 'direct, destructive competition'

The Orion Satellite Corp.'s application for FCC authorization to establish a private transatlantic satellite communications system was occupying an increasing amount of the time and energy of affected parties last week. The Communications Satellite Corp. (Comsat) on Friday filed with the commission a petition to deny the application. Orion officials on Tuesday explained their project in a meeting with an interagency group at the State Department.

But the matter attracting most attention last week was the letter that the director general of the International Telecommunications Satellite Organization, Santiago Astrain,

# More talk, talk, talk on cameras in Senate

## Pros and cons of coverage are offered at hearing on S. Res. 66

Whether the Senate will open its chamber to broadcast coverage remained as uncertain as ever last week. In the wake of a Senate Rules Committee hearing on S. Res. 66, which would allow video cameras in, the only certainty was that the measure's proponents and opponents remain widely divided on the issue.

Under the resolution, coverage would be provided by several cameras mounted in the gallery overlooking the Senate floor. The cameras, which would provide gavel-to-gavel coverage, would be operated remotely by Senate employees. All networks and news services would have free access to the footage obtained, a Senate Rules Committee staffer said.

At the hearing, most of the arguments mirrored those presented on the Senate floor last year (BROADCASTING, Feb. 2, 1982).

Senate Rules Committee Chairman Charles McC. Mathias (R-Md.), who introduced the measure (BROADCASTING, Feb. 21), said authorizing video coverage would insure the existence of an accurate record of Senate proceedings. Mathias stressed that videotape wouldn't be susceptible to the same revisions and changes as is the Senate's current official book of record, the *Congressional Record*. "A lasting record of what has actually occurred in the Senate, not what has been revised... seems to me of value," he said.

Senate Majority Leader Howard Baker (R-Tenn.), who co-sponsored the measure—which replicated the one (S. Res. 436) he unsuccessfully tried to gain approval for last year—said it was "passing strange" that senators will depend upon TV to get elected but won't permit it to record their activities on the Senate floor. "I think of TV as a mere extension of the public gallery, and a logical one," he said.

TV coverage may make some senators look better than others, but "the country is entitled to see us, warts and all," Baker said.

Senator Daniel Moynihan (D-N.Y.) said the televising of the House of Representatives' floor proceedings since 1979 had widely been proclaimed a success. "The House experience has affirmed the notion that the public has a right to see and hear its elected representatives going about the business of governing—a notion that has roots in the beginning of our constitutional system,

when, in 1794, the Senate, not a decade old, voted to establish public galleries. The televising of Senate proceedings can and should be considered merely an extension of those galleries," he said. "I think there is much to fear, but that we should permit hope to prevail."

Walter Cronkite, CBS News special correspondent, said it was "ironic" that the proceedings of the "world's greatest deliberative body" weren't made available to the public via electronic media. "Because the public relies so heavily on the electronic medium for news and information, the present restriction on broadcast coverage... has the effect of depriving the public of vital information about the workings of this important institution," he said.

Cronkite also said that while some object to such coverage on the grounds that it would impair the Senate's ability to do its work, he didn't think the introduction of broadcasting would cause fundamental changes. "What this measure would do is make the news coverage of the Senate more informative for the public, and more interesting. Surely this is in the interest of government and the public. Indeed, at a time in our history when the public, quite legitimately, has come to expect that its government institutions operate as openly as possible, I submit that this institution could significantly enhance its public standing by permitting broadcast coverage."

Edward Allen, president of Western Communications and national chairman of C-SPAN, the public affairs cable network that offers a mix of call-in shows featuring Washington decision makers and gavel-to-gavel coverage of House floor proceedings, presidential and congressional press conferences, National Press Club speakers and House and Senate Committee hearings, said it was only natural that there be resistance to change. But concerns that permitting video coverage would turn proceedings in the House chamber into a "circus" had proved unfounded. "Even the original opponents to the concept of televising the House proceedings have now come to the conclusion that this process has been beneficial to the order of the House, has added to the quality of the debate and has been a valuable additional tool in creating a necessary, informed electorate," he said.

Allen said he recognized that the Senate permits unlimited debate while the House does not—and that senators are accustomed

to being able to speak from their desks rather than the well of the Senate. It's "probable," he said, that the Senate would have to change some of its current procedures if it decides to permit its proceedings to be televised. Nonetheless, he said he was "absolutely confident that workable procedures can be developed which will permit the orderly televising of the Senate procedures with the inherent benefits that will flow to the Senate from a better informed electorate."

John Frazee Jr., group vice president, video services, Centel Corp., and C-SPAN board member, agreed. "Our institutions must always grow and evolve to stay abreast of the changing times. We respectfully suggest to you that the televising of Senate activity would be a productive and visionary move—one more dramatic step toward exemplifying to the world what a truly open democracy can achieve."

Julian Goodman, former NBC chairman, said he would have preferred that the resolution permit the networks to control Senate cameras through a pooling operation, but gave the resolution his support. "The benefits to the public far outweigh the limited risks," he said. "I really believe the people deserve to see it as it happens."

Senator John Danforth (R-Mo.), however, countered that TV cameras do more than record; they also "alter" events. Danforth said he was concerned that permitting such coverage would encourage senators to spend more time making "colorful" speeches, or amending bills on the floor, scenarios that would cause their other work to suffer. Danforth also warned that although the House permits such coverage, its rules limit debate, while the Senate's don't. "Unless we have some offsetting rule changes, we're going to bog down," he said.

Senator Russell Long (D-La.) said the resolution would be "harmful" to the Senate's ability to fulfill its constitutional duties. "It will change the character of Senate debate,



Senators Ford and Mathias



For cameras: Goodman, Cronkite, Allen

Against: Long, Stennis, Will

in a pejorative sense of the word, he added, but in terms of "the give and take of government—and they rely on engineers to keep them out of trouble or to bail them out if they get in trouble." And he indicated some commissioners find it difficult to take "no" for an answer. In response to a question, he said, engineers will say, "OK for this, but no further." But they [commissioners] don't quite believe it. They think we're holding something back." □

## Stakelin picked to head RAB

**NAB board chairman will leave in June to become president**

William L. Stakelin, chairman of the National Association of Broadcasters radio and television boards, is taking over the helm of the Radio Advertising Bureau. Stakelin, executive vice president of Bluegrass Broadcasting, Lexington, Ky., accepted the RAB presidency less than 48 hours after RAB Chairman Richard Chapin offered the position to him during the NAB's 61st annual convention in Las Vegas last week.

Stakelin, who moves into his new role July 5, will leave the NAB board on June 17. (It's up to NAB executive committee to determine if he is still eligible for the two-year term as past board chairman.) He has served on the NAB board for four years and has been with Bluegrass for the past 17 years.

"It is a good career opportunity for me to



Stakelin

head up a national organization that deals with my first love, radio, and more directly with radio sales," Stakelin said. "I look forward to working hard to increase the advertising dollars that are being put into radio."

According to Chapin, Stakelin will report to RAB's executive committee and its board, not to Miles David, RAB vice chairman and chief executive officer, as originally planned when the association reorganized last summer. With the reorganization, David, then RAB president, moved up to his current position.

Stakelin's appointment was quickly ratified late last week by the association's executive committee. He is expected to attend the RAB's semiannual board meeting May



**The Las Vegas showcase.** HDTV cameras... compact disk players... digital audio and video recorders... teletext... analog-component television... quarter-inch recording cameras... AM stereo exciters... computer graphics... low power television transmitters. Many of the building blocks of television's future were on display last week at the sprawling exhibition of the NAB convention.

Although the some 600 exhibitors did not quite fill the expanded Las Vegas Convention Center, the exhibit, comprising many large and elaborate booths filled with high-tech hardware, and the swirling crowds, tended to overwhelm. The nearly 900,000-square-foot proved unnavigable without one of the detailed maps distributed by some of the trade magazines. As it promised, Sony built the largest booth. It covered 14,000 square feet and prompted at least one official complaint for rising higher than the rules allow.

BROADCASTING will supplement this week's coverage of the speeches, panels sessions and other goings-on at last week's convention with a detailed account of important new products and technology on display in all those booths in the April 25 issue. A summary of the show's high points follows.

Advanced television systems, providing better pictures than those of NTSC systems, were pervasive (see story, page 107). HDTV systems, generating 1,125 lines of vertical resolution, were demonstrated by Sony (above) and Ikegami. Scientific-Atlanta showed an analog-component encryption system designed as an alternative to NTSC for satellite distribution.

Radio broadcasters as well as the amateur audiophile had an opportunity to hear the noise-free sound of the professional compact-disk prototypes in the booths of Sony/MCI and NEC America. And there were other traces of digital audio on the floor. Sony put together an audio editing and dubbing suite built around its PCM-3324 24-track digital audio recorder.

The war between Ampex and Sony for dominance in the one-inch VTR market continues unabated. Ampex showed for the first time at an NAB convention its new top-of-the-line VPR-3 studio VTR and VPR-5 portable unit. Sony countered with the BVH-2500, a version of its previously introduced BVH-2000 that can be used for animation. It can record stills, up to 200,000 of them, and play them back at a range of speeds.

There are now three incompatible analog-component tape formats available to broadcasters—the half-inch Matsushita/RCA "M" format; the Sony half-inch Betacam format, and the Bosch quarter-inch Lineplex format. All are designed for recording cameras, which combine recorder and camera into one compact unit that can be managed by one man. Recording cameras are being sold by the proponents as well as by Ampex and Thomson-CSF. NEC showed a solid-state camera that could be coupled to either of the half-inch formats.

Proponents for all four AM stereo systems vying to become the de facto national standard were selling exciters at the show. In addition, Sansui showed up with a multisystem radio capable of receiving signals from users of any of the four exciters (see story, page 105).

It will take broadcasters awhile to sort out the various computer graphics systems that all promise to enhance the broadcasters' on-air look. Systems of varying cost and capability were demonstrated by Ampex, Aurora, Chyron, Colorgraphics, Computer Graphics, Dubner, Quantel, Thomson-CSF, McKinnis Skinner and others.

There is nothing new about television transmitters, but there are a number of low power transmitter manufacturers positioning themselves for the low power television market that is expected to break wide open late this year, when the FCC begins granting permits for the mini-television stations in large quantities.

4-6 in Orlando, Fla.

Sources said that RAB screened approximately 200 executives from radio and its allied fields during the past four months. Also reported to have been in the running for the post were James Taszarek, vice president/general manager, KTAR(AM)-KKLT(FM) Phoenix, and Lynn Christian, vice president, Century Broadcasting, Chicago. (Christian, however, reportedly withdrew his name early last week.)

The five-member search committee made up of RAB board members was formed last fall. Its members: Chapin; James Arcara, executive vice president of radio, Capital Cities Communications; Ben Hoberman, ABC Radio president; Martin Rubenstein, Mutual Broadcasting president; Richard Harris, Westinghouse Broadcasting Radio Group president, who chaired the committee. (Both Rubenstein and Hoberman are also NAB board members.) □

have a heavy burden of proof." And Dawson, who had also been part of the majority, said her concern was that "the regulatory baggage" would otherwise be attached to the entire broadcast signal, including the teletext portion carried on the vertical blanking interval. But Fogarty, one of the dissenters, warned: "The decision means the beginning of the end of the must-carry rule, in the name of procompetition and the marketplace."

That was for openers. Then Summers got into matters that touched broadcasters' nerves: commission decisions to allow the marketplace to determine the standard to be followed providing AM stereo and teletext services, and the likely commission decision next month to liberalize its FM allocation rules to permit the establishment of hundreds of more stations.

The FCC's marketplace answer in the AM stereo and teletext proceedings was a matter of discussion at a number of clinics and workshops during the convention. Broadcasters and their attorneys and engineers said the certainty of a commission-made decision was required. (Never mind that heavy criticism forced the commission three years ago to abandon the decision it had made to use the Magnavox AM system as the standard.)

Fogarty, who opposed the marketplace answer—and whose term on the commission expires on June 30—said, "The commission should make the decision." But he was in the minority: Dawson was unmoved by Summers's suggestion that the marketplace answer to the standards question would stall development of the AM stereo service. "We'd already made three choices," she said, by way of explaining the commission's decision to rely on the marketplace. "We had no basis for picking one over the others." And Rivera, as did Chairman Mark Fowler, in his news conference on Tuesday (see page 41), said the development of the Sansui Electric Co.'s AM stereo tuner that the company says receives "any AM stereo system" vindicates the commission's rule. "I think we'll see AM stereo soon."

The issue that illustrates as well as any the broadcasters' uneasiness when they see the commission driven by a dedication to the marketplace rather than by engineering standards involves the rulemaking aimed at inserting a substantial number of new assignments into the FM band. (The precise number is in dispute. The commission staff puts it at between 200 and 700, Fritts talks of 1,500.)

Summers opened the discussion in language that reflected broadcasters' concern: "Are you ever concerned that you may condemn [new] stations to an early death by granting their applications, and existing stations, too?"

Quello, the former broadcaster (manager of WJR-AM-FM Detroit), spoke the broadcasters' language. "I think about it a lot," he said. He said 41% of the radio stations in six states are losing money, and added: "We need more stations like a hole in the head." That brought a burst of applause.

Fogarty offered a different kind of criticism. He said the commission's decision, under former Chairman Charles D. Ferris, to establish the low power television service,

was promoted as a means of creating new opportunities for minorities and women to enter the ranks of broadcast owners. But that was "a deception," he said. They lack the necessary financial resources. Major business concerns, like Sears, Roebuck, are the serious applicants, he said.

Sharp agreed on the need for financial strength. But he and other commissioners sought to make clear the agency's continuing commitment to sound engineering. "I'm not interested in protecting profits, but I don't want stations to suffer interference," Sharp said. And he promised a "close look" at the interference question raised in the FM proceeding. Dawson said her first concern is "sound engineering." Once she is satisfied on that score, she said, she addresses the "public policy" issues. Rivera added, "We all pay a lot of attention to engineering. We won't do anything to degrade service." He noted that "even the chairman" has indicated that. "Engineering is top priority."

But the commission's engineers, apparently, are not persuaded of that. William H. Hassinger, engineering assistant to Mass Media Bureau chief Larry Harris, discussed the commission's regard for engineering standards at an engineering session that ended a few minutes before the FCC program began. He had analyzed a series of commission actions revising technical standards and setting new ones as designed to expand broadcasters' use of the spectrum. And he

had talked of the "elimination or reduction of redundant regulation," and a "greater reliance on licensees to avoid harmful interference." But, in response to questions from the audience, he revealed the tension he said exists between the engineers and the economists on the staff.

Jules Cohen, a consulting engineer frequently retained by the NAB, asked if there is a recognition within the commission "that the marketplace is not the whole answer in some areas?" "Within the technical staff," Hassinger said, "there is a lot of concern about undue reliance on the marketplace, particularly in enforcement. The technical staff is more inclined to regulate; the economists are more inclined to turn everything loose and see what happens. So there is a dynamic tension."

Hassinger also said that "it's recognized" that the marketplace cannot "handle some things, like safety services and public broadcasting." Yet, he said, "some would let them all loose. There is an ongoing battle within the commission." And among those favoring "turning things loose," he said, are "some" commissioners.

Then Michael Rau, NAB staff engineer, asked the question that is troubling broadcast engineers generally: "Do commissioners recognize the importance of technical arguments?" Hassinger's answer was as frank as his previous one. "Commissioners," he said, "make decisions for political reasons"—not



**Spectrum worries.** Three aspects of spectrum management of concern to broadcast engineers were discussed at a radio and television engineering session. A. James Ebel, president and general manager of KOLN-TV Lincoln, Neb. (at the lectern), described the relationship of international spectrum management organizations to U.S. broadcasting. He noted what he considered the significant U.S. success at a 1977 World Administrative Radio Conference in persuading the countries of the western hemisphere not to participate in the kinds of rigid plans for direct broadcast satellites that were being developed for Regions 1 (Europe) and 3 (Asia and the Pacific). He said that while the plans developed for those regions are now in a "shambles" because of the changes in technology since 1977, the U.S. is proposing a "flexible" plan for adoption at the western hemisphere conference to be held this summer in Geneva.

William H. Hassinger, engineering assistant to the FCC Mass Media Bureau chief (at far left), said the commission is eliminating "unnecessary, trivial and unnecessarily restrictive" technical regulations and replacing them with "more general, sophisticated rules." But he said that what is needed is a formula for permitting the "benefits of standardization... [while allowing] for diversity." Dale Hatfield, of Hatfield & Associates, Boulder, Colo. (second from right), said technologies now available, or soon to be, are sufficient to meet the spectrum needs of land mobile radio. There would be no need to reallocate spectrum now assigned to UHF television, as land mobile interests have urged, he said. Hatfield's remarks were based on the study he prepared for the Association of Maximum Service Telecasters that was filed in November with the FCC in its inquiry into the long-range spectrum requirements of private land mobile radio services (BROADCASTING, Nov. 22, 1982). Others in the picture are Merrill Weiss, KPX-TV San Francisco, session chairman, on Hatfield's right, and Michael Berg, associate general counsel of the NAB.

## A CAREER SPENT KEEPING THE BASTARDS IN THE SAME BOAT

**Wasilewski's words to the wise**

Vince Wasilewski rose to the occasion.

The former president of the National Association of Broadcasters, chosen to receive that organization's 1983 Distinguished Service Award, capped last week's opening convention session with what many considered his finest address ever. In it, he traced his 33-year love affair with the association (17 as its president) and brought down the house when he cited as his own outstanding accomplishment "keeping all you contentious bastards in the same boat."

Wasilewski, while avoiding the temptation to belabor his listeners with words "that are both memorable and wise," nevertheless managed to pass on "a few modest observations and a minimum of gratuitous advice."

First, he said, "maintain a healthy skepticism of government." Wasilewski said he hoped the current "peaceful coexistence" between broadcasting and the government will continue, but said his experience counseled that it won't. "The lion may lie down with the lamb," he quoted Woody Allen as saying, "but the lamb won't get much sleep."

Second, he said, "I urge you never to stop fighting for broadcasting's freedom." Wasilewski rolled a number of observations into the paragraphs backing that up, including a statement that broadcasters communicate not only through news and editorials but also through drama, entertainment and even commercials. Democracy, he said, is inefficient, but yet the best political form; Wasilewski urged that broadcasters be as aware that they can trespass against others as that others could trespass against them.

"Despite all the pressures from bomb throwers on the left and Little Caesars on the right—and even the soft-voiced centrists—to use broadcasting to curb evil as they see it, resist those pressures and continue the good fight to make the world safe for diversity."

His final advice: that unity is essential to accomplishment. (It was then that he interjected his comment about "contentious bastards.") Wasilewski noted that "we may be facing a great period of fractionalization and wracking readjustment, a period when it may look as if the centrifugal force of the developing technologies will cause us to fly apart." He urged his listeners to support NAB "even when you don't agree with every action." And he paid tribute to his successor in the NAB presidency, Edward O. Fritts, as being "able," "experienced" and "action-oriented."

In closing, Wasilewski said "I urge you to be optimistic; broadcasting's future belongs to the optimists." As for himself, he said he had been the beneficiary of fortune's smile. "I have no regret for roads not taken." □



when it comes to providing cable programming."

Fowler made it clear the commission pretends no knowledge of how the business will fare. The day is gone, he said, when "some commissioners believed they had the wisdom" of divining the way new or proposed services would do in the marketplace. "The fact is," he said, "nobody knows. And during my tenure at the FCC, we've tried to break away ourselves from the business of regulating the marketplace based on inaccurate information."

But he is determined, he said, to permit broadcasters "to be players in all of the emerging technologies. You've got as much right... as anyone to greater profits. I believe that. You should, too." And if he were to have his way, as broadcasters prosper, the FCC would decline in importance as it disengaged "government and broadcasting."

To what degree would he like to see the commission's importance attenuate? "Maybe a day will come, perhaps not during my tenure but some day," he said, "when the annual visit of a chairman to a broadcast industry convention will seem as dated as a medieval king taking tribute from his loyal subjects." □

## The pull between economists and engineers at the FCC

### NAB sessions show engineers seem to be losing the war as commission increasingly relies on marketplace for technical answers

Among many broadcasters and their lawyers and engineers in Las Vegas last week, there seemed to be the feeling that staff economists and engineers were struggling for the soul—or at least the mind—of the FCC, and that the economists are winning. That feeling appeared to override the protestations of commissioners, who, for all of their interest in the marketplace and deregulation, had not given up on the agency's responsibility for sound spectrum management. But from within the commission staff there was testimony that the engineers, at least, feel the commission is placing "undue reliance" on the marketplace.

The concern that the commission was moving away from the kind of technical regulation with which broadcasters are familiar and on which they have based their broad-

cast operations was evident, from the speech of National Association of Broadcasters President Edward O. Fritts opening the NAB convention, on Sunday, to the closing general session, on Wednesday, when five commissioners responded to questions.

Indeed, most of the questions that John Summers, NAB executive vice president and general manager, put to the commissioners—James Quello, Joseph Fogarty, Mimi Dawson, Henry Rivera and Stephen Sharp—reflected that concern. For instance, was the commission's decision not to apply the cable television must-carry rule to broadcasters' teletext transmissions a signal of things to come regarding that rule?

The answer appeared to be: not necessarily. Quello, who was among the majority in the 4-3 vote on that question, said the decision was "no precedent." He noted that teletext is "an ancillary service," and added: "I don't think STV or teletext should be used as a precedent for the basic [must-carry] rule." Those seeking its repeal, he said, "would

bargaining chip to appeal to television broadcasters, referring to the possibility of TV deregulation, but not immediately. That medium is not "ripe" for deregulation, he said, while suggesting that a standard be incorporated into legislation—"a test of effective competition"—that would extend deregulation to TV broadcasters in the "near future."

While applause was at a minimum, the broadcasters enjoyed certain aspects of his address. Wirth praised the productivity campaign launched by the industry. "I want to personally thank the more than 3,000 radio stations who have not only run spots for the campaign, but supplemented it with editorials and community interviews." And both Wirth and radio broadcasters oppose Radio Marti. "As written, Radio Marti is bad legislation. More than 200 radio stations are threatened by Cuban interference, and all of you must make your voices heard if the legislation is to be appropriately amended," he said.

(Another measure of the differences between the Senate and House chairmen was the fact that Packwood supports Radio Marti, and advised broadcasters in his speech not to jeopardize their deregulatory hopes by getting in the administration's way on the propaganda issue.)

NAB President Eddie Fritts—speaking at the convention's end—seemed optimistic about eventual success on deregulation despite the criticism leveled by Packwood and the Wirth position on spectrum fees. "They didn't tell us anything that we are not already doing or that we are not aware of," he told BROADCASTING. "They both had well-delivered presentations and if you go back to my presentation [at the convention's opening session; see page 84] a lot of what they said correlates with that—as far as unity, as far as involvement and as far as being together. Wirth was saying: 'Let's work together,' Packwood was saying: 'We've got to be together'—and that is what I am saying," Fritts emphasized.

Overall, the NAB president judged it a positive convention with a spark or two of controversy, in that "Packwood gave us a challenge, which is exactly how I would have characterized his address to us." Wirth, he added, "issued another challenge to us, of a somewhat different nature. Nonetheless, it was a challenge."

Wirth's address, in particular, Fritts noted, brought out two interesting results. "You see it clearly identified that the National Radio Broadcasters Association has been proposing spectrum fees on Capitol Hill, which is inconsistent with what they tell the trade press. That, in our opinion, is divisive—and I again call for unity. Another thing is that I was pleased that Tim was able to see the fire in the eye of the broadcaster. I think he got a sense that broadcasters felt like they were being maligned by the Telecommunications Subcommittee."

Fritts also questioned whether Wirth can deliver. Nonetheless, he said the association will have to assess that when they see a proposal. "If it is worth the price like he is telling us, we will take a look at it, but if it is

not worth it, we will walk away from it," Fritts stated.

Two additional broadcast deregulation bills have been introduced in the House—the Tauke-Tauzin bill (H.R. 2382) and the Swift bill (H.R. 2370)—which Fritts says the association will work for "until we see some-

thing better." And he insisted that the NAB is an effective lobbying organization. "To say that we are not effective and we cannot lobby our way out of a paper bag because we can't get a little bill through the House is one thing, but we darn sure stopped Radio Marti, and we can stop it again." □

## Fowler outlines brave new world available to broadcasters

**He exhorts NAB audiences to pursue new technologies and reiterates contention that deregulation should be FCC's number-one priority**

FCC Chairman Mark Fowler traveled to Las Vegas last week to describe a bright world of opportunity awaiting broadcasters with the energy and courage to take advantage of it. It is a world filled with potential profit centers and made possible by technology and the commission's policy of permitting broadcasters to participate in the new businesses being created. There are no guarantees, of course. "Life does involve risks," he said. "And the greatest risk may be to do nothing at all."

Fowler delivered his message—in his second appearance at an NAB convention as chairman—at the closing luncheon of the 61st gathering of the nation's broadcasters. He wove a discussion of six targets of business opportunities among the strands of a discussion of one of his favorite subjects—the commission's need to reduce as much as possible regulatory activity that interferes with broadcasters' ability to provide desired services and to make a profit.

In sum, he said, the new technologies available will permit broadcasters to shift "from the traditional definition of broadcaster, a definition which in many cases has become outdated by technology and by competition from others." For those not aware of the opportunities, he said, "It's time to open your eyes."

The six areas:

**SCA.** Those in FM broadcasting, he said, "have just obtained an additional channel for subcarrier authorization." The FCC has also given them virtual carte blanche in how the channels are used, not only the aural service that was limited to the hours of station operation. "Almost anything you can transmit will be OK with us."

**Broadcast auxiliary.** The commission two weeks ago ruled that television stations could use auxiliary service not only for studio transmitter links and remote pickups, but for all multiplexed signals, such as data, telemetry and facsimile. And broadcasters will also be permitted to sell excess capacity or share facilities, "perhaps creating entirely new video distribution networks."

**Teletext.** "I think history will record 1983 as the year we scratched the surface in the possible applications of teletext [authorized by the commission three weeks ago] and other video services to be transmitted by

way of the vertical blanking interval," Fowler said.

**MDS.** Multipoint distribution service "is a technology that holds a present and a future for broadcasters." Fowler noted that, "if nothing else, broadcasters are in the programming business." That experience, combined with broadcasters' "marketing prowess," makes them likely MDS practitioners, he said. Fowler also said that, "in the coming weeks," the commission will consider its policy involving the use of narrowband video frequencies, which include instructional television fixed service and private operational fixed service, as well as MDS.

Among other things, the commission is considering the use of multichannel MDS, Fowler said.

**Cellular radio.** Fowler noted that many broadcasters have already entered "the cellular sweepstakes at the commission." But the door is not yet closed on would-be cellular applicants. "As the marketing and operation of cellular matures," Fowler said, "there may be a role for broadcasters who did not enter the first round of applications." Again, he said, marketing and community expertise, which he regards as broadcasters' strong points, are the "make or break issues" in cellular radio.

**Cable leasing.** Broadcasters could take advantage of the unused channels on many cable systems, Fowler said. "Those of you with good ideas in programming, whether they be entertainment or two-way shopping or some new untried idea, have an opportunity to expand your programming potential. You don't have to be on the outside looking in



Fowler

"personally enthusiastic" about them, but noted that even the Senate deregulation bill, S. 55, has cost-of-regulation fees. But he said he would not accept a spectrum fee unless "there was an extraordinary tradeoff on deregulation that I think would allow me to make an honest case to [broadcasters] that your total costs are actually going to be lower because of deregulation. If I could get down to no comparative challenges and longer terms so that you didn't have to wonder every time if someone was going to challenge your license," he would be satisfied.

The senator also announced that his and

Wirth's staffs have begun to discuss the possibilities of deregulation legislation. Observers coupled that encouraging announcement with a cautionary note that the two chairmen's regulatory philosophies differ vastly. But even if the two were to reach a compromise they could not get the measure through without NAB support, Packwood said.

Packwood, considered a long-time broadcaster ally, took a turn in scolding the NAB for being an ineffective lobbying organization. He chided the association for failing to get a simple deregulation measure through

the House and claimed that the minor deregulation that has been passed by Congress was by and large due to his efforts alone.

"The reason I am so discouraged with the NAB is that I see an organization that ought to have extraordinary clout, almost barren of influence."

The senator further compared broadcaster influence—unfavorably—with that of used car dealers, doctors and bankers. "Thank God," he continued, "that you've got Mark Fowler, who is doing at the FCC what I am trying to do statutorily," Packwood said. There aren't always going to be friendly FCC's or Congresses, he added. "I sometimes wonder deep down if broadcasters really, really, want out from under the content doctrines. You say you do. I think you do. If I were a broadcaster, I would regard it as a pain in the neck."

If broadcasters want more (than minor deregulation), he added, it cannot be done in Washington alone. "All the king's horses and all the king's men will not bring this to pass," he said, unless broadcasters are willing to spend more time and effort lobbying their members in Congress.

A chief concern associated with spectrum fees is the possibility they will later escalate—a worry Wirth sought to allay by assuring broadcasters that the fees "would be reasonable, and that the government could not raise them over time." (Packwood, on the other hand, told his press conference that he knows of no way to guarantee that fees will be locked in.)

Wirth told the broadcasters he would support total elimination of comparative renewals plus *long-term* (his italics) license stability, "not just seven-year, 10-year or 15-year terms." And he is willing to statutorily abolish requirements that radio stations maintain logs, conduct ascertainment studies and not sell more than a certain number of advertising minutes. Plus, he says, he is ready to relax multiple ownership rules so that "we can have more efficiently run, productive chains of stations."

He does not consider the spectrum fee a "quid pro quo" for deregulation, Wirth argued. "There are two distinct issues involved here. One is deregulation based on sufficient competition, and the other is the value of the spectrum. Any legislation must address both of these issues. If the broadcaster is no longer to compensate the public for the exclusive use of its airwaves through its public trustee obligations, some other compensation to the public is necessary."

In stating the case for fees Wirth noted that some segments of the broadcasting industry have themselves presented proposals for payment of compensation for spectrum use. "And even Mark Fowler, with whom I have often disagreed in the past on broadcast issues, feels that this is a necessary policy initiative," he said. (See box at left.)

Wirth made it clear he thought the idea of a spectrum fee is "here to stay." He said deregulation will not occur until broadcasters "accept the reality that the public must be compensated for the use of the spectrum, and we begin discussing the issue with that goal in mind."

The Colorado Democrat added another

## Fowler seconds the motion

*FCC Chairman Mark S. Fowler was among the more interested auditors of House Telecommunications Subcommittee Chairman Tim Wirth's speech to the NAB. Later, in a conversation with BROADCASTING, Fowler re-elaborated his own ideas on the subject, and described why he felt the congressman's speech—in which he held out hope of relief from equal time and fairness doctrine requirements—was so significant. The FCC chairman's point of view:*

I think this represents an opportunity to move forward towards the right ultimate aim, which is to make radio as free as newspapers. Indeed, that's what Chairman Wirth was saying. So I think this is a historic opportunity that ought to be *at least* explored. Broadcasters are troubled about fees. I can understand that; I have said the fees have to be flat and reasonable. What I would also say is, what does it hurt to sit down and talk and find out what the number is? If that number turns out to be a very friendly one—and he [Wirth] did say he thought the fee should be reasonable, whatever that means. So much more reason for [the industry] to sit down with Chairman Packwood and see what can or cannot be struck in terms of a bargain.

□

Chairman Wirth talked about a contract between the government and the licensee to insure that the fees don't change. You could have a 99-year contract; it doesn't have to be tied in with license renewal terms. They could be 20 years, for example, and then the contract could specify that the fee is renegotiated every 99 years—there's no magic. The point is, folks ought to be talking with each other. They ought to be flexible. And if that number turns out to be a very low number, the broadcaster—the radio people—will not only be as free as the newspaper, they'll probably be ahead from the bottom line standpoint, because they won't have to worry about compliance with all these rules and regulations that they've had to pay their employees to be concerned about.

□

I have one disagreement [with Wirth], in that I think that television is equally ready to go to the print model. But we have to look at reality, and it seems to me that this is a good first step. People ought to be flexible.

□

I don't think we should get hung up on semantics [in calling it a license fee or a spectrum fee]. Clearly, the use of frequencies does have a value. . . . So I say to broadcasters—as a former broadcaster—that before people say they want to pull the plug on this, I'd want to be saying to the leadership, "Wait a minute. Do you know what the number is? And if you don't, I'm not prepared to walk away from the table yet."

□

What I would say to broadcasters is, "Do you want to be able to operate with no restrictions from the FCC, except technical? Is that appealing? If it is, shouldn't you sit down and try to see what the number is? You can kill anything you don't like, so that if the number is not the number you like you can always walk away." It is a no-lose proposition. Second, I think that we should give credit to Chairman Wirth for coming as far as he's come. It's very, very far for Tim to come. And for some broadcasters then to come back and attack him, because he's dusting off the idea of a fee—when they don't know the number—I think is not wise.

The third thing is, Chairman Packwood [is] very strong on First Amendment matters. I think he is flexible here, too. I think he's interested in moving First Amendment relief through, for broadcasters. So I think all the pieces are there.

□

Just to sum it up: It seems to me that there is a historic opportunity available here. I want to emphasize again, I think we ought to do it for television as well. But [Wirth] did say that he would be willing to phase it in on television too. This is historic. Whether anything happens or not really depends on the broadcasters, it seems to me.

# Broadcasting Apr 18

Vol. 104 No. 16

TOP OF THE WEEK

## Name of the game in Las Vegas: spectrum fees

**NAB convention hears Packwood and Wirth in concert on inevitability of paying price for broadcast deregulation; senator pulls back plan to amend Constitution for electronic media freedom; congressman adds fairness, equal time relief to his side of the bargain**

The Senate and the House came calling on the National Association of Broadcasters last week, at that organization's 61st annual convention in Las Vegas. Two key congressional leaders, Senator Bob Packwood (R-Ore.) and Representative Tim Wirth (D-Colo.), chairmen of the Senate Commerce Committee and House Telecommunications Subcommittee, respectively, served the deregulatory ball into the industry's court and challenged it to volley back.

There was a spin on the ball, however. Both said that a spectrum fee—by whatever name it is known—must be part of the deal.

The senator accompanied his offer to help broadcasters win regulatory relief with a stern critique of their past performance. "You cannot lobby your way out of a paper bag in the House," he said in a stinging rebuke of the NAB's ability to persuade Wirth et al of the merits of their legislative desires.

Simultaneously, Packwood announced that he was reversing his priorities in a national effort to gain full First Amendment rights for the Fifth Estate media, shelving for the while an attempt to have those rights confirmed by a constitutional amendment, and seeking instead to achieve statutory relief through repeal of the equal time and fairness rules. The senator had given advance notice of his change in plans during an appearance the preceding Saturday (April 9) during a regional conference of the Society of Professional Journalists, Sigma Delta Chi (see story, page 54). The senator had begun his campaign for a constitutional amendment only a year ago, at the 1982 NAB.

Wirth presented radio members of the NAB with his own deregulation package for the aural half of the over-the-air medium—sweetened by inclusion of fairness doctrine and equal time repeal, "in all but the very smallest markets." His offer appeared to fall on deaf ears; the more than 300 broadcasters attending the convention luncheon at which he spoke appeared determined in advance to reject the spectrum fee kicker they knew would be a part of the deal.

Wirth said he was prepared to draft legis-



Packwood



Wirth

lation that would go "as far as we can to meet what Mark Fowler calls the goal of a 'print model'—a radio marketplace with as little regulation as the newspaper industry." It won't happen, however, "until you—the radio broadcasters of America—overcome your unwillingness to recognize and accept a critical fact of life: The broadcast spectrum is a valuable public resource and those who are licensed to use it to the exclusion of others must compensate the public some way for its use," Wirth said.

The concept of a spectrum fee remains a sensitive and controversial issue in the broadcasting community. Some broadcasters—primarily affiliated with the National Radio Broadcasters Association—appear willing to make the deregulatory trade and accept a spectrum fee. Others—still a majority, by all indications—remain unalterably opposed. The NAB board is officially on record against it.

(Still others—a growing faction in the industry—appear to be having second thoughts about pursuing further deregulation at all. Their reasoning: that the game isn't worth the candle; that the benefits of further gains would be far exceeded by the price extracted by Congress.)

Senator Packwood, for his part, stated forcefully that he would not move forward on any legislation until the NAB shows more initiative and rids itself of a "can't do" attitude.

He gave the NAB an ultimatum: "The choice is really yours, not mine. Neither Tim Wirth, nor I, can halt the tide if the tide is moving. If you want it, I'll help. I'll lead it in Congress. You have got to lead it in the nation. Together, there is nothing we cannot accomplish. Separate, there is very little that we will."

During a press conference following his address, Packwood blamed the NAB's "dour attitude" as the primary reason he revised his First Amendment priorities. Fears expressed by the print media of "undoing some of the protections we now have" also contributed to his decision. The drive for repeal of the fairness doctrine and the equal time rule will be a battle, he stressed, that can be won only if it is well lobbied at the grass roots. Packwood predicted that it would be a three- to five-year fight to obtain statutory relief as against five to 10 years to achieve a constitutional amendment.

Both congressional leaders emphasized that spectrum fees are a political reality to be reckoned with. During a post-speech press conference, Packwood stated that he is not



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of Continuing Education Telecommunications Program. NYU campus. New York.

**May 11**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert L. Turner, president, Lexington Broadcast Services, on "20 Questions (and the surprising answers the networks don't want to hear) About Television's Booming \$300,000,000 Advertiser-Supported Syndication Business." Copacabana, New York.

**May 11-13**—*University of Wisconsin-Extension* seminar, "On-Air Promotion for Public Television." Lowell Hall, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

**May 12**—*Southwestern Broadcasting Representatives Association's "Media Event of the Year."* Big D Ranch, Dallas.

**May 12**—*Television Bureau of Advertising* regional sales training seminar. Adams Mark, Philadelphia.

**May 12-13**—*Federal Communications Bar Association* conference on international communications, co-sponsored by Georgetown University's International

Law Institute, "New Developments in International Telecommunications Policy." Speakers include: Cornelis Jansen Van Rosendaal, Commission of European Communities; Diana Lady Dougan, U.S. State Department; Abbott Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference on direct broadcast satellite service; FCC Commissioner Anne Jones; Marie-Monique Steckel, France Telecom Inc.; Miguel Sanchez Ruiz, Ministry of Communications and Transportation, Mexico; Jonathan Soloman, Post and Telecommunications Division, United Kingdom, and Dr. Joao Carlos Albernaz, Ministry of Communications, Brazil. Capital Hilton hotel, Washington.

**May 12-14**—*International Broadcasters Idea Bank* convention. Host broadcaster: Tad Fogel, WINH(AM)-WGMB(FM) Georgetown, S.C. Myrtle Beach Hilton, Myrtle Beach, S.C.

**May 13**—*Bay Area Cable Club* toast to cable television industry of northern California. "Nuit d'Elegance." Fairmont hotel, San Francisco. Information: Lou Soucie, Gill Cable, (408) 998-7333.

**May 13-14**—25th anniversary celebration of

## Errata

In April 11 "In Brief" on TV coverage in Supreme Court, chief justice should have been identified as Warren Burger.

□

In April 11 "In Brief" about station sale by General Electric to Belo Broadcasting, KOA(AM) Denver should have been reported as 50 kw clear channel outlet, not 50 w station.

WDCR(AM)-WFRD(FM) Hanover, N.H., stations at Dartmouth College. Dartmouth campus, Hanover, N.H.

## Open Mike

### 'Right track' called wrong

EDITOR: I must take issue with your March 28 editorial ("Right Track") concerning the efforts of the various national advertising associations to obtain congressional repeal of the Federal Trade Commission's authority to regulate unfair advertising and to redefine its statutory jurisdiction over deceptive trade practices. My concern is with a glaring factual error in the article, as well as with the overall opinions expressed.

First, it is incredible that your staff believes the commission's authority to scrutinize unfair advertising originated with the passage of the Magnuson-Moss Act in 1975. On the contrary, that authority was given to the FTC in 1938 by the Wheeler-Lea Amendment which added to Section 5 of the FTC Act jurisdiction to prohibit "unfair or deceptive acts or practices."

In 1980, after exhaustive research of all "unfair" cases since 1938, the commission issued a policy statement analyzing carefully the standards which had been used by the commission over four decades in enforcing the law against unfair practices. That statement provided clear guidance as to the standards the commission would use in enforcing the law in the future. Four members of the commission support, or at least do not oppose (I am in the latter category), the codification of those standards into the FTC Act. For 45 years a series of commissions and quite a number of commissioners have undertaken the serious business of adhering to their oaths of office to enforce the law and act in the public interest. To suggest, as your editorial does, that their decisions with respect to unfair practices are or have been arrived at "by a coincidence of prejudices" is gratuitously insulting and reveals an amazing degree of contempt for the institution and the many individual commissioners who have served since 1938. (BROADCASTING is, of course, entitled to its view.)

As to deceptive acts or practices, there is disagreement among the commissioners as to whether a statutory redefinition should be

adopted. At the same time, all of the commissioners agree that Congress should not adopt the language proposed by the advertising trade associations. As your endorsement of their proposal is devoid of any analysis of its effects, I would only note my strong opposition to it because of the substantially adverse effects which would flow from such a definition—for consumers and competitors alike.—*Patricia P. Bailey, commissioner, Federal Trade Commission, Washington.*

### It ain't necessarily so

EDITOR: Understanding full well that Matthew Minahan of Arthur Young & Co. must sell his snake oil, and not wishing to get into the merits or demerits of research, we nevertheless feel that laying all of AM's ills on the lack of adequate research is an oversimplification of the case.

In his March 7 "Monday Memo," he failed to take into account the outside forces beyond the control of the AM broadcaster. Some of those:

(1.) The FCC, in an effort to promote FM, has always been more lenient in its requirements of FM. Stereo, multiplexing and better coverage, on the average, through better allocations, were provided FM in an effort to compete with AM. When AM asked for parity the requests were usually pigeon-holed.

(2.) AM has become a political pawn. The proposal that our channels be reduced to 9 khz definitely wasn't made by the "old mom and pop AM broadcasters."

(3.) Now AM is being asked to sacrifice its coverage on the altar of Radio Marti.

These are a few that readily come to mind. But perhaps the most damaging outside force is the series of "bury, and kick sand in their grave" stories such as Mr. Minahan's appearing in every trade rag published today.

We don't know who orchestrated this hideous anti-AM onslaught, but maybe Mr. Minahan's research can provide us with that answer.—*Antonio G. (Tony) Fernandez, president, Sarasota Broadcasting (WKXY(AM)), Sarasota, Fla.*

### Stevens puts record straight

EDITOR: Your April 4 BROADCASTING describes me, in a speech before the AERho convention in Atlanta, as having pronounced radio dead. That should have read "AM radio is dead."

While my theories on the future of AM radio are well known within the industry, your inaccurate representation of my remarks suggests that I may have expanded the scenario to include the entire spectrum. Anyone familiar with the activities and growth of this company knows that is not the case. There is clearly a future for radio, albeit perhaps more rosy in some sectors than others.—*Gary Stevens, president, Doubleday Broadcasting Co., New York.*

### Lethargic promoters prodded

EDITOR: Many thanks for Bo Donovan's "Monday Memo" in your March 21 issue.

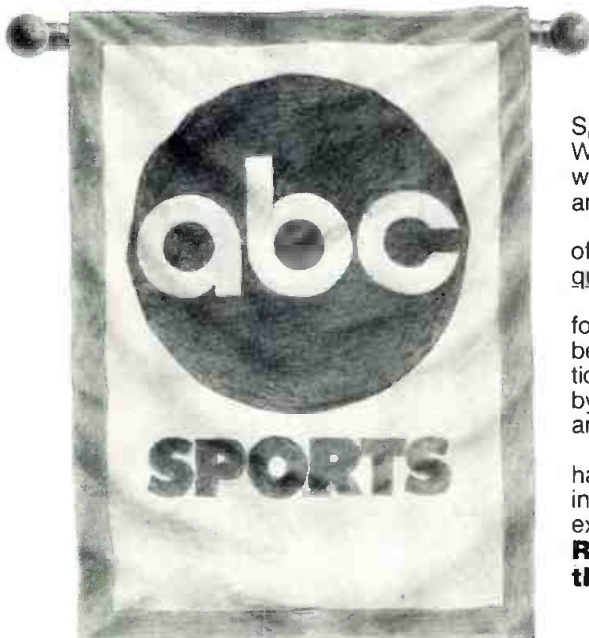
Having recently served as a judge for the Broadcasters Promotion Association awards competition and as a consultant to both broadcasting and cable interests, there is a jungle growing out there in TV land as Mr. Donovan suggests.

Heretofore, a gorilla could have successfully operated a broadcast station's advertising and promotion department. But, if the quality of material that I viewed in the BPA competition is any indicator, alternative viewing choices will soon be fully competitive with standard TV outlets, if they are not already.—*Robert P. Rimes, president, Marketing Consultants Inc., San Diego.*

### 'Sexsationalism'

EDITOR: The ratings for *The Thorn Birds* (BROADCASTING, April 4) exemplifies the Americans' [penchant] for "sexsationalism." This showing on ABC in the last days of Lent and during Holy Week [was] discreditable and indiscreet.—*John F. Monroe, president, Ripon Cable Co., Ripon, Wis.*

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# FICON

**April 27**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: George Vradenburg III, vice president-deputy general counsel, CBS, on "Financial Interest/Syndication Rules: The State of the Debate." Copacabana, New York.

■ **April 27**—*Women in Communications, New York chapter*, meeting. Speaker: Sue Simmons, co-anchor, WNBC-TV New York. Essex House hotel, New York.

**April 27-28**—*Illinois Broadcasters Association* spring meeting. Springfield, Ill. Information: (217) 787-6503.

**April 27-29**—*Indiana Broadcasters Association* spring conference. Executive Inn Rivermont, Owensboro, Ky.

**April 28**—*Michigan Association of Broadcasters* Washington dinner. Madison hotel, Washington.

**April 29**—Deadline for applications for *Society of Broadcast Engineers'* certification exams. Information: Certification Secretary, Society of Broadcast Engineers, P.O. Box 50844, Indianapolis, 46250.

**April 29-30**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. Los Angeles Air port Hyatt, Los Angeles.

**April 29-May 1**—*Foundation for American Communications* conference, cosponsored by *Colorado Broadcasters Association*, "Economic Issues for Rocky Mountain Journalists." Keystone Lodge, Keystone, Colo. Information: (213) 851-7372.

**April 30**—*Radio-Television News Directors Association* region 12 meeting with Syracuse University. Syracuse University campus, Syracuse, N.Y.

### May

**May 1**—Deadline for applications for *William Benton Foundation* and *University of Chicago* fellowship program for broadcast journalists to "study fundamental problems that underlie the news." Information: William Benton Fellowships, University of Chicago, Room 501, 5801 South Ellis Avenue, Chicago, 60637.

■ **May 2-3**—"Professional Interview Days" sponsored by *radio-television department, Southern Illinois University at Carbondale*. Information: Ed Brown, (618) 536-7555. SIU campus, Carbondale, Ill.

**May 2**—*World Institute of Black Communications* deadline for entries in CEBA (Communications to Black Audiences) Awards. Information: Linda Bowie, executive director, WIBC, 10 Columbus Circle, New York, 10019; (212) 586-1771.

**May 3**—Second annual "Media Access Showcase,"

sponsored by TRAC (Telecommunications Research and Action Center) and National Federation of Local Cable Programers. Rayburn House Office Building, Washington. Information: Deborah Hollander, (202) 544-7272.

**May 3-7**—*American Women in Radio and Television's* 32d annual convention featuring presentation of Silver Satellite Award to *M\*A\*S\*H* star Loretta Swit. Luncheon speaker (Wednesday): Jessica Savitch. NBC correspondent. Royal York, Toronto.

**May 4**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Terrence Elkes, president, Viacom International, on "Telecommunications in the 1990's." Copacabana, New York.

**May 6-8**—*Society of Cable Television Engineers* first cable hardware exposition. "Cable-Tec Expo." Dallas Convention Center, Dallas.

**May 6-8**—*Carolinas UPI Broadcasters Association* spring meeting. Holiday Inn, Wrightsville Beach, N.C.

**May 7**—*Radio-Television News Directors Association* region 13 meeting with Virginia AP Broadcasters. Sheraton Fredericksburg, Fredericksburg, Va.

**May 7**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International hotel, Atlanta.

**May 8-11**—*International Television Association's* 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

**May 9**—*International Television Association's* second teleconference. Royal York hotel, Toronto.

**May 9**—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Theme: "New Jersey Film Commission—A Salute to Creative New Jersey." Copacabana, New York.

**May 9-11**—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 10**—*Television Bureau of Advertising* regional sales training seminar. Hilton Airport, Detroit.

**May 10-11**—*Massachusetts Broadcasters Association* annual legislative trip to visit Massachusetts congressional delegation. Washington.

**May 10-12**—*Jerrold division of General Instrument Corp.* technical seminar. Holiday Inn, Minneapolis.

**May 11**—*New England Cable Television Association* spring conference. Sheraton Tara, Nashua, N.H.

**May 11**—"A Study of Careers at Cable TV Programming Services," sponsored by *New York University School*

## Stay Tuned

A professional's guide to the intermedia week (April 18-24)

**Network television** □ PBS: (check local times) *Medal of Honor Rag* (play) [Tom Cole], Tuesday, 9-10:30 p.m.; *Medea* (play), Wednesday, 8-9 p.m.; NBC: "Breaking Away" (movie), Monday, 9-11 p.m.; *Texaco Star Theater: Bob Hope's Best of Humor* (special), Wednesday, 8-9 p.m.; CBS: *M\*A\*S\*H* (return of selected reruns), Monday, 9-9:30 p.m. (to air on consecutive Mondays); *Transatlantic Nuclear Arms Debate* (moderated by Walter Cronkite), Saturday, 9:30-11 p.m.; *Now We're Cooking* (comedy pilot), Tuesday, 8:30-9 p.m.; ABC: *ABC News Viewpoint: Campaign News Coverage*, Thursday, 11:30 p.m.-1 a.m.

**Radio** (check local times) □ CBS Radio: *Newsmark: "A Lock on the Golden Door"* (an overview of U.S. immigration), Friday, 9:15-9:45 p.m.

**Cable** □ HBO: *Going for Laughs . . . Three Young Comics*, Wednesday, 10-11 p.m.; WTBS: *Jacques Cousteau's "Cries From the Deep"* (two-part special on Canadian waters), Tuesday, 8:05-9:05 p.m. and Wednesday, 8:05-9:05 p.m.; *Nashville Alive with Mickey Gilley and the Arthritis Foundation 1983 Telethon* (special), Sunday, 8:05-9:05 p.m.; Bravo: *Tintypes* (salute to music of the 1900's), Monday, 8-10 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Fairness, Fact and Rumor in the News*, seminar by Edwin Newman of NBC News, Tuesday, 12:30-2 p.m.; *Contemporary German Television*, a festival of programing, now through April 30.

\*indicates a premiere episode

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<b>COMTECH ANTENNA CORPORATION</b> Glenn F. Higgins Vice President P.O. Box 428 St. Cloud, FL 32769 (305) 892-6111	<b>M/A-COM VIDEO SATELLITE, INC.</b> Duke Brown National Sales Manager 32 3rd Avenue Burlington, MA 01803 (617) 272-3100	<b>MICRODYNE CORPORATION</b> Earl Currier Sales Manager 491 Oak Road Ocala, FL 32672 (904) 687-4633	<b>SCIENTIFIC ATLANTA</b> Pat Miller Marketing Manager P.O. Box 105027 Atlanta, GA 30348 (404) 925-5000
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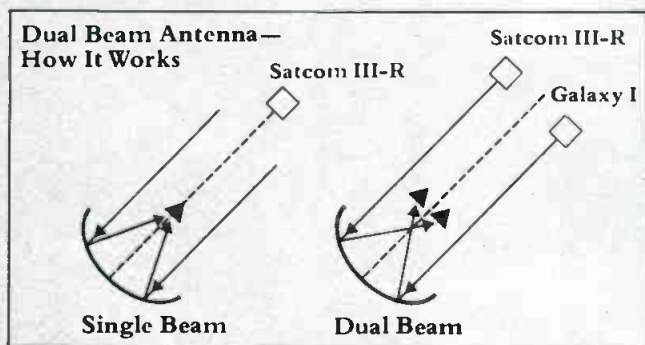
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Dual beam modifications for existing feed systems are now being marketed by manufacturers across the country. The modification involves pointing the boresight of the dish between two adjacent satellites, and placing the feeds off the focus so that signals from the two satellites are received simultaneously. The result is two beams independent of one another, so that signals even on the same frequency and polarization have an adequate amount of isolation.

Since Galaxy I and Satcom III-R are only a few degrees apart, there will be an imperceptible decrease in the signal-to-noise ratio on the order of 0.5 db. Such differences are so small they are difficult to measure, and virtually impossible to see in a TV picture.



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"Taft demands the best, and when it comes to presenting to our viewers a clear and accurate picture of the world, we turn to Ikegami cameras. Their rugged durability, combined with the "studio" quality, that Ikegami delivers, brings the news in focus for the millions of viewers who depend on Taft news operations to keep them informed.

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John Owen, Vice President of Television Engineering Taft Broadcasting.

We're covering the news stories and Midwest covers our needs. Taft demands the best, and we have it – with Midwest and Ikegami on our news team."

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Murrow Heritage: A Challenge for Tomorrow," sponsored by *Washington State University* with grants from Boeing Co., Gannett Newspapers and Saul and Dayee Haas Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPI; Richard C. Hotteliet, veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

**April 21-23—Women in Communications** Midwest regional meeting, "Horizons '83...Accent on Tomorrow." Hilton Plaza Inn, Kansas City, Mo.

**April 21-24—Women in Communications** far West regional meeting, "1984 Minus One: The Role of the Communicator." Biltmore hotel, Los Angeles.

**April 21-24—American Advertising Federation** district 12 conference. Four Seasons, Colorado Springs.

**April 22—Television Bureau of Advertising** regional sales training seminar. Ramada Inn, Boston.

**April 22-23—Radio-Television News Directors Association** region 14 meeting with Georgia UPI Broadcasters. Holiday Inn North, Atlanta.

**April 22-23—Society of Professional Journalists, Sigma Delta Chi**, region four conference. Theme: "The Glamour of Journalism." Holiday Inn Lakeside, Cleveland.

**April 22-23—Society of Professional Journalists, Sigma Delta Chi**, region six conference. Eau Claire Civic Center, Eau Claire, Wis.

**April 22-23—Society of Professional Journalists, Sigma Delta Chi**, region 12 conference. Theme: "Credibility." Holidome, Shreveport, La.

**April 22-24—Iowa Associated Press Broadcasters** convention. Amana Holiday Inn, Des Moines, Iowa.

**April 22-24—American Advertising Federation** district three conference. Mission Valley Inn, Raleigh, N.C.

**April 22-24—American Advertising Federation** district 15 conference. Sheraton Newport, Newport Beach, Calif.

**April 23 — Utah-Idaho AP Broadcasters Association** organizational steering committee meeting. Quality Inn, Salt Lake City.

## Also in April

**April 24-26—West Virginia Broadcasters Association** spring meeting. Oglebay Park, Wheeling, W. Va.

**April 24-27—Eleventh annual "Telecommunications Policy Research Conference."** Annapolis Hilton, Annapolis, Md. Information: Professor Vincent Mosco, department of radio-TV-film, School of Communications and Theater, Temple University, Philadelphia, 19122; (215) 787-8473.

**April 25—National Academy of Television Arts and Sciences, New York chapter**, 10th anniversary drop-in dinner. Copacabana, New York.

**April 25-27—Satcom '83**, sponsored by *International Association of Satellite Users*. Hyatt Orlando, Orlando, Fla.

**April 25-27—Minnesota Broadcasters Association** annual spring convention. Sheraton Northwest, Minneapolis.

**April 26—Academy of Television Arts and Sciences "forum series" luncheon.** Speaker: Grant Tinker, NBC chairman and chief executive officer. Century Plaza hotel, Los Angeles.

**April 26—Advertising Research Foundation's** fifth annual business advertising research conference. New York Hilton.

**April 26—American Women in Radio and Television** luncheon. Speaker: Monique Begin, minister of national health and welfare of Canada. Army-Navy Club, Washington. Information: Mary Maguire, (202) 342-7017.

**April 26-27—Public Service Satellite Consortium** workshop, "How to Video-Teleconference Successfully." University hospital, London, Ontario.

**April 27—47th annual Ohio State University** awards presentation dinner. National Press Club, Washington.

**April 27—National Association of Broadcasters** metro market radio committee meeting. NAB headquarters, Washington.

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Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
 (required)  No

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★*Peyton Place* ★*Nanny and the Professor*

★*Room 222*

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## New for 1983-84

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★**Condo** New comedy starring McLean Stevenson. Half-hour series.

★**Kentucky Woman** Cheryl Ladd stars as a courageous woman determined to succeed as a coal miner. 2-hour movie for TV.

★**Movietone News** The original newsreels, a fascinating pictorial history of world events from 1928-63. 260 segments, 6-9 minutes each.

★**The Who** The final concert. Available 90 minutes or 2 hours.

## Series

★**M\*A\*S\*H** Television's greatest series. 255 half-hours.

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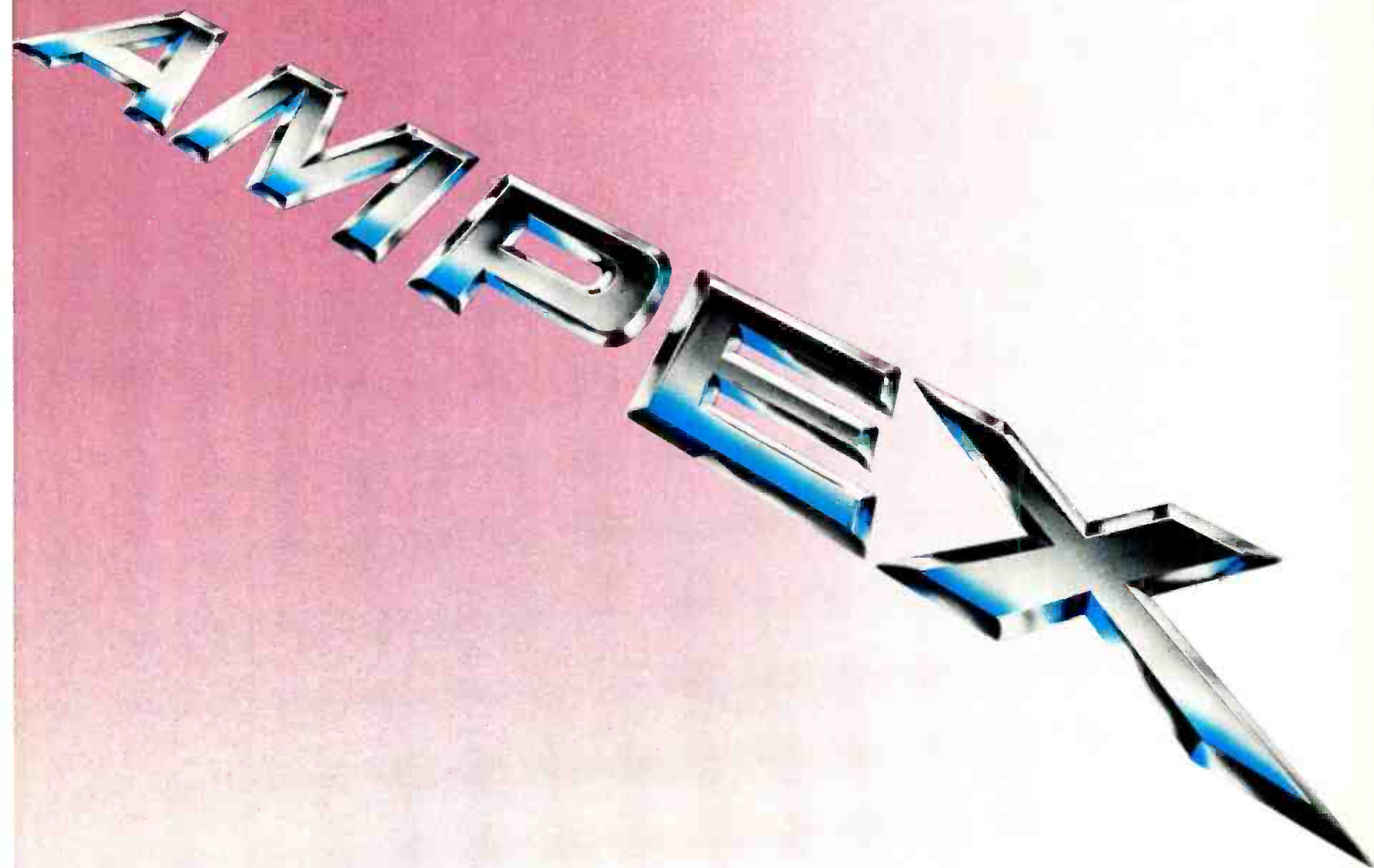
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## Major Meetings

**April 17-21**—National Public Radio's annual conference. Hyatt Regency, Minneapolis.

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

**May 3-7**—American Women in Radio and Television 32d annual convention. Royal York, Toronto. Future conventions: May 30-June 2, 1984, Palmer House, Chicago; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**May 9-11**—ABC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 15-18**—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 18-21**—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.

**May 22-25**—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 28-June 2**—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

**June 11-15**—American Advertising Federation national convention. Hyatt Regency, Washington.

**June 12-15**—National Cable Television Association annual convention. Astro Hall, 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.

**June 13-July 15**—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by International Telecommunication Union. Geneva.

**June 23-26**—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

**Aug. 7-10**—CTAM '83 annual convention. Town & Country, San Diego. Information: (404) 399-5574.

**Aug. 28-31**—National Association of Broadcasters' Radio Programming Conference. Westin St. Francis, San Francisco.

**Sept. 8-10**—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

**Sept. 22-24**—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 25-28**—Broadcast Financial Management Association 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

**Oct. 2-5**—National Radio Broadcasters Association annual convention. Hilton hotel, New Orleans.

**Oct. 2-5**—Association of National Advertisers annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

**Oct. 29-Nov. 3**—Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit. Los Angeles Convention Center.

**Nov. 7-10**—AMIP '83, American Market for International Programs. Fontainebleau Hilton, Miami Beach. Information: Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

**Nov. 14-16**—Television Bureau of Advertising 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Dec. 13-15**—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.

**Jan. 29-Feb. 1, 1984**—National Religious Broadcasters 41st annual convention. Sheraton Washington, Washington.

**Feb. 12-16, 1984**—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

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

## Delta makes your deliveries DASH.

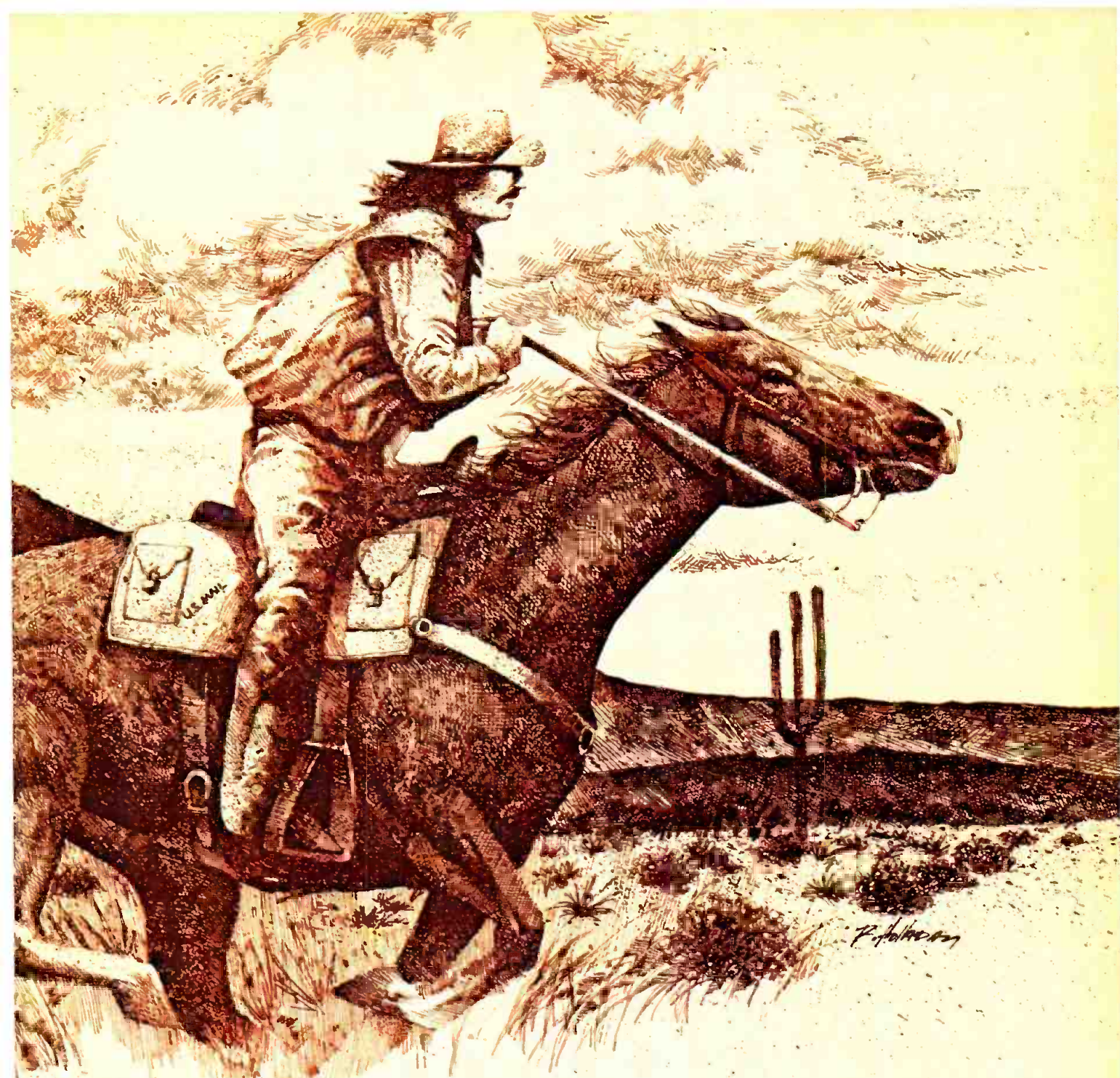


Delta DASH\* delivers the same day to over 90 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. . . to over 10,000 communities. So give us a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

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

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**Today communications can  
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**STORER**  
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**Moving with the technology  
of the times.**



**Less than 125 years ago  
communications traveled  
about 15 miles per hour.**

The famous Pony Express. Brave riders and speedy horses, blazing the fastest communications trail available.

They filled the telegraph gap between St. Joseph, Missouri, and Sacramento, California. 1,699 miles of prairies and mountains. Of raging blizzards and searing sun.

Each rider covered about 75 miles, changing to a fresh horse every 10 to 15 miles. Each did a good job of doing a tough job. Yet the fastest of them averaged barely 15 miles an hour.

Today, television communicates almost instantly, using technology and facilities that are continually being improved. Case in point: a pilot cable TV installation we've just completed in Pembroke Pines, Florida. It uses fiber optics instead of conventional coaxial cable. To deliver its communications at the speed of light.

Moving with the technology of the times is another way communications companies like Storer can do their jobs more efficiently every day.

And a lot faster than 15 miles per hour.

Merv ...  
for more reasons than  
ever before. He's  
branching out, expanding  
his format to include  
important information as  
well as dazzling  
entertainment.

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child-raising, home  
economy. Updates on  
medicine, politics, the  
arts. Spotlighting trends,  
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And of course, a roster of  
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| <b>WFBT</b> MINNEAPOLIS           | <b>KTVI</b> ST. LOUIS      | <b>WRGB</b> ALBANY, NEW YORK | <b>WOPC</b> ALTOONA    |
| <b>KATU</b> PORTLAND, OREGON      | <b>WMKW</b> MEMPHIS        | <b>KTNV</b> LAS VEGAS        |                        |
| <b>KLAX</b> ALEXANDRIA, LOUISIANA | <b>WVTM</b> BIRMINGHAM     | <b>WJNL</b> JOHNSTOWN        |                        |
| <b>KSPR</b> SPRINGFIELD, MISSOURI | <b>WCEE</b> KELL, ILLINOIS |                              |                        |

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# Datebook

## This week

**April 17-19**—Virginia Cable Television Association annual convention. Speaker: Ted Turner, Turner Broadcasting System. Homestead, Hot Springs, Va.

**April 17-20**—National Public Radio's annual conference with presentation of Edward R. Murrow Award by Corporation for Public Broadcasting. Hyatt Regency, Minneapolis.

**April 18**—National Academy of Television Arts and Sciences, New York chapter. dinner. Topic: "Television Production Starts With a Contract." Copacabana, New York.

**April 18-20**—Armed Forces Radio and Television Service worldwide workshop. Anaheim Sheraton, Anaheim, Calif.

**April 18-23**—"Radio-TV Week," sponsored by Illinois Broadcasters Association and Southern Illinois University, Carbondale. Department of Radio-TV, SIU campus, Carbondale, Ill.

**April 19**—Southern California Cable Club luncheon meeting. Speaker: William Ryan, president of Palmer Communications and chairman of Cabletelevision Advertising Bureau. Following meeting: SCCC advertising workshop for system advertising managers and client and ad agency personnel. Proud Bird restaurant, Los Angeles.

**April 19**—Women in Cable, New York chapter, meeting. Doral Inn, New York.

**April 19**—Television Bureau of Advertising regional sales training seminar. Stouffers Inn, Denver.

**April 19-21**—"Can U.S. Industry Survive the World Economic Revolution?" conference for journalists. sponsored by Washington Journalism Center. Watergate hotel, Washington.

**April 20**—International Radio and Television Society newsmaker luncheon, "Five Ways to Look at an Advertising Dollar." Panelists: Robert Alter, Cabletelevision Advertising Bureau; Miles David, Radio Advertising Bureau; Roger Rice, Television Bureau of Advertising; William Gorog, Magazine Publishers Association, and Craig Standen, Newspaper Advertising Bureau. Waldorf-Astoria, New York.

**April 20**—American Women in Radio and Television, Atlanta chapter, Communications Women of Achievement Banquet with presentation of TARA (Television and Radio Achievement) Awards. Omni International hotel, Atlanta.

**April 20-23**—American Advertising Federation district 10 conference. Holiday Inn Civic Center, Lubbock, Tex.

**April 20-23**—San Francisco State University's broadcast communication arts department 32nd annual Broadcast Industry Conference. "Power, Magic and Imagination," including presentation of Broadcast Preceptor Award. San Francisco State University campus, San Francisco.

**April 20-25**—Pennsylvania Association of Broadcasters annual spring convention. Princess Tower hotel, Freeport, Bahamas.

**April 21**—Federal Communications Bar Association luncheon. Speaker: Ted Turner, Turner Broadcasting System. Touchdown Club, Washington.

**April 21**—"The Growth and Financing of Filmed Entertainment," symposium conducted by Arthur Young's Entertainment Industry Group. Speakers include: William Bernstein, Orion Pictures Corp.; Joe Shapiro, Donovan Leisure Newton & Irvine; William Thompson, First National Bank of Boston; John Vogelstein, E.M. Warburg, Pincus & Co.; Terry Semel, Warner Bros., and Joe Smith, Warner Communications. Beverly Wilshire hotel, Los Angeles. Information: Larry Scherzer, (213) 977-3281.

**April 21**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Frank Biondi Jr., president and chief executive officer, Home Box Office. Copacabana, New York.

**April 21**—New Jersey Broadcasters Association annual spring managers' meeting. Woodlawn, Eagleton Institute of Politics, Rutgers University, New Brunswick, N.J.

**April 21**—Illinois Broadcasters Association college seminar. Southern Illinois University, Carbondale, Ill.

**April 21-22**—National Association of Broadcasters broadcast management seminar. Palmer House, Chicago.

**April 21-23**—Edward R. Murrow symposium, "The

■ Indicates new or revised listing

## Deloitte Haskins + Sells

One World Trade Center  
New York, New York 10048  
(212) 669-5000  
International Telex 66272

TO: Members of the Broadcasting Industry Revenue Reporting Committee

- National Association of Broadcasters
- National Radio Broadcasters Association
- Radio Advertising Bureau, Inc.
- Broadcast Financial Management Association

FROM: Richard E. Klinger  
Partner-in-Charge, Consulting Services, New York

SUBJECT: SURVEY OF REVENUE INFORMATION  
FOR NON-PUBLIC TV AND RADIO STATIONS

We are pleased to have been of service in providing the Committee with the report of revenue information formerly available through the FCC's Form 324.

The mailing and follow-up of 15,000 forms to individual stations and groups has enabled us to satisfy the Committee's criteria (100% participation and at least three stations) in 30 markets.

Deloitte Haskins & Sells looks forward to continuing our association with the broadcasting industry.

Things  
To Do  
Today!

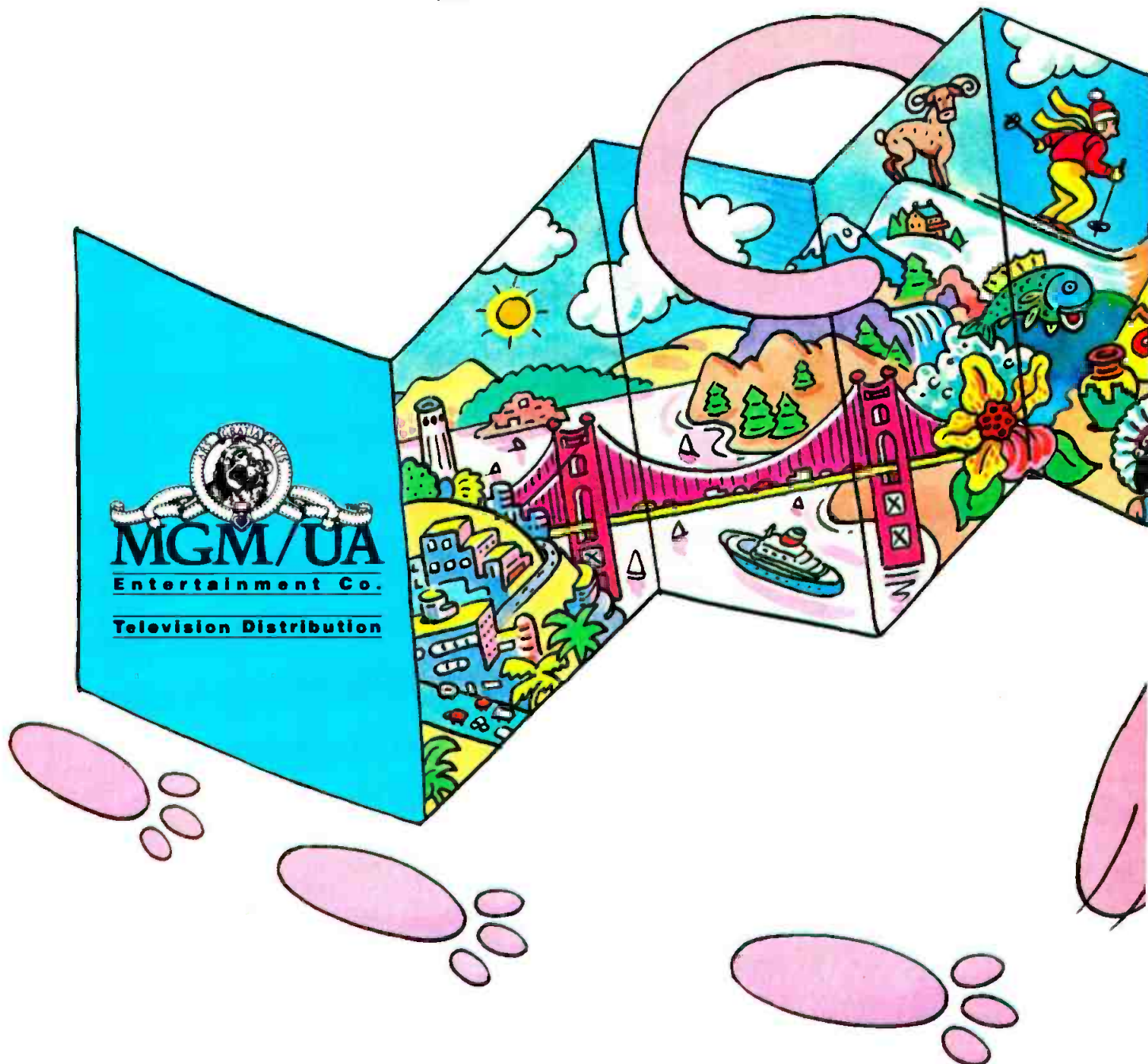
- 1
- 2 *Get more info on DH+S capabilities*
- 3 *Write Richard E. Klinger*
- 4
- 5



# You'll be tickled pink when he heads in your direction!

Join the faithful family of followers, from Los Angeles  
to New York, who are lining up for the action, adventure  
and hilarious antics of

## THE PINK PANTHER





**He's making  
tracks all over  
the country.**

# Monday Memo

A broadcast advertising commentary from Al Samuelson, executive VP, Keller Crescent Co., Evansville, Ind.

## Getting back to creative basics

"We are the uninvited guests in the nation's living rooms."

We've all heard it. At cocktail parties. Industry gatherings. Client meetings. Over lunch.

Usually this statement is accompanied by some impassioned pleas for "high visibility" commercials (as though all spots weren't supposed to be "high visibility"), or for ads that are more "creative."

In fact, when it comes to this nation's living rooms and the big tube that sits there, we are *invited* guests. Our only problem is that we've forgotten how to be good guests.

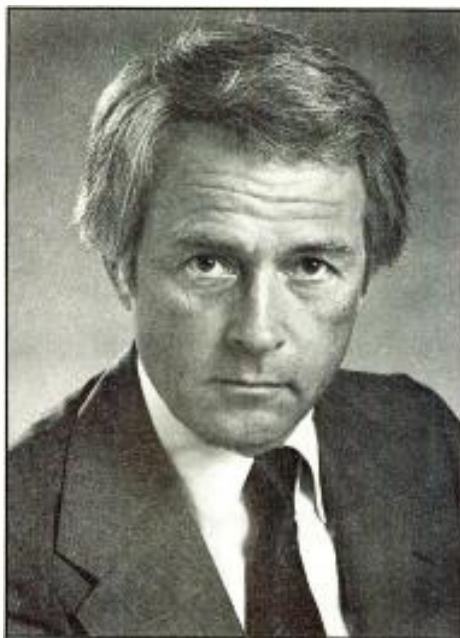
People want to watch commercials. They really do. Commercials very simply and basically inform the viewer about the goods, products and services that fit into their daily lives and life styles. They provide information people both want and need.

That is why the words "new" and "improved" have such a magical effect in our business. It is also why we keep inventing new products and re-inventing old ones. (No doubt, this is also why the National Association of Broadcasters has invoked a ruling that allows us only six months to use this magic.)

No, it's not advertising, nor the things we advertise, that are the uninvited guests. We are. All of us. Our industry. Somewhere in the last few years, in our attempt to intellectualize our corner of the marketing process, the juice of humanity was squeezed out of our ads. We now settle for more "professional" and less "passionate" advertising.

It's not the purpose of this article to point a finger at any particular area of our craft. I don't wish to rake research over the coals once again. Nor all those MBA's on the account floors. Nor, for that matter, the clients and their brand structures. We're all guilty. And as professional advertising people, we are guilty in a most profound and shameful way. For we have forgotten how immensely powerful and persuasive our medium can be.

You might liken the state of our advertising today to what we are witnessing as Japan takes on the U.S. industrial complex. The reasons Japan seems to be picking up the marbles these days is mostly, I believe, because we have dropped them. All those work ethics we grew up with we seem to have hurried by. All that vaunted American know-how and craftsmanship we used to have we no longer seem to have. While we've been making products to satisfy the needs of our marketing structures, Japan picked up the textbook we wrote and began making products for people. As our sight wandered to a fast marriage with cost effectiveness,



F.A. (Al) Samuelson Jr. joined Keller-Crescent Co. in July 1982 as executive vice president, creative. In his position, Samuelson is in charge of the entire creative department. Before joining Keller-Crescent, Samuelson was senior vice president, director of creative services for SSC&B Lintas Worldwide, Los Angeles office. Prior to Samuelson's employment with SSC&B, he spent 16 years with Leo Burnett Co. As senior vice president, executive creative director, Samuelson directed a staff of 35 writers and art directors, and was in charge of \$90 million in billings.

planned obsolescence and marketing whiz bang jim crackery, Japan went back to our basics.

Compare this with the advertising scene today and the parallels are frightening. The only saving grace is that Japan hasn't invaded the advertising business in the states.

I wouldn't want to turn the clock back on advertising. I don't want to see the 50's parade before my eyes again. (Ever look at an old sample reel? It looks like early Charlie Chaplin.) Nor do I want the self indulgent 60's to march back into my life. And I'm quite sure I don't want to revisit the '70's. The world had made a few turns since then. We're all a little different.

So what do I want to see in my living room? Simply, commercials that haven't forgotten the basics. Commercials that have some regard for me as something other than a sales target, and that recognize they are guests in my home. I want to see commercials that have such a fitting balance between strategy and execution that they beguile me into paying attention to them, and after they've finished, leave me feeling rewarded

for having done so. Save me from the spots that confuse show biz with creativity. Or talking copy points rather than true slices of life. Or wallpaper music rather than content.

I'm not saying all this merely out of some misguided sense of aesthetics. Rather, it's that we're in a business and I don't feel most of the commercials we create these days give us our money's worth. They don't stretch their creative muscles the way they used to. Granted, some of the commercials of the past were real clinkers. But that old, less disciplined system in which we worked also afforded us the capacity to reach for, and on occasion find, greatness.

Nowadays, it seems as though we have averaged ourselves into mediocrity. On a creative scale of 1 to 10, most of today's commercials hit the four-to-six middle mark with unerring accuracy. Stated another way: we're not going to hurt ourselves. We're not going to help ourselves a heck of a lot, either.

Popular mythology would place the entire blame for this state of affairs squarely on the backs of the researchers. That gives them too much credit. Rather like the old parable in which the messenger who brings the bad news is beheaded.

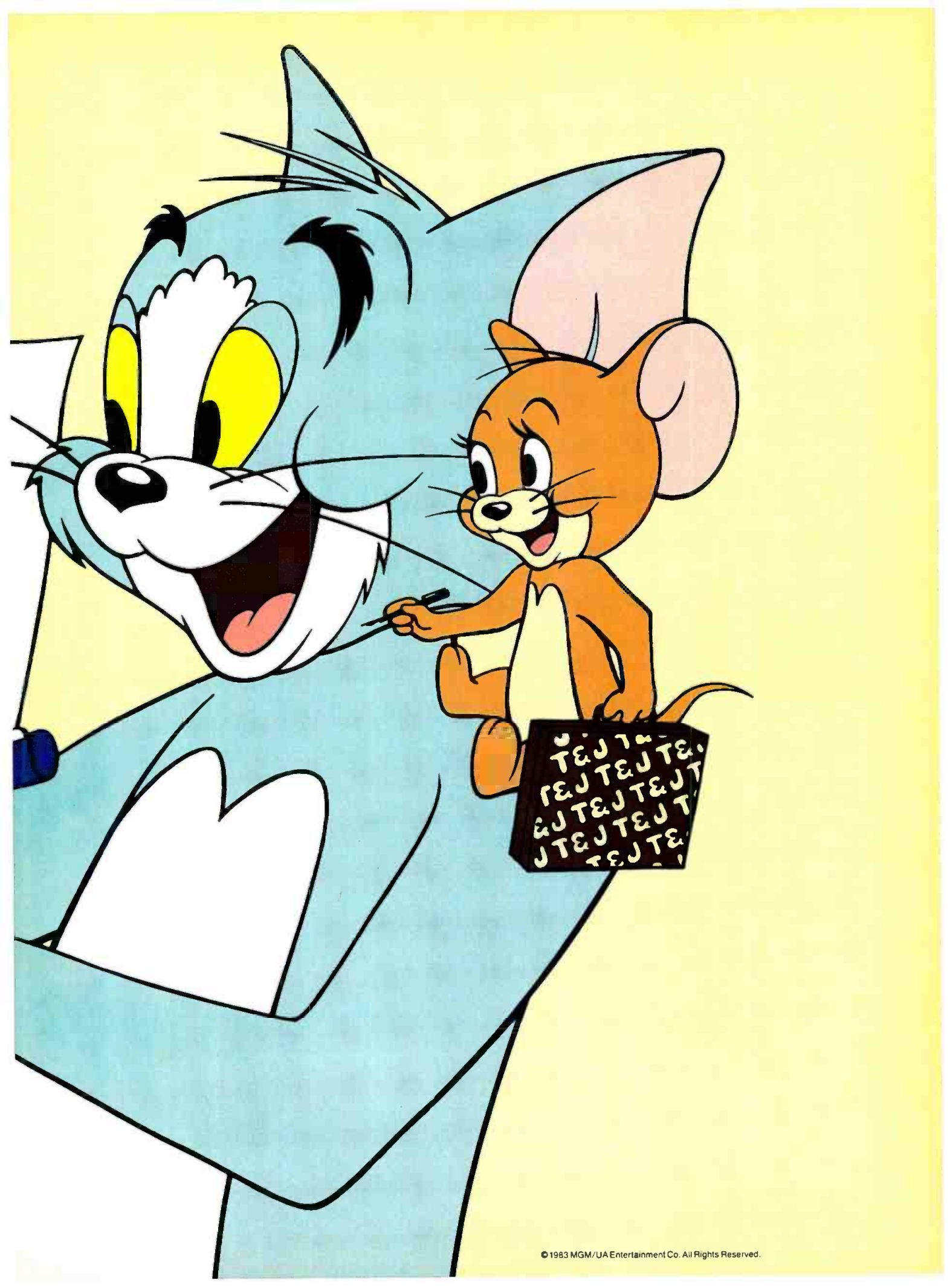
No, the enemy is us. Not the new technology, but the way we use that technology. What about a system whereby we use research and all that modern day good stuff to eliminate the clinkers yet allow the creatives to reach for the brass ring? That can't be impossible. We did create the creative mess we're in. We ought to be able to find a way out.

This marketing/advertising engine of ours is truly an incredible machine. From what I've seen, it'll run on anything from swamp gas to high octane unleaded fuel. How well that engine runs is something else again. It can rattle and clang and ping or run smoothly and powerfully. It's up to us what kind of fuel we use.

So next time you're plunked down in your living room, give it a thought. In your heart of hearts, is that stuff popping up on the tube the best you can do? Does it have the heart and humanity and substance that serve as the underpinning of all great advertising? I don't know about you, but I know where I come out.

I think we're in trouble and I think it's high time we all finally did something about it. Every last creative, account folk, researcher and client of us. I think it's time we demanded our money's worth out of our ads and commercials.

I'd like to see the day when we ad people can once again put our feet up in our living rooms, look at the tube and feel proud of what we see. Now, doesn't that sound inviting?



# SEND Transmission Specialists

a step or two ahead of the competition.

components, everything we develop and produce is mainstream to the transmission of television.

Our pursuit of excellence in a single field has resulted in the reputation Townsend holds today: the television industry's transmission specialists.

## Multipoint Distribution Service (MDS) and ITFS



**FIRST** 100% solid state transmitters in both 10 watt and 100 watt.

**FIRST** with intermod free external duplexing.

Townsend leads again with a complete line of solid state transmitters. Models are available from 0.1 watts to 100 watts for operation in either MDS or ITFS frequencies with multi-channel capability.

Literature on request.

## Major Components

**FIRST** solid state pulser.

**FIRST** to introduce external cavity klystrons.

**FIRST** to provide a regulated and adjustable beam power supply ... PERVEAC.

**FIRST** to manufacture and employ plug-in vacuum contactors for T.V. transmitters.

## Custom Engineering

**FIRST** to introduce a Custom Engineering program for updating and retrofitting older transmitters.

**FIRST** and only manufacturer with hardware and the know-how to up-power all major brands of T.V. transmitters.

Townsend's custom engineering group regularly modernizes and/or increases power of present transmitters at a fraction of replacement cost.

Catalog on request.



## Our "FIRST" Team, THE R & D Group

The many transmission innovations developed by the Townsend R & D group have often involved technologies borrowed from other fields. Their singular purpose is to find ways to measurably raise the state-of-the-art in just one field. Television transmission.

## RCA's look at the future

**In annual report, company projects ad revenue for various forms of TV will hit \$32 billion; consumers will spend \$41 billion on audio and video software**

Advertising on television will reach \$32.3 billion a year by 1990, up 154% from 1982, with all forms of cable TV advertising accounting for \$3.5 billion, up 1,650%, and the rest distributed among TV networks (\$12.9 billion, up 122%), network TV affiliates (\$11.7 billion, up 121%) and independent TV stations (\$4.2 billion, up 200%).

The projections are from research by RCA and its subsidiary, NBC, as presented in a look-ahead section of RCA's annual report for 1982.

While advertisers are spending \$32.3 billion, in 1990, according to the projections, consumers will be spending \$41 billion, or 239% more than in 1982 on video and recorded audio entertainment. By those estimates, pay cable's revenue (including pay per view) will go from \$2.1 billion in 1982 to \$16.3 billion in 1990; expenditures for videodisks and cassettes (software only) will rise from \$500 million to \$6.2 billion; basic cable system fees will increase from \$2.8 billion to \$7.7 billion, and spending for records will go from \$3.3 billion to \$5.2 billion, and motion picture box office receipts will increase from \$3.4 billion to \$5.6 billion.

RCA said these projections assume that U.S. television households will total 96.3 million by 1990, up from 83 million in 1982, and that the average inflation rate will be 7% through 1990.

Network television will continue to be available in about 99% of all U.S. households, the report says, but with the growth of newer services its share of the prime time audience is expected to drop from 80% in 1982 to about 66% by 1990, though this decline should be offset by "projected increases in the size of the audience and an increase in viewer watching time."

"Although revenue projections for mass electronic communications—both advertiser and consumer supported—are encouraging, they do not necessarily translate into commensurate profitability for all parties," RCA noted. "Reasonable profitability can result if competition is fair and equal, with no one service handicapped by inequitable government regulation, as network television is now."

The report's financial section put RCA's share of 1982 start-up losses for the now suspended Entertainment Channel cable programming service in partnership with Rockefeller Center, at \$17 million.

For the future, RCA said, electronics "offers unusual potential for growth in the dec-

ade ahead. Currently, about half of the company's total sales are generated by electronics and related businesses. If considered as a separate entity, RCA's electronic businesses would rank among the 100 largest U.S. industrial corporations."

In appraising likely growth, RCA said that "in 1982, U.S. factory shipments of electronic equipment to consumer, commercial and industrial markets exceeded \$120 billion. By the end of the decade, they are expected to exceed \$375 billion. The color

television set will remain the largest single item in consumer electronics—although sales of computers, games and other electronic devices will have a faster growth rate.

"Shipments of television sets [over all] in the U.S. are expected to rise from 17 million units in 1982 to 18.6 million units in 1990. Many of these will go to replace the approximately 47 million color sets that are at least six years old. Videodisk players and disks have the potential to become a multibillion-dollar market. Audio and video components that connect to a television set or monitor are expected to become a \$1.5 billion-a-year market." □

## Luisi files \$125.3-million suit against JWT

**Action follows 1982 dismissal that followed questions of financial irregularities; company denies charges and says it will file countersuit**

Marie Luisi, the J. Walter Thompson U.S.A. senior vice president who was fired last year after the company found accounting irregularities that led to a \$30.5 million write-off by the JWT Group (BROADCASTING, April, 1982 et. seq.), has sued the group and five of its officers for \$125.3 million.

Luisi charged in legal papers that inept financial controls were responsible for the agency's problems. The complaint in New York State Supreme Court lists five causes for the action: defamation of character, conspiracy, intentional infliction of emotional distress and invasion of privacy, abusive discharge and breach of Thompson's obligations to pay her severance. Luisi is seeking \$49.3 million in compensatory damages and \$76 million in punitive damages.

The JWT Group said it will file a counterclaim against Luisi for damages suffered by the company through irregularities in the TV program syndication unit she managed. The group called Luisi's legal action "ludicrous and totally without foundation." It said when irregularities appeared in the operations of the department she headed, Thompson tried to question her about them. The group said "she left the offices of the company, hired a criminal lawyer and was thereafter unavailable for questioning despite repeated requests to her lawyer."

Luisi had been with Thompson for 24 years and was in charge of spot buying and the program syndication unit, in which the discrepancies appeared. Named in her suit, in addition to the JWT Group, were J. Walter Thompson U.S.A.; Don Johnston, chairman and chief executive officer; Burt Manning, chairman of J. Walter Thompson U.S.A.; Herbert H. Eames Jr., executive vice president-finance; Victor Gutierrez, treasurer, and Robert D. Buchanan, executive vice president and director of U.S. media.

At one point in the complaint, Luisi claimed that "the problems of adequate financial controls went well beyond the syndication unit, earning for Thompson an industrywide reputation for ineptitude." She also said she had warned Thompson's top management there was only one person at JWT Syndication (Michael Tremper, a senior vice president) with a financial background and "the growing responsibilities were beyond the capabilities of one person."

Luisi also maintained that "defendants Johnston and Manning and other members of the Thompson senior management recklessly failed to establish accounting controls while at the same time increasing demands and projections for greater revenues and profits in the syndication unit."

She also charged that "senior management quietly inflated fixed costs for syndication program licenses." She said she complained to them about the "excessive markup" and major clients also "discovered and ques-



Luisi



tioned these practices.”

Luisi also charged that defendants Eames and Gutierrez approached her after the cash flow problem was discovered and strongly urged that she cooperate with them in furnishing “a scapegoat.”

The alleged discrepancies occurred in JWT Syndication, a unit that supplied programming to stations in return for time. The time generated was placed in time banks for use by Thompson clients. Thompson charged that the fictitious figures entered in the computer covered a period from 1978 through 1981. JWT Syndication was disbanded late last year.

She recounted that she was suspended without pay in early February 1982 and said JWT issued press releases that were “false and derogatory” to her character. Luisi said Thompson clients told her that “it was all over town that you are an alcoholic, drug addict and/or gambler.” She also charged that Thompson said she had “walked out, deliberately concealing her offer to utilize the quickly accumulated time banks.”

Luisi is being represented by Ivan Fischer, a criminal lawyer; Thomas Puccio, a former Abscam prosecutor, and the New York law firm of Ford, Marrin, Esposito and Witmeyer. □

## M-E suggests partial shift of 15% network cost increase to other programming

McCann-Erickson Inc., New York, is recommending to its clients that they allocate one-half of the 15% cost increase projected for network television to alternate network programming.

McCann said it is taking this step to counter the current network television trend toward “skyrocketing” national advertising costs. Its recommendation is that 7.5% of the increased cost be used to help establish

new national TV advertising opportunities.

It's no surprise that McCann is adopting this tactic. Last January, Eugene A. DeWitt, executive vice president and director of media services in the U.S. for McCann, urged during a session at the convention of the Association of Independent Television Stations that television stations, producers, advertisers and their agencies band together in a joint venture to produce an expanded amount of television programming (BROADCASTING, Jan. 24).

DeWitt said last week that if McCann's latest proposal is adopted, it can relieve “excess demand pressure” on the three networks. He explained that network advertising rates can be expected to rise 5% to 6% as a direct result of inflation. In addition, networks are expected to increase rates based on typical demand pressures induced by the coming 1984 Olympic games, as well as the improving economy. He said dollars that otherwise might be “burned up” by inflation can be used more effectively to build new advertising outlets. □

# Business

## CBS reports mixed results for first quarter

**Although income from continuing operations was down 12%, net income rose 13% over year-earlier quarter; Record Group had a banner quarter while new expenses cut heavily into Broadcast Group**

CBS announced that its first-quarter 1983 revenues increased 6% over the first quarter to top \$1 billion, but income from continuing operations was down 12% to \$17.8 million. Earnings per share declined 17% to 60 cents against 1982's 72 cents for the first quarter. The decline, which CBS told analysts last month was to be expected (BROADCASTING, March 21), occurred principally in the Broadcast and Publishing Groups. CBS also said that “development expenses,” which include its investment in Venture One, the joint CBS-AT&T videotext experiment, cut into earnings.

CBS was hit hardest in its Broadcast Group where operating profits in the first quarter of 1983 dropped \$20.4 million, or 45.6%, to \$24.4 million from \$44.8 million for the first quarter of 1982. CBS said the decline in the Broadcast Group was attributable to higher TV network costs, especially those associated with the NFL contract, the loss of Super Bowl revenues (it was NBC's turn this year) and the timing of the NCAA basketball championship, which this year occurred in the second quarter rather than the first.

The CBS Record Group did well. After laying off hundreds of Record Group employees in New York last year, and closing regional sales offices and a plant in Terre Haute, Ind., the Record Group reported a doubling of operating profit in this year's first quarter to \$39.4 million, up from \$19.6 million for the same quarter the year before. Meanwhile, Record Group revenue held virtually flat: \$296.6 million in 1983's first quarter versus \$296.1 million for the same period one year earlier.

Although consolidated income from continuing operations declined for the first quarter of 1983 as compared to \$20.2 million for the same period in 1982, net income increased 13%. CBS's net in the first quarter of 1982 reflected a \$4.5 million loss on discontinued operations including CBS Cable and its retail stores unit which was charged to the 1982 first quarter. (CBS shut down its cable programming service last year and sold its retail stores business.)

Another reason for the decline in operating profits in the Broadcast Group in the 1983 first quarter, a CBS spokesman explained, was changes in the accounting methods applied to series programming that CBS adopted this year. For comparison purposes with the latest figures, last year's first-quarter operating profit was revised (using the new accounting method) upward by \$3.5 million, or 12 cents per share. Furthermore, CBS noted, overall earnings per share declined because the outstanding number of shares increased. At the end of the first quarter in 1983 CBS had 29,650,000 shares outstanding as compared to 27,959,000 at the same time the year before.

CBS wouldn't say how much revenue it

missed by not carrying the Super Bowl this year as it did in 1982, other than to say it was a “very large number.” Analysts estimated it at \$8 million-\$9 million. A CBS spokesman said that costs of the five-year NFL contract, which began last fall, are considerably more “up front” than over the life of the contract, and the first quarter-earnings are affected by it. □

## United Cable reports drop in earnings

**Costs associated with new cable builds and STV operation cut into profits of MSO**

United Cable Television Corp. President Gene W. Schneider told a group of New York analysts last week that development costs for new cable systems and losses at United's subscription TV service, HEN Inc., have cut into the company's record revenues and depressed earnings. Schneider pointed out the effects are short term and not unexpected, and are due principally to United's major capital expansion programs. Last year United increased homes passed by cable plant to 900,000 by adding 147,000 homes, and increased homes in franchised areas by 253,000 to 1,259,000.

United reported that revenues for the third quarter ending Feb. 28, rose to \$39,039,000, up 56% over the \$24,979,000 reported for the same period last year. Oper-

# Stock Index

Exchange and Company	Closing Wed. Apr 13	Closing Wed. Apr 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	64 5/8	64 1/4	+ 3/8	+ .58	11	1,874
N Capital Cities	140	138	+2	+ 1.44	19	1,842
N CBS	69	67 1/2	+1 1/2	+ 2.22	17	2,035
N Cox	45 1/4	45	+ 1/4	+ .55	20	1,282
A Gross Telecasting	48	48 3/8	- 3/8	- .77	12	38
O LIN	36 3/4	36 1/4	+ 1/2	+ 1.37	20	381
N Metromedia	450	453	-3	- .66	30	1,256
O Mooney	3 3/4	3 3/4			5	3
N Outlet Co.	48 3/4	51	-2 1/4	- 4.41	36	132
O Scripps-Howard	22 1/2	28 5/8	-6 1/8	-21.39	13	232
N Storer	29 1/8	28 5/8	+ 1/2	+ 1.74	22	477
N Taft	51	47 1/2	+3 1/2	+ 7.36	14	464
O United Television	13 3/8	12 1/4	+1 1/8	+ 9.18	17	158

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	24 5/8	24 1/4	+ 3/8	+ 1.54	25	148
A Affiliated Pubs.	40 1/2	40 1/2			20	316
O A.H. Belo	40 3/8	39 1/2	+ 7/8	+ 2.21	18	378
N American Family	17 3/4	17 3/8	+ 3/8	+ 2.15	12	240
O Associated Commun.	23 3/4	24	- 1/4	- 1.04	10	222
N John Blair	57	55 1/8	+1 7/8	+ 3.40	13	223
N Charter Co.	11 3/4	11 3/4			11	253
N Chris-Craft	20 1/4	19 7/8	+ 3/8	+ 1.88	19	125
N Cowles	17 3/4	17 1/2	+ 1/4	+ 1.42	19	70
N Dun & Bradstreet	125	119	+6	+ 5.04	25	3,386
N Fairchild Ind.	22 1/2	21 1/8	+1 3/8	+ 6.50	12	295
N Gannett Co.	68 5/8	67 1/4	+1 3/8	+ 2.04	20	3,655
N General Tire	34 1/8	34 3/8	- 1/4	- .72	30	820
O Gray Commun.	45	47	-2	- 4.25	11	22
N Gulf United	27 1/8	27	+ 1/8	+ .46	9	750
N Harte-Hanks	43 3/8	39	+4 3/8	+11.21	16	428
N Insilco Corp.	24	24 1/2	- 1/2	- 2.04	28	383
N Jefferson-Pilot	33 3/4	31 1/2	+2 1/4	+ 7.14	8	724
O Josephson Intl.	15 5/8	15 1/4	+ 3/8	+ 2.45	11	75
N Knight-Ridder	53 3/8	48 5/8	+4 3/4	+ 9.76	17	1,733
N Lee Enterprises	43 7/8	43 3/4	+ 1/8	+ .28	30	598
N Liberty	17 3/4	17	+ 3/4	+ 4.41	15	174
N McGraw-Hill	92	87 1/4	+4 3/4	+ 5.44	21	2,291
A Media General	45 3/4	47	-1 1/4	- 2.65	10	317
N Meredith	106	98 3/4	+7 1/4	+ 7.34	12	331
O Multimedia	38 3/4	36	+2 3/4	+ 7.63	20	592
A New York Times Co.	67	65 1/2	+1 1/2	+ 2.29	16	842
A Post Corp.	38 1/2	38 1/4	+ 1/4	+ .65	19	70
N Rollins	14 3/8	14 7/8	- 1/2	- 3.36	11	373
N Schering-Plough	43 3/4	42 1/4	+1 1/2	+ 3.55	13	2,328
N Signal Cos.	31 1/8	23 3/8	+7 3/4	+33.15	20	3,299
O Stauffer Commun.*	43	43			10	43
A Tech Operations	24 1/4	23 3/8	+ 7/8	+ 3.74	15	20
N Times Mirror Co.	69 1/2	70 1/2	-1	- 1.41	17	2,375
O Turner Bcstg.	17 1/2	17	+ 1/2	+ 2.94	67	357
A Washington Post	66 7/8	61	+5 7/8	+ 9.63	18	945
N Wometco	32 5/8	30 1/4	+2 3/8	+ 7.85	22	562

<b>CABLE</b>						
A Acton Corp.	7 1/8	7 1/8			23	36
N American Express	66 1/4	59 5/8	+6 5/8	+11.11	15	8,459
O Burnup & Sims	7 7/8	7 7/8			8	69
O Comcast	20 1/2	19	+1 1/2	+ 7.89	22	144
N General Instrument	52 1/4	52 1/4			15	1,621
N Heritage Commun.	11 3/4	11 1/2	+ 1/4	+ 2.17	19	87
O Rogers Cablesystems	9 1/2	9 7/8	- 3/8	- 3.79	10	209
O Tele-Communications	27 3/4	25 1/4	+2 1/2	+ 9.90	50	580
N Time Inc.	57 5/8	59 5/8	-2	- 3.35	24	3,231
O Tocom	7 1/4	7 1/2	- 1/4	- 3.33	6	47
N United Cable TV	19 3/8	19 1/8	+ 1/4	+ 1.30	27	212
N Viacom	34	33 1/8	+ 7/8	+ 2.64	17	390

Exchange and Company	Closing Wed. Apr 13	Closing Wed. Apr 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Barris Indus.	5 1/2	5 3/8	+ 1/8	+ 2.32	50	30
N Coca-Cola	55	54 5/8	+ 3/8	+ .68	14	7,463
N Disney	83 3/4	78 1/2	+5 1/4	+ 6.68	28	2,880
N Dow Jones & Co.	42 1/2	44 1/2	-2	- 4.49	30	2,712
O Four Star	6 1/4	6 1/2	- 1/4	- 3.84	35	3
N Getty Oil Corp.	65 1/2	59 3/4	+5 3/4	+ 9.62	8	5,300
N Gulf + Western	23 3/8	24 1/2	-1 1/8	- 4.59	11	1,770
N MCA	37 1/4	37	+ 1/4	+ .67	10	1,776
N MGM/UA	12 7/8	11 5/8	+1 1/4	+10.75	23	641
N Orion	21 1/8	19 1/8	+2	+10.45	4	146
O Reeves Commun.	20 3/4	21 1/8	- 3/8	- 1.77	11	255
O Telepictures	15 1/8	15 1/8			21	88
O Video Corp. of Amer.	8 3/8	7 7/8	+ 1/2	+ 6.34	19	14
N Warner	25 5/8	27 7/8	-2 1/4	- 8.07	6	1,634
A Wrather	28 1/2	27	+1 1/2	+ 5.55	27	63

<b>SERVICE</b>						
O BBDO Inc.	41	40 1/2	+ 1/2	+ 1.23	16	238
O Compact Video	8 5/8	8 3/8	+ 1/4	+ 2.98	5	28
N Comsat	68	70	-2	- 2.85	13	612
O Doyle Dane Bernbach	25 1/2	22	+3 1/2	+15.90	16	148
N Foote Cone & Belding	44	44			11	120
O Grey Advertising	89	89			8	51
N Interpublic Group	51 1/4	52 1/2	-1 1/4	- 2.38	12	239
N JWT Group	31 1/8	31	+ 1/8	+ .40	50	164
O MCI Communications	44 5/8	44 1/8	+ 1/2	+ 1.13	29	5,203
A MovieLab	4	4			4	7
O A.C. Nielsen	35 3/4	32 1/4	+3 1/2	+10.85	9	401
O Ogilvy & Mather	48 3/4	47 3/4	+1	+ 2.09	14	210
O Telemation	5 1/2	5 1/4	+ 1/4	+ 4.76	14	6
O TPC Communications	1 3/4	2 1/8	- 3/8	-17.64	1	2
O Unitel Video	8 1/2	9	- 1/2	- 5.55	13	12
N Western Union	40 5/8	40 3/8	+ 1/4	+ .61	12	963

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	28 1/2	27 1/4	+1 1/4	+ 4.58	18	56
N Arvin Industries	20 1/4	20 3/4	- 1/2	- 2.40	14	140
O C-Cor Electronics	17	16 1/4	+ 3/4	+ 4.61	13	59
O Cable TV Industries	6	5 3/4	+ 1/4	+ 4.34	29	18
A Cetec	9 3/4	8 5/8	+1 1/8	+13.04	23	21
O Chyron	25 3/4	25 3/4			28	105
A Cohu	7	6 7/8	+ 1/8	+ 1.81	15	12
N Conrac	30 7/8	30 1/2	+ 3/8	+ 1.22	9	70
N Eastman Kodak	81 1/2	80 1/4	+1 1/4	+ 1.55	11	13,505
O Elec Missile & Comm.	12	12			86	34
N General Electric	108	103 1/4	+4 3/4	+ 4.60	14	24,539
N Harris Corp.	43 5/8	42 1/8	+1 1/2	+ 3.56	22	1,372
O Microdyne	14 7/8	13 1/8	+1 3/4	+13.33	33	69
N M/A Com. Inc.	24	23 3/4	+ 1/4	+ 1.05	33	973
N 3M	77 3/8	76 1/8	+1 1/4	+ 1.64	14	9,116
N Motorola	108	102 1/4	+5 3/4	+ 5.62	23	4,124
N N. American Philips	61 1/4	59 1/2	+1 3/4	+ 2.94	11	848
N Oak Industries	10 1/2	11 1/4	- 3/4	- 6.66	42	171
A Orrox Corp.	5 3/4	6 1/4	- 1/2	- 8.00	7	13
N RCA	23 1/2	23 1/4	+ 1/4	+ 1.07	12	1,914
N Rockwell Intl.	53 1/8	50 3/8	+2 3/4	+ 5.45	12	4,077
A RSC Industries	5 7/8	5 7/8			588	19
N Scientific-Atlanta	16 1/4	15 3/4	+ 1/2	+ 3.17	125	383
N Sony Corp.	14 7/8	14 7/8			18	3,432
N Tektronix	66	61 3/4	+4 1/4	+ 6.88	17	1,250
O Telemet (Geotel Inc.)	3 7/8	3 3/8	+ 1/2	+14.81	23	12
A Texscan	22 1/8	21 7/8	+ 1/4	+ 1.14	27	132
N Varian Associates	41 1/4	39 5/8	+1 5/8	+ 4.10	26	836
N Westinghouse	44 3/4	43 7/8	+ 7/8	+ 1.99	9	3,918
N Zenith	16 1/2	15 7/8	+ 5/8	+ 3.93	14	312

Standard & Poor's 400 Industrial Average 175.52 168.83 + 6.69

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, 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 two for one. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

Almi Television Productions Presents

# GREAT MOVIE THEATRE

At last...  
one of the  
most  
popular  
romantic  
comedies  
of our time  
comes to  
syndication!

Almi Television Productions is proud to announce the GREAT MOVIE THEATRE presentation of COUSIN, COUSINE...the smash hit, nominated for three Academy Awards, that put romance back into the movies! This bewitching comedy, a runaway critical and box office success, has never before been made available for television syndication. We're clearing time now on selected stations for this very special two hour package, introduced by a celebrity host...fully edited and ready to air on an advertiser-supported basis. Score a wonderful programming "coup" with COUSIN, COUSINE on GREAT MOVIE THEATRE, available September, 1983 from Almi Television Productions.

This is the first in a series of Advertiser Supported Programming.



## Cousin Cousine

"One of those rare delights you'll want to see again and again and again!"

—Judith Crist

"An instant classic on the level of 'It Happened One Night'!"

—Bruce Williamson, Playboy

"Frankly, this movie made me feel more romantic and wholesomely sexy than any movie I've seen in years. Enjoy, enjoy, 'Cousin, Cousine.'"

—Liz Smith,  
Syndicated Columnist

"'Cousin, Cousine' is a marvelous film. It will elate you and make you feel exuberant with happiness and joy."

—Gene Shalit, NBC-TV



Contact:  
Chuck Larsen  
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1585 Broadway  
New York, N.Y. 10036  
(212) 307-7410

ating income from the quarter was \$11,289,000, up 21% over the same period last year. However, United reported a net loss for the quarter of \$1,115,000, or 10 cents per share, versus last year's net earnings for the same period of \$5,042,000, or 46 cents per share.

United said that HEN lost \$2,931,000, or 27 cents per share during the third quarter of fiscal 1983. Last year it acquired an 80% interest in HEN from Tyler, Tex.-based Buford Television (BROADCASTING, Jan. 11, 1982). HEN operates three STV systems in Cincinnati, Chicago and Minneapolis. The major problems of the STV operation, explained Fred Vierra, president, stem from cable competition, subscriber drain from churn rates and lack of proper marketing of the service. "Competition from cable is a very serious factor," Vierra said, and when new builds turn on there occurs a "significant reduction" in STV subscribers. Cincinnati was especially hard hit, Vierra said, when Warner Amex increased its penetration in that city. But Vierra maintained there is still a window for STV in Cincinnati, where between 200,000 and 300,000 homes will not be passed by cable.

Vierra said that SMATV operators pose a dangerous threat to cable operators. United will fight the encroachment, he explained, with a "pre-empt strategy." He said United could form its own SMATV companies, get subs on line, then switch to cable when construction passes that complex.

Vierra said the marketing of HEN brought in "low demographics"—subscribers would drop the service or not buy at all, waiting for cable to arrive. As part of HEN restructuring, United is cutting staff, transferring some

functions outside the operation and being more selective about subscribers in hopes of reducing the churn rate.

United said developmental costs associated with cable systems depressed cable division third quarter earnings by \$1,644,000, or 15 cents per share. That compares to \$680,000, or six cents per share in the same period last year. Financing and depreciation associated with new builds plus a change in

the accounting method regarding capitalizable interest in developmental systems were the primary reasons for depressed earnings, United said.

HEN and start-up costs associated with new builds depressed third quarter profits \$4,575,000, or 42 cents per share. Despite the losses, the company said it is not ready to discontinue HEN, although it has had offers for HEN's assets. □

## Bottom Line

**Harris news.** Melbourne, Fla.-based Harris Corp., major manufacturer of broadcasting transmitter equipment, said it expects fiscal year earnings from third quarter ended April 1 to be about equal to second quarter's \$12.3 million or 39 cents per share. Addressing group of New York security analysts last week, Harris Chairman Joseph A. Boyd said company was aggressively positioning itself in "information technology" businesses. Harris also received hefty influx of cash from \$250 million sale of its printing equipment sector, he said. Harris will invest \$85 million in research and development this year, Boyd also reported. Sales in communications sector were \$430.7 million in 1982, 29.5% over 1981 sales, with net earnings of \$24.1 million, up 44.3% over year before. Harris also reported it has "firm orders" for stereo AM transmitters from over 130 stations. □

**Outlet reversal.** Outlet Co., Providence, R.I.-based group owner of five TV's, one AM and four FM's, reported net earnings of \$18,060,000 for fiscal year ended Jan. 31, 1983. This compared to previous year's net loss of \$18,033,000, most of which resulted from discontinued operations and sale of company's last retail division. Revenue from broadcasting totaled \$86,579,000, 14% increase over 1981 revenue of \$75,892,000. Outlet also announced three-for-two common stock split and 12.5% increase in regular dividend. □

**Blair's bonanza.** John Blair & Co., New York-based station representative, reported 1982 revenue of \$321,551,000, 21% increase over 1981 revenue of \$264,684,000. Net earnings increased 25% to \$17,061,000 or \$4.42 per share. Representation commissions from Blair's 122 TV, 93 AM and 88 FM clients totaled \$52.4 million in 1982, 16% above \$44 million in 1981. Sales in Blair's owned stations division, which includes four radio properties and three TV, increased 9.9% to \$24,772,000 in 1982 over \$22,538,000 in 1981. Big money maker for Blair is Graphics division, accounting for \$244 million of total \$321 million in revenue. Graphics division includes coupon marketing, lithograph and printing operations. □

**Gannett numbers.** Gannett Co., Rochester, N.Y.-based publisher of *U.S.A. Today*, 86 other daily and 33 nondaily newspapers and owner of seven TV and 13 radio stations, reported 1982 net earnings of \$180,507,000 on revenue of \$1,519,514,000, increases of 4.6% and 11.1%, respectively, over 1981. Net earnings per share increased 6.9%, to \$3.39 per share in 1982, versus \$3.17 in 1981. Gannett said 11% of its 1982 net operating revenue came from broadcasting. □

**Black Knight.** Knight-Ridder Newspapers Inc., Miami, reported \$1,327,657,000 in operating revenue for 1982, 7.3% above last year. Net earnings in 1982 were \$102,931,000, 2.6% greater than in 1981. Per share earnings totaled \$3.14, up 1.6% over \$3.09 year before. Company's five TV stations contributed \$43,269,000 or 3.3% of Knight-Ridder's total operating revenue. □

**Metromedia dividend.** Metromedia declared regular quarterly dividend of \$1.75 per common share, payable May 15 to stockholders of record April 15. For same period year earlier, Metromedia declared dividend of \$1.25. □

**Bell shares.** AT&T will offer about \$1 billion in additional common stock to public. New financing conceivably could surpass company's \$1.06-billion offering that was completed last December. AT&T currently has 904 million shares outstanding; new offering would require issuance of about 15 million additional shares. Company said proceeds from sale are to be used for general corporate purposes, although some may go for costs related to AT&T's divestiture. □

**Cosat wants stock split.** Proposed two-for-one stock split will be voted on by Satellite Communications Corp. shareholders at annual meeting May 20. Split is also subject to FCC approval. Cosat's board has also proposed to increase number of common shares to 40 million from 25 million. There now are nine million shares outstanding. □


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Using advanced microprocessor technology, the ESC-200's fail-safe design minimizes operator training and reduces possible errors. Coupled with Andrew's high performance two-speed motor drive system, ESC-200 accurately positions the antenna at any given satellite coordinates, in the range of travel, within sixty seconds. Forty such positions can be preprogrammed and 200 events can be executed automatically. It also controls uplink and downlink ground communications equipment and monitors the on-line system.

### **9.3 Metre Earth Station Antenna**

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### **Long Life Broadcast Transmission Line—6½" Diameter**

Another premium product from Andrew. Exclusive inner conductor design eliminates mechanical movement and wear caused by differential expansion. The inner conductor is supported by state-of-the-art Teflon\* disc insulators. Another feature: heavy duty EIA welded flanges.

### **UHF-TV Circular Waveguides**

Three new sizes of high power circular waveguide (13.5, 15 and 17.5 inch) employ the latest design techniques for unequalled performance. New high power mode and axial ratio filters greatly reduce ghosting, unwanted reflections and picture smear. Also an exclusive 90° bend allows a continuous run of circular waveguide from the transmitter to the antenna.

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Andrew's years of manufacturing experience in UHF-TV broadcasting antennas has led to the first truly affordable high performance LPTV antenna. Low-windload. Lightweight and easy to erect. Field selection of azimuth patterns allows interference problems to be dealt with directly. Available for under \$5,000.



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# Changing Hands

## PROPOSED

**WGNO-TV New Orleans** □ Sold by General Media Corp. to Tribune Broadcasting Co. for \$21 million cash. **Seller** is owned by 80 stockholders and headed by Earl Hickerson, president. It recently sold 80% interest in KGMC(TV) Oklahoma City (BROADCASTING, March 7) and cable system in Rockford, Ill. **Buyer** is subsidiary of Chicago-based Tribune Co. which owns *Chicago Tribune*, New York *Daily News* and other newspapers, cable systems and broadcast group. James C. Dowdle is president of broadcast subsidiary. WGNO-TV is independent on channel 26 with 2,690 kw visual, 69.9 kw aural and antenna 1,015 feet above average terrain.

**WYOR(FM) Coral Gables, Fla.** □ Sold by Broad Street Communications to EZ Communications Inc. for \$3.6 million. **Seller** is headed by Richard Geismar, chairman. It also has interest in WELI(AM) New Haven, Conn.; WGSQ(AM)-WQUE(FM) New Orleans; KTOK(AM)-KJYO(FM) Oklahoma City, and Oklahoma News Network. **Buyer** is owned by Arthur C. Keller, president, and James L. Draper Jr. They also own WEZB(FM) New

Orleans; WEZC(FM) Charlotte, N.C.; WBZZ(FM) Pittsburgh, and WEZR(FM) Manassas and WEZS(FM) Richmond, both Virginia. WYOR is on 105.1 mhz with 100 kw and antenna 600 feet above average terrain. **Broker: Blackburn & Co.**

**KBCM(FM) Sioux City, Iowa** □ Sold by Hassenger Broadcasting Corp. to Cardinal Communications Inc. for \$1,050,000. **Seller** is headed by Thomas R. Hassenger, president, and has no other broadcast interests. **Buyer** is owned by Samuel A. McMaster Jr. (99%) and John D. Daniels, president (1%). McMaster owns grain elevator in South Sioux City, Neb. Daniels is Sioux City, Iowa, attorney who also has interest in KRNA(FM) Iowa City, Iowa. KBCM is on 95.5 mhz with 100 kw and antenna 824 feet above average terrain.

**KCSJ(AM) Pueblo, Colo.** □ Sold by Miller Communications Inc. to Sunbrook Broadcasting for \$700,000. **Seller** is owned by Rex R. Miller, president, and Dr. Wiley Baucher, who have no other broadcast interests. **Buyer** is owned by Larry Roberts, Alan Cooper and Ed Cooper, who also own KQUY(FM) Butte,

Mont. KCSJ is on 590 khz with 1 kw full time. **Broker: Chapman Associates.**

**KYXS-AM-FM Mineral Wells, Tex.** □ Sold by Lawton Broadcasting Corp. to Jerry Snyder and Associates for \$550,000. **Seller** is owned by Lon H. Williams, who has no other broadcast interests. **Buyer** is owned by Jerry A. Snyder, president, and Charles W. Pyle (50% each). Snyder also has interest in KIKM-AM-FM Sherman and KTLK(AM)-KWIC(FM) Beaumont, both Texas. KYXS is 250 w daytimer on 1140 khz. KYXS-FM is on 95.9 mhz with 3 kw and antenna 295 feet above average terrain.

**WRUS(AM)-WAKQ(FM) Russellville, Ky.** □ Eighty percent sold by South Kentucky Broadcasting Co. Inc. to William Lon Sosh for \$424,000. **Seller** is principally owned by R.E. Hook (55%) and Woodrow P. Sosh (25%). Hook also has major interest in WRAG(AM)-WAQT(FM) Carrollton, Ala.; WSLG(AM) Gonzales, La., and WMAG(AM)-WFYV(FM) Forest, Miss. **Buyer** is William Lon Sosh (20%), son of Woodrow Sosh, who is station manager at WAKQ. WRUS is 500 w daytimer on 610 khz. WAKQ is on 101.1 mhz with 100 kw and antenna 510 feet above average terrain.

**KANS-AM-FM Larned, Kan.** □ Sold by Hillis F. Bell Jr. to Dennis L. Franz for \$400,000. **Seller** has no other broadcast interests. **Buyer** is consultant in Colby, Kan., and has no other broadcast interests. KANS is 1 kw daytimer on 1510 khz. KANS-FM is on 96.7 mhz with 910 w and antenna 290 feet above average terrain.

**WKIQ(FM) Bowling Green, Ohio** □ Sold by Multi-Market Media Inc. to TMF Inc. for \$364,777, including \$288,777 for noncompete agreement. **Seller** is equally owned by Stephen E. Dinkel, president; Glen T. Cerny, and John R. Schaffner. Dinkel is general manager of KLSI(FM) Kansas City, Mo. Cerny and Schaffner have no other broadcast interests. **Buyer** is owned by Neal Nussbaum, president, and Mark Bauer (50% each). Nussbaum is television program syndicator. Bauer is county superior court judge. They own WWET(FM) Monticello, Ind. WKIQ is on 93.5 mhz with 3 kw and antenna 176 feet above average terrain. **Broker: Dan Hayslett & Associates Inc.**

**KBFS(AM) Belle Fourche, S.D.** □ Sold by Pluimer Broadcasting Inc. to KBFS Inc. for \$350,000. **Seller** is owned by June Pluimer (49.9%), her son, Mark, president (25.1%) and his wife, Dee (25%). Mark Pluimer also has interest in CP for FM at Belle Fourche, S.D., which will also be transferred to buyer. **Buyer** is owned by William K. Love, president (75%), and Roger J. O'Dea (25%). Love also has major interest in KROE-AM-FM Sheridan, Wyo.; KFTM(AM)-KBRU(FM) Fort Morgan, Colo., and KAVI-AM-FM Rocky Ford, Colo. O'Dea is sales manager at KBFS. KBFS is on 1450 khz with 1 kw day and 250 w night.

**WCRT(AM) Birmingham, Ala.** □ Sold by KSJ Inc. to The Jireh Corp. for \$287,500. **Seller** is owned by Capitol Broadcasting Corp., headed by Kenneth S. Johnson, president. It

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also owns WCAW(AM)-WVAF(FM) Charleston, W. Va.; WLLF(AM) Prichard and WKSJ-FM Mobile, both Alabama; WKDY(AM) Spartanburg, S.C., and WRKA(FM) St. Mathews, Ky. **Buyer** is equally owned by John A. Loper Jr., president, Cheryl Kent and Dr. Kenneth Usry. Loper is pastor of Garywood Assembly of God church in Birmingham; Kent is Birmingham businesswoman, and Usry is Pleasant Grove, Ala., dentist. None have other broadcast interests. WCRT is on 1260 khz with 5 kw day and CP for 1 kw night.

**KQDQ(AM) Eugene, Ore.** □ Sold by Spring-Gene Radio Inc. to Visionary Radio Euphonia of Oregon Inc. for assumption of approximately \$270,000 in promissory notes. **Seller** is owned by Empire Broadcasting Corp., headed by Robert S. Kieve, president. It also owns KLIV(AM) San Jose; KARA(FM) Santa Clara, and KAHJ(AM)-KHYL(FM) Auburn, all California. **Buyer** is principally owned by John Detz, president, who also has interest in KQTE(AM)-KVRE-FM Santa Rosa; KBLC(AM) Lakeport, and KOZT(FM) Fort Bragg, all California. It is also applicant for new FM at Lakeport, Calif. KQDQ is 1 kw daytimer on 1320 khz. *Broker: William A. Exline Inc.*

**KQNK(AM) Norton, Kan.** □ Sold by Norton Broadcasting Inc. to Pioneer Country Broadcasting Inc. for \$260,000. **Seller** is owned by Philip Taylor, president (22%); his parents, Vernon and Olive Taylor (22% jointly); Gary Shorman (22%); Teri Owens and husband, Greg (22%), and J. Steven



**Border to border.** Tribune Broadcasting Co. President James Dowdle (l) and General Media Corp. President Earl Hickerson sign agreement for purchase of WGNQ-TV New Orleans for \$21 million in cash (see "Changing Hands," page 78).

Smethers (12%). Excluding Smethers, they also have interest in KCLY(FM) Clay City, Kan. Shorman is assistant manager of KTOP(AM)-KDVV(FM) Topeka, Kan. Smethers is general manager at KQNK. **Buyer** is owned by Joseph E. Jindra and wife, Susan K. (30% jointly); Larry E. Black, president, and wife, Terri A. (25% jointly); Jeff Haas (25%); Joseph S. Jindra, father of Joseph E., and Emil Hauser (10% each). Joseph E. and Susan Jindra and Larry and Terri Black also have interest in KSOA(AM) Ava, Mo. Terri Black also has interest in new FM at Hays,

Kan. KQNK is 1 kw daytimer on 1530 khz. *Broker: Ralph E. Meador.*

**WLSV(AM) Wellsville, N.Y.** □ Seventy-five percent sold by Radio Services of Wellsville to Radio Services of Wellsville for \$240,000. **Seller** is owned by John H. Satterwhite, Catherine B. Doggett, Joseph M. Cleary and Joseph S. Mumma, who have no other broadcast interests. **Buyer** is Curtis R. (Buzz) Ericson, who is beneficiary of trust owning 8 1/3% interest in Radio Services, and is purchasing additional 75% individual-



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*Metropolitan Satellite Corporation has acquired certain master antenna television systems of Complexicable, Inc. and will rebuild and upgrade these systems to provide satellite-delivered programming services.*

*The undersigned acted as financial advisor to the Company.*



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ly. He has no other broadcast interests. WLSV is 1 kw daytimer on 790 khz.

Other proposed station sales include: KIFW-TV Sitka, Alaska; WSUZ(AM) Palatka, Fla.; WSIL-TV Harrisburg Ill. and KPOB-TV Poplar Bluff, Mo. (BROADCASTING, April 4); WPTA(TV) Fort Wayne, Ind. (BROADCASTING, Jan. 10); WLKY-TV Louisville, Ky. (BROADCASTING, Jan. 10); WAQI(AM) Ashtabula, Ohio; KYFM(FM) Bartlesville, Okla. (BROADCASTING, April 11); WWLS(AM) Norman, Okla.; KVCK(AM)-KYZZ(FM) Wolf Point, Mont.; WQLS(FM) Cleveland, Tenn. (BROADCASTING, April 11); WJIT(AM) Jellico, Tenn.; WTNR(AM) Kingston, Tenn., and KOAV(TV) Denison, Tex. (see "For the Record," page 114).

### APPROVED

**KSLA-TV Shreveport, La.** Sold by KSLA-TV Inc. to VSC Communications Inc. for one million shares of Viacom stock, valued at approximately \$32 million. Seller will exchange its stock for one million shares of Viacom and will become wholly owned subsidiary of Viacom International. Seller is principally owned by Dolores G. LaVigne (48.5%) and Winston B. Linam (12.3%), who have no other broadcast interests. Buyer is owned by publicly traded Viacom International Inc., which is headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. KSLA-TV is CBS-TV affiliate on ch. 12 with 316 kw visual, 38 kw aural, and antenna 1,800 feet above average terrain.

**KRLA(AM) Pasadena, Calif.** Sixty percent sold by KRLA Inc. to Western Broadcasting Corp. (owner of other 40%) for \$4,679,164. Seller is owned by Voice in Pasadena Broadcasting Co. (25%); Goodson-Todman Broadcasting Inc. and Pasadena Broadcasting Co. (15% each), and Charles W. Jobbins (5%). VPI stock is voted by A. William Olson. G-T stock is voted by Robert H. Forward. PBC stock is voted by Edward J. Flynn. Buyer is owned by Leslie Townes (Bob) Hope (44.5%); William R. Pagen (17.2%); Norman R. Tyre (9.04%), Art Linkletter (5.7%), and five others. KRLA is on 1110 khz with 50 kw day and 10 kw night.

**WQRB(AM)-WBAG(FM) Burlington, N.C.** Sold by Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for \$1.75 million. Seller is owned by Lawrence F. Neece Jr. (48.26%), his mother Viola N. Johnson (36.63%), and G.C. Starnes (15.12%), who have no other broadcast interests. Buyer is principally owned by James A. Heavner, president. It is spinning off WQRB (see "For the Record," page 116). Village Companies also owns WMFD(AM), which it is selling (see below) and WWQQ(FM) Wilmington and WXHL(AM) Chapel Hill, both North Carolina, and WKQQ(FM) Lexington, Ky., plus cable systems serving Orange county, Durham county and Chapel Hill, all North Carolina. WQRB is 1 kw daytimer on 1150 khz. WBAG is on 93.9 mhz with 50 kw and antenna 230 feet above average terrain.

**KUIC(FM) Vacaville, Calif.** Sold by estate of Harvey Levin, William Horwich, executor, to Quick Broadcasting Inc. for \$1.5 million.

Seller also recently was granted FCC approval to sell KFAT(FM) Gilroy, Calif., for \$900,000 (BROADCASTING, Jan. 17) and has no other broadcast interests. Buyer is owned by Harry J. Benton, president, and Benton family members (50%), Shirley Fuchsberg (25%), and others. Benton is Colorado investor and Fuchsberg is New York businesswoman. Neither has other broadcast interests. KUIC is on 95.3 mhz with 2.85 kw and antenna 205 feet above average terrain.

**WDSC-AM-FM Dillon, S.C.** Sold by Border Broadcasting Inc. to Cy N. Bahakel Jr. for \$1.5 million. Seller is owned by L.B. Hyman (52%), Phil B. Brown (34%), and estate of Joseph K. Martin (14%), who have no other broadcast interests. Buyer is son of Cy N. Bahakel Sr., Charlotte, N.C.-based group owner of six AM's, five FM's and seven TV's. WDSC is 1 kw daytimer on 800 khz. WDSC-FM is on 92.9 mhz with 10 kw and antenna 310 feet above average terrain.

**KEZB(FM) El Paso, Tex.** Sold by El Paso Broadcasting Corp. to KEZB El Paso Inc. for \$1.2 million. Seller is principally owned by Michelle A. Haston, president, who is also permittee of KVFM(FM) Ogden, Utah. Buyer is owned 100% by Jack Rich, president, who is El Paso businessman and has no other broadcast interests. KEZB is on 93.9 mhz with 100 kw and antenna 980 feet above average terrain.

**KTRN(AM) Wichita Falls, Tex.** Sold by KTRN Inc. to Brandon Broadcasting of Texas for \$500,000 plus \$100,000 for noncompete agreement. Seller is owned by Raymond Ruff (100%), who has no other broadcast interests. Buyer is owned by Anthony S. Brandon (50%), and his sons, Lawrence (30%) and L. Rogers (20%). Lawrence and Anthony Brandon have interest in KKQV(FM) Wichita Falls; KERN(AM)-KQXR(FM) Bakersfield, Calif.; KZOZ(FM) San Luis Obispo, Calif.; KKAL(AM) Arroyo Grande, Calif., and WWG(AM) Rochester, N.Y. Rogers Brandon is vice president and general manager of KKQV. KTRN is on 1290 khz with 5 kw day and 1 kw night.

**WMFD(AM) Wilmington, N.C.** Sold by Village Radio of Wilmington Inc. to WMFD Inc. for \$500,000. Seller is Chapel Hill, N.C.-based group owner, principally owned by James A. Heavner. It also bought WQRB(AM)-WBAG(FM) Burlington, N.C. (see above) and is spinning off WQRB (see "For the Record," page 116). Buyer is owned by Carolina Bottlers Inc. (50%) and Lee W. Hauser and Brett Blizzard (25% each). Carolina Bottlers is owned by local investors Carl B. Brown Jr. and Donald R. Watson. Hauser is former general manager of Village's WCHL(AM) Chapel Hill, N.C. WMFD is 1 kw daytimer on 630 khz.

Other approved station sales include: KTLA(TV) Los Angeles (BROADCASTING, April 4); WTRS-AM-FM Dunnellon, Fla.; WIAF(AM) Clarksville, Ga.; KSPD(AM) Boise, Idaho; WMBH(AM) Joplin, Mo.; WEMJ(AM) Laconia, N.H.; WRZR(AM) Raleigh, N.C.; WQRB(AM) Burlington, N.C.; WTXY(AM) Whiteville, N.C.; WMCC(FM) Etowah, Tenn.; KIRQ(AM) Ephrata, Wash.; WPAR(AM) Parkersburg, W. Va., and WCQL(AM) Pewaukee, Wis. (see "For the Record," page 115).



# Deanna and Sheila Ann Ussery did something the union toughs never expected. They survived.

April 20, 1978. The still, dark Arkansas air offers little warning of what's to come.

Suddenly, seven powerful shotgun blasts shatter the bedroom window of young Sheila Ann Ussery. ("The baby's bed was ripped apart," recalls her mother, Deanna, a nonstriking worker at a local plant.) The slugs pierce the bedroom doors and walls, peppering the living room where Deanna sits watching television.

Miraculously, Deanna and Sheila Ann survive—but so does the pervasive problem of union violence that nearly took their lives.

That's why on the evening of Thursday, April 28, the National Right to Work Committee will offer broadcasters and cablecasters nationwide, free downlink rights to the gripping documentary film, **"The Scepter of Violence."**

Winner of numerous national honors, including the United States Industrial Film Festival's "Silver Screen Award," this unique half-hour presentation tells the true story of compulsory unionism violence—and the individual workers forced to bear its brunt.

Fast-paced, fully factual, **"The Scepter of Violence"** brings with it a built-in "lift": over 72 percent of the American people openly oppose compulsory unionism and its attendant ills. (Opinion Research Corporation poll.)

**"The Scepter of Violence"** will be transmitted Thursday, April 28, over SAT-COM 3R, transponder 22 (audio subcarriers 6.2 and 6.8, 41.40 mHz) from 6:15 to 6:45 p.m. EST.

For additional information, call Reed Larson, the president of the National Right to Work Committee, at (703) 321-9820.



*What happened to Deanna Ussery and her daughter, Sheila Ann, is just part of the oft-untold story of compulsory unionism violence. "The Scepter of Violence" tells the rest of the tragic tale.*

---

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# TELECASTINGS



## LBS series

Lexington Broadcast Services, New York, has launched its new *LBS Movie of the Month* series, in which nine MGM features will be shown. The first presentation, on 102 stations, was "Sunday in New York," starring Cliff Robertson and Jane Fonda, on April 10. Other MGM titles to be shown on the monthly series will include "On the Town" (Gene Kelly, Frank Sinatra), "Hotel Paradiso" (Alec Guinness, Gina Lollobrigida), "Escape from Fort Bravo" (William Holden, Eleanor Parker) and "Ask Any Girl" (David Niven, Shirley MacLaine).

LBS said the barter show is sold out to sponsors including Procter & Gamble, General Foods, Revlon, Scott Paper, Mars Candy, Atari, Bristol-Myers, Chatter Laboratories and Welch Foods.

## Going national

Skaggs Telecommunications Services, Salt Lake City, which has produced a half-hour television magazine titled *Home Show* for KTVH(TV) Salt Lake City, is broadening its base. It is now offering *Home Show* for national syndication. The program features homes for sale.

"The program has been on KTVH for about 18 weeks and is doing very well," reported Les Wells, manager of marketing and sales for STS. "We're now preparing a generic version for national syndication. We [will] produce some of the material here and the remainder in the market where a station has

bought the show. We would do all the post-production in Salt Lake City."

The program includes specialty segments with a handyman, interior designer, home-maker and financial adviser. In Salt Lake City, the program has been sold to many types of local advertisers, according to Wells.

## 15-second tester

Is the 15-second commercial going to make an impact? NBC-TV recently said it is offering to advertisers, on an experimental basis, the opportunity to buy 15-second spots (BROADCASTING, April 11). And now word comes from KGMC-TV Oklahoma City, that it is incorporating the 15-second commercial announcement in a new rate card.

Ted Baze, principal owner and general manager of the station, said the concept has been discussed for many years, but KGMC is "the first station in the country to actually implement the 15-second incremental spot on a commercial basis." He said clients now may use a 15-second spot coupled with a 45; two 30's together or four 15-second commercials.

## Reverse pollination

Cable television holds out the promise of developing programming for conventional TV. A case in point is *Moneyworks*, a half-hour weekly show dealing with business and financial subjects, that began on cable in

June 1981 and is now spreading to television stations. The program began on WNEW-TV New York on March 27 and started on WXNE-TV Boston on April 9. Other stations carrying the series, according to a spokesman, are: WANX-TV Atlanta, KCOP-TV Los Angeles, WTTG-TV Washington, WFBT-TV Minneapolis, KSTS(TV) San Jose, Calif., and WMTA-TV Grand Rapids, Mich.

Don Olsen, financial planner, is host of the show, which focuses on career changes, housing costs, tax shelters, costs of dressing and eating out. Guests include businessmen, government leaders and educators. It is offered to TV stations on a barter basis. It is produced in New York and on location by Moneymarket Productions, New York, a division of Teleworks Communications Group Inc., and distributed by Ray Horn Syndication, Raleigh, N.C.

## Trial 'Elf'

*Herself the Elf*, a half-hour animated special based on a new greeting card character, debuted Saturday (April 16) in some of the 116 markets where stations are planning to carry it during a one-week license period. Distributed by Ed Libov Associates, New York, *Herself the Elf* features music written and composed by Judy Collins, and the voices of entertainers Priscilla Lopez and Jerry Orbach. *Herself*, the character, was created by American Greeting Co., company that developed and marketed Strawberry Shortcake, a character that also was featured in a television special. Scholastic Productions, New York, produced *Herself the Elf*.

## Rolling wheel

Sales on *The Wheel of Fortune*, new first-run access strip, have been made to 17 television stations, including KYW-TV Philadelphia, WDIV(TV) Detroit, WEWS(TV) Cleveland, WCPO-TV Cincinnati, WCCO-TV Minneapolis and WKEW-TV Buffalo, N.Y. The series is produced by Merv Griffin Productions and distributed by King World Productions, Summit, N.J. Series has run for nine years during daytime on NBC-TV. It is set for fall 1983 premiere.

## Playboy goes overseas

Playboy Enterprises has announced the formation of the Playboy Distribution Co. to syndicate programs produced for its domestic pay cable service on the international market. The Silverbach-Lazarus Group has been hired as a consultant to aid the new unit in foreign distribution, and Joel Katz, executive vice president of the Playboy Cable Network, has been named to direct the



**TV vs. crime.** NBC-owned WRC-TV Washington, (ch. 4) with the assistance of co-owned WRC(AM)-WKYS(FM), and local businesses, community organizations and law enforcement officials, have launched "Code 4," an anti-crime public information program. In addition to a prime time special, "Code 4: The People Against Crime in Washington," TV editorials, related programming and a promotional print campaign, WRC-TV is producing public service announcements featuring local and national personalities. One PSA features "officers" Hill and Renko from NBC's *Hill Street Blues*. Shown are Michael Warren (2d from left), Officer Bobby Hill, and Charles Haid (3d from left), Officer Andy Renko, at traffic operations division of Washington police department, where PSA was taped. They are flanked by two real Washington policemen, officers Renne Sanjaujo (l) and James Battle.

Playboy Distribution Co. operations. By the end of this year, Playboy expects to have more than 150 hours of programing available for foreign sale.

## Living doll

What's billed as the first animated made-for-TV mini-series, *GI Joe*—five half-hours on the best selling GI Joe toy and comic book character—is being offered for airing starting in September by Claster Television Productions, Towson, Md. It's a production of Marvel Productions and Sunbow Productions. Claster also is offering, for play starting in June, *The Charmkins*, a half-hour animated special, also produced by Marvel and Sunbow and featuring the voices of Ben Vereen, Sally Struthers and Aileen Quinn.

## Heading west

United Artists has announced the studio will relocate to Los Angeles "substantially all of the UA functions presently being performed in New York." The relocation, which will take place over the next several months, includes areas of administration, accounting, finance and legal services, plus the sales headquarters of the MGM/UA marketing and distributing division.

## Competition from the sky

United Satellite Communications Inc.'s direct broadcast satellite system will be launched by November and profitable within two to two-and-a-half years, reported Nathaniel Kwit Jr., USC president. In an address before the New York chapter of the National Academy of Television Arts and Sciences, Kwit said that he is talking with Hollywood studios to secure DBS rights for theatrical films for two all-movie channels USC plans for its system. Kwit later confirmed that he is talking with Paramount Pictures, Columbia Pictures and MCA for possible deals. No contracts have been signed, Kwit reported, but a "common accord" has been reached by the parties. DBS opens up a new market for theatrical rights, Kwit said, and should not collide with rights paid by cable services. "We're not interested in exclusivity," he explained, "all we're interested in is nonexclusive ability to get those rights." Kwit later added that he does not see off-network syndicated programing fitting at this time into USC's DBS plan.

Marketing, distribution and service of the antenna dishes, Kwit indicated, could be handled through local telephone or utility companies, retailers like Sears or Radio Shack, or even local cable companies. Kwit described the marketing plan as a "mosaic" employing several outlets. To get the word out, Kwit said USC would be helped by "classical direct marketing," techniques such as zip code targeted mailings and demonstrations at shopping centers. Third party financing would be available, he added, for people who wanted to lease, but not buy, antenna dishes.

The USC system, as previously reported, would have five channels: one dedicated to news; one to sports; two for movies, and one "daypart" channel that will include a mix of



**On the dotted line.** WNBC-TV New York is apparently taking no chances as it signs to carry *Love Connection*, a Telepictures first-run strip for the 1983-84 season. The series features people using video dating to select a companion, while the audience tries to guess their choices. According to Telepictures, major group stations already signed include the CBS O&O's, Group W, Gannett, Taft, Outlet, LIN Broadcasting, Post-Newsweek and Cowles. Shown at the WNBC-TV signing are (l-r): Al Jerome, president, NBC owned stations division; Eric Lieber, producer, *Love Connection*; Wes Harris, vice president, programing, NBC owned TV stations division; Dick Robertson, senior vice president, sales and marketing, Telepictures; Chuck Woolery, host, *Love Connection*, and Michael Jay Solomon, chairman and chief executive officer, Telepictures.

women-, children- and arts-oriented programing. "Most of this programing can't economically support a full channel," Kwit said in explaining the daypart channel, "but we believe it will support part of a channel." Kwit said he didn't think it is realistically possible to fill a 100-channel cable system with programing, nor was there a market to be served by it. Kwit claimed that "studies show that the great majority of people watching cable spend 80% of their time watching four channels."

The USC DBS system will also have sideband capability, Kwit reported, where "perhaps 100" video games could be downloaded and fed to subscribers, thus bypassing retail outlets. Videotext and teletext services are also a possibility, Kwit noted, which "we're looking at very carefully."

Kwit said USC seeks to serve two principal markets: the "underserved" rural or small town areas that do not receive TV reception; and a "narrowcast" or "differentiated programing" market for areas not served by cable. Kwit said he also would like to see SMATV operators pick up the service. He estimated that five million homes in the U.S. receive no TV signals, and another 29 million receive four channels or less. Although Kwit admitted that USC's system "may not be able to offer anything new" in program-

ing, he noted that for underserved areas—which he believes cable will continue to forsake—DBS offers a "significant choice."

## Minority edge

In an initial decision, FCC Administrative Law Judge John H. Conlin has granted the application of Whitco Broadcasters Inc. for a new commercial TV station on channel 69 in Hollywood, Fla. At the same time, Conlin denied the mutually exclusive applications of Family Television 69 Inc., Golden East Broadcasters Inc. and Christian Media of Florida Inc.

Conlin said Whitco, Family and Christian, which have no other media interests, were preferred over Golden East, which does have other media interests. But Conlin judged Whitco's proposal for integrating ownership into management preferable to those of its competitors.

Whitco is owned equally by two blacks, Thomas J. Coates and Eddie L. Whitehead. Coates, Whitco president, is currently president and 51% owner of Coates Construction and Development Inc., a company concentrating on investments in construction. Whitehead, vice president of Whitco, is currently self-employed as an investor.

**Oscar numbers.** ABC-TV's coverage of the Academy of Motion Picture Arts and Sciences' Oscar awards ceremonies last Monday night attracted a record audience and the highest rating for the event in 10 years. ABC said the 3-hour, 35-minute broadcast drew an average 38.0 rating/59 share in Nielsen's national measurements, with an estimated 31,650,000 homes tuned in per average minute, which would be "a record for any Academy Awards broadcast." ABC researchers estimated that 90 million people watched some or all of the telecast, which ran from 9 p.m. to 12:35 a.m. NYT. The 38.0/59 was said to be the highest in the Academy Awards series since 1972's 38.7/70. ABC authorities said the coverage was also seen in 74 foreign countries, either live or in a 90-minute edited version.

The Oscars swamped the other networks in the 8-11 p.m. prime time period. With a one-hour Barbara Walters special pulling a 24.0/38 as the Academy Awards lead-in, ABC averaged 33.3/50 for the three hours as against a 13.0/19 for NBC and a 10.0/15 for CBS. A CBS *News Eye on the Media* special, discussing "Private Lives, Public Press" in the 10-11 p.m., period, showed a 6.2/10.

## Fritts calls for vision, unity from broadcasters

**NAB president, in his annual 'state of the industry' speech, stresses need to develop new technologies and press hard for First Amendment rights**

"The telecommunications revolution will not pass us by. We are going to lead it," said Edward Fritts, president of the National Association of Broadcasters, in a major address last week at the association's 61st annual convention.

In order to take that lead, Fritts told the broadcasters that the industry must "work together" and that NAB members must become more active. "The richness and diversity you represent is our strength. In this time of transition and change within NAB, your active participation assures our future effectiveness."

But the key to it all, he repeated, "is working together, all of us, to take advantage of opportunity. With new technologies coming on line, we must keep our options open and our sights high." Fritts then listed some to the recent major accomplishments of the association. "We have persuaded the FCC to eliminate ascertainment, log-keeping requirements, AM and FM crossownership and UHF-radio ownership restrictions. We have achieved extended license terms, postcard renewal and format freedom," he said. But despite those "inroads," Fritts stressed that the industry still has further to go and he warned that a "headlong rush to deregulate everything will lead only to trouble."

He noted that the government's push for deregulation, however, appears to be "taking an unfortunate, potentially damaging turn." Fritts stated that the three basic premises that make up the foundation of the broadcasting industry (single system standardization, localism, and spectrum integrity) are being threatened.

The FCC's decision to let standards for AM stereo be determined by the marketplace, he said, is a prime example of that threat. "It appears teletext may be next, and without a technical standard, the public may wind up without either service," Fritts added. He also charged that the FCC was "chipping away" at localism. "In the past few months, we have seen the commission introduce one item after another weakening the localism provision of the Communications



Fritts

Act." He cautioned that the next step might be elimination altogether of the must carry rules.

Spectrum allocation, he said, was also under attack. He cited the FCC's proposed new FM allocations plan that would add roughly 1,500 new stations, and its plans to require broadcasters to share frequencies used for ENG purposes with cable and private microwave operators. "Both are ill-conceived proposals to jam the spectrum without regard to long-term service implications," the NAB president said.

Despite those alarming intrusions, Fritts gave a favorable forecast for deregulation. "There are strong signs," he said, that the House will deal seriously with this important issue perhaps yet this year, but certainly before the 98th Congress is history." He noted that meetings with congressional leaders in the telecommunications area indicate "a desire for long-awaited and needed action."

"Make no doubt, we have some serious differences such as our continued strong opposition to the concept of a spectrum fee or tax in exchange for deregulation. But there are many areas of agreement and we continue to talk in a healthy climate." Fritts urged the broadcasters to support the broadcast deregulation bill (H.R. 2382) introduced last month by Congressmen Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) (BROADCASTING, March 28).

As the communications landscape continues to change, Fritts suggested that broadcasters outline a plan that would permit broadcasters to compete equally with all the other technologies. "And broadcasters, as well as all electronic media, must achieve parity under the law with print in the area of content regulation." The plan, he added, must also preserve localism, maintain tech-

nical standards and provide a rational spectrum management plan. Finally, Fritts added, the plan "must be based on a united effort." □

## Fowler on defensive at NAB

**Broadcasters raise concerns over technical fallout of AM stereo and teletext decisions, moves to increase number of broadcast stations and suggestion of spectrum fee price for dereg**

FCC Chairman Mark Fowler found himself in the unusual position at the NAB convention in Las Vegas last week: defending the commission against NAB charges it is moving too fast in the direction of deregulation and increased competition. Normally, FCC chairmen are criticized at NAB conventions for their heavy hand of regulation.

The new twist to criticism came two days earlier from NAB President Edward O. Fritts, at the opening session, when he talked of "a headlong rush to deregulate everything," (see story, this page). But Fowler, at a news conference on Tuesday, said the commission would hold to its course, and added that the complaint was "puzzling. I've heard otherwise" from broadcasters.

Fowler cited the commission's action in repealing the three-year rule on station sales and in reducing the paperwork burden that had been imposed on broadcasters. He also noted that the commission has urged Congress to repeal the equal time law and the fairness doctrine. That request, he noted, was part of the commission's effort to achieve for broadcasters the full First Amendment rights enjoyed by the print media.

And he said the commission would soon be moving on its own in that regard: It will consider on April 27 the NAB's petition to repeal two fairness doctrine rules—those imposing specific fairness obligations on broadcasters who engage in personal attacks or editorially support or criticize a political candidate.

Fowler also noted that the commission had authorized two new services—AM stereo and teletext—that he said would create new "profit centers for broadcasters" and serve the public. But the manner in which the commission established those services had been part of Fritts's concern—the com-

# NAB CONVENTION: GENERAL

# TIME INCORPORATED

has sold certain assets relating to

## WOTV

an NBC affiliate serving the  
Grand Rapids / Kalamazoo market

to

# LIN BROADCASTING CORPORATION

*The undersigned initiated this transaction and assisted  
Time Incorporated in the negotiations.*

**BLYTH EASTMAN PAINE WEBBER**  
INCORPORATED

April 5, 1983

mission's decision to leave system standardization in both cases to the marketplace, rather than in making the choice itself. Fritts also referred to "further degradation of the spectrum" in connection with the commission's expected decision—in a rulemaking to be completed next month—to open the FM band to several hundred more stations.

Such complaints caused Fowler to offer a comment that would have been expected from an FCC chairman whose views were known to put him at odds with the industry. "We're moving on a good schedule," he said, referring to the commission's program, then added, "We represent the public interest, not anyone in the private sector."

Like Commissioners Mimi Dawson and



Fowler

Henry Rivera in various sessions at the convention, he defended the commission's decision not to select a model system in AM stereo or teletext as wise, given the difficulty of selecting one that was clearly outstanding and the likelihood of foreclosing technical innovation if only one were chosen.

More than that, one of thousands of press releases that flooded the convention provided him with a rebuttal to the argument that reliance on the marketplace would delay the emergence of an AM stereo service because the various systems being offered are incompatible. The release announced Sansui Electric Co.'s AM stereo tuner "that automatically receives broadcasts on any AM stereo system." "Sansui is a good answer to critics of our decision," Fowler said.

Nor did he yield on the FM issue. In fact, he laid out a policy on spectrum management likely to chill NAB. Asked if he thought there was sufficient demand on the part of would-be operators for the substantial number of FM stations the proposed rulemaking would make possible, he said, "Our concern is to permit people to apply"—and not only in connection with the FM rulemaking. The commission is considering a proposal that could squeeze scores of additional VHF assignments out of the spectrum.

Speaking of both proceedings, Fowler said: "If it works from an engineering standpoint, we ought to approve it."

In other matters, Fowler declined to speculate on a successor to Commissioner Anne Jones, who two weeks ago announced her decision to leave the commission by the end of May (BROADCASTING, April 11). Asked specifically about the prospects of Commissioner Steve Sharp—whose term expires on June 30, when the commission is reduced from seven to five members—Fowler said, "We haven't focused on that. Sharp would be a splendid candidate to stay on, but neither I nor anyone else has focused on that."

He defended the commission's plan for disposing of the backlog of 12,000 applications for low-power television service. A questioner suggested that the decision to concentrate initially on rural areas would delay minorities, who are concentrated in major markets, the opportunity for early grants. Fowler said grants would be made in those cities. The commission's plan, he said, offers "the only way to handle a staggering problem."

And he said the commission "will have to face" the question of whether to repeal the

cable television must-carry rule. "It's a difficult and sensitive issue," he said. Full copyright liability would be involved in any decisions to repeal the rule, he said. And repeal would be phased in over a period of five years to avoid disruptions of service.

Fowler also again urged broadcasters at least to consider agreeing to a spectrum fee as a means of persuading Congress to approve legislation deregulating the industry. He noted that Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee is "ready to go" on deregulating but that Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, is not, unless broadcasters pay a spectrum fee (see "Top of Week").

"Broadcasters have nothing to lose by sitting down and talking to the other players"—Packwood and Wirth—he said. "If broadcasters don't like the numbers, they can walk away." But, he said, the opportunity is available "for historic changes in the broadcasting industry."

But spectrum fees are another matter on which the FCC chairman and the NAB are not in sync. □

## What deregulation means to lawyers

**New services have provided communications attorneys with more work; Rivera sees FCC functioning differently after cutback in number of commissioners**

The FCC's program of deregulation does not mean the problems broadcasters face with government action are necessarily on the decline; rather they are simply changing—and still, apparently, require the services of a lawyer. Indeed, communications law seems to be enjoying a new burst of prosperity thanks to the commission's creation of new services, specifically cellular radio.

Those were some of themes emerging from a two-day "practical workshop for lawyers," held in connection with the NAB convention. There was another theme too—one revealing further evidence of a split within the commission regarding the deregulatory philosophy most vigorously espoused by Chairman Mark Fowler.

The commission's general counsel, Mark Fein, expressed the strong deregulatory view in talking of the commission moving toward the "print model" in its regulation of broadcasting. He predicted later that the commission's "moribund regulations"—including multiple ownership and crossownership regulations—would "disappear." But Commissioner Henry Rivera, who appeared on the program with Commissioner Mimi Dawson, reflected a different view.

Asked whether there were any regulations he felt should be protected against repeal, he said, yes, and cited specifically, as he has in the past, the equal employment opportunity rules. More than that, he said the commission should appoint staff in the Mass Media Bureau to monitor the effect of deregulation of broadcasting on the public interest. He noted such an assignment has been given staffers in the Common Carrier Bureau in

connection with the commission's decision regarding common carrier access to local exchanges. "We've been remiss" in checking on the effect of deregulation, Rivera said.

Dawson said the commission had not yet deregulated broadcasting in a major way. However, she said the commission had decided, in effect, to erect a "safety net" in connection with its proposal to repeal the ban on network ownership of cable systems when it presented an index to indicate when such ownership would not be in the public interest.

But if the deregulatory rhetoric emanating from the commission frequently is hot, some NAB officials think the action sometimes is cold. One of the questions put to Rivera and Dawson was when action could be expected on the NAB's petition for rulemaking—filed three years ago—to repeal the commission's personal attack and political editorializing rules. Both passed the buck to Fowler, saying the chairman sets the agenda. But Dawson also said the commission is busy with many other "target policy" issues, and added, "I don't think broadcasters regard this as the number one issue on their agenda."

Some of the problems the lawyers were complaining about come from the absence of regulation. There was considerable grumbling, for instance, about the commission's decision to allow the marketplace to decide technical specifications for AM stereo and teletext services. Richard Schmidt, of the Washington law firm of Cohn & Marks described the actions as a "fiasco" Ian D. Volner, his partner, said the commission had taken the marketplace philosophy to an unreasonable extreme.

But the commissioners defended the agency's approach. Dawson said the aim was to avoid stifling technological "innovation." "The judgment was made not to find ourselves in a situation where innovation in



**Dereg briefing.** Communications lawyers were briefed on ways to help their clients at a "practical workshop" held in connection with the National Association of Broadcasters convention. Shown above, at a session on newsroom law, are (l-r) David M. Olive, of McMillan & Spratling, Birmingham, Ala.; Steve Nevas, the NAB's First Amendment counsel, and Richard Schmidt, of Cohn & Marks, Washington.

another system couldn't be used in the one we picked." And, Rivera said, "We were faced with various shades of red, not with apples and oranges. We couldn't pick one over the others."

But even beyond such matters, life, the lawyers were told, is complicated for broadcasters. There are the antitrust laws.

They appear to be "uncertain" and look "imprecise to communications lawyers" bred on the Communications Act, said Victor K. Ferrall Jr., of Crowell & Moring, Washington. He warned that the commission's generosity may be a broadcaster's undoing. "The fact that you can get the FCC to say you're client can do something [for instance in a matter involving joint sales] doesn't get your client off the antitrust hook," he said. "Other people can complain and sue."

And with the NAB code on commercial time standards having been junked as a result of the antitrust suit brought by the Justice Department, Wolner said that a broadcaster, individually, is free to set his own standards. But, he added, the broadcaster would be well advised to stay out of an agreement with competitors to set joint standards. What about an agreement to fill the gap left by the commission—one that would establish the standards for the AM stereo or teletext system the broadcasters would use? "Anytime more than one competitor in a market talks of standards, you may have a problem," he said.

Not only antitrust matters but newsrooms are providing new worries for broadcasters and business for lawyers. David M. Olive, of McMillan & Spratling, Birmingham, Ala., noted, for instance, that broadcasters who think they can, with impunity, "repeat whatever someone says," particularly if they give a party attacked by a statement a right of reply, are wrong. As a further indication of the dangerous murkiness of libel law, he said "actual malice"—the test used in determining whether a public figure may sue for libel—doesn't mean actual malice. It's very complicated; there's no good way to break it out." That wasn't the extent of the bad news. Olive also said summary judgments throw-

ing out libel cases are "hard to get" from courts.

Stephen E. Nevas, the NAB's First Amendment lawyer, ticked off a number of other areas where a station's news operation must be sensitive to the requirements of the law—resisting subpoenas aimed at obtaining the identification of confidential sources, among them. In some jurisdictions, shield laws designed to protect journalists in such situations are not effective, he said, so "we have to have facts to convince a judge to quash" a subpoena. He suggested that newsrooms keep a log of the subpoenas with which they have had to deal so they could "show harassment." Invasion of privacy and negligence are also matters of which the newsroom must be aware. Get permission "before" the cameras begin on an interview, he advised. And live coverage of a terrorist incident that provides the terrorists with information they later use in injuring or killing law enforcement officers, he said, could lead to a negligence suit.

Antitrust and newsroom law problems may require new skills of communications lawyers. But cellular radio is making regulatory law once again a lucrative field. Philip Permut, of Kirkland & Ellis, Washington, said there is an enormous pent-up demand for the mobile radio service. He noted that in New York there are only 700 mobile telephones with thousands of would-be owners on waiting lists, even though the quality of the service available is poor.

And George R. Borsari Jr., of Daly, Joyce & Borsari, Washington, was a living example of the success that comes to a law firm ready to operate in a field [in this case cellular] ready to burst with business.

The Washington firm has doubled in size—from five to 10 lawyers—and has hired law clerks, paralegals and secretaries it had made do without, and is still hard-pressed to keep up with the job of filing applications and preparing to oppose conflicting proposals. It is not unusual, he said, for lawyers "to sleep on the floor in their offices" as they strive to move what appears to be mountains of paper work.

And the billing is good. He said a batch of

10 applications produced charges of \$5,000 to \$6,000 each. In addition, he said the cost of shepherding an application through to grant—including a comprehensive hearing—could run as high as \$400,000.

But what of the future? Commissioners Rivera and Dawson were asked what changes will be evident in the commission when it is reduced from seven to five members on June 31?

Dawson thought the change would make no difference. She said the only difference will occur with the departure of Commissioner Anne Jones, who surprised everyone two weeks ago with the announcement of her resignation (BROADCASTING, April 11).

Rivera agreed that Jones's departure will make a difference—and he referred specifically to the commission's deliberation on the proposal to repeal the financial interest and syndication rules. He said the reduction in the commission's size would make a difference "in the way the commission is managed." The chairman, he indicated would not have the freedom he now enjoys in setting their commission's agenda and allocating resources. A commissioner now needs three other votes to prevail over the chairman on such matters. "Collecting two votes," Rivera said, "will be easier." □

## Baker advances cause of TV in the Senate

**In NAB luncheon speech, he praises job broadcasting has done and urges that nation be allowed to see Senate at work**

Senate Majority Leader Howard Baker (R-Tenn.) praised the broadcasting industry for its effective "stewardship" of a medium that has "extraordinary" influence on American life. Baker was the luncheon speaker for the TV side of the NAB convention last week.

He noted that the industry's priorities have changed very little in the 10 years since he last addressed an NAB convention. At that time, Baker was ranking minority member on the Senate Communications Subcommittee, and the issues of deregulation, program quality and the industry's public service commitment were also being discussed. Baker said the industry had done a good job at protecting the public's interest. And while the power and influence of broadcasting "might strike terror" in some, he said, broadcasters, overall, have borne the responsibility well.

"I believe it is nothing short of miraculous that with your enormous power has come enormous freedom from official restriction. No other communications industry on earth can claim less interference from government than you can," Baker said. He told the broadcasters that the absence of restrictions will continue as long as broadcasters serve the public interest.

In prepared remarks not delivered, Baker cited several examples of TV's commitment to the public. "*Winds of War* gave us history as well as histrionics. *Diffrent Strokes* gave



Baker

abuse from none other than Nancy Reagan. And *60 Minutes* proves every week not only that truth is stranger than fiction but that it gets higher ratings."

The Tennessee Republican also went on

the stump for a resolution to permit broadcast coverage of the Senate, a cause dear to him. He reintroduced a measure in the 98th Congress (S. Res. 66) to permit broadcast coverage. The bill, however, was referred to the Senate Rules Committee and was the subject of a hearing last week (see "Top of the Week"). The resolution has met with stiff opposition, and even Baker expressed doubts about its immediate passage.

He noted that critics of the measure have charged that Baker's interest in televising Senate proceedings is for "personal gain." Baker argued, however, that because he now is not seeking re-election, there is no merit to that charge. He pointed out that the House has had television coverage since 1974 "without calamity to the republic."

"And it should not be necessary for an American citizen to make an expensive pilgrimage to Washington to see his government in action when technology can make him an eyewitness to history in his own home," Baker stated. He said he feared that if all political debate is televised, except the Senate's, then the "Senate's special prominence cannot be saved." In his prepared text, Baker said: "We need not throw ourselves on the mercy of the network news organizations. The House controls its own coverage, and the networks abide by those rules. The Senate has equal power and, in my view, equal obligation to the American people. □

son thought the FCC had given up managing the spectrum. "I don't think we have given up the role," she replied. She suggested that spectrum management shouldn't be confused with deregulation.

Broadcasters also wanted to know about the status of the FCC's rulemaking on FM allocations (Docket 80-90). Dawson noted that the commission's record on new entrants hasn't always been "terrific."

Rod Porter, chief of the Policy and Rules Division at the FCC, noted that the staff is preparing recommendations on Docket 80-90 and he anticipates that the commission may act by the end of next month. □

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## Short course on tax laws

**Lightly attended session covers application of tax laws to those buying and selling stations and to pension plans, profit sharing**

Participants and audience were in roughly equal numbers last Tuesday morning in Las Vegas at an NAB early-bird workshop on the application of tax laws to station trading, pension plans and profit sharing. At the opening, the room contained three panelists, a moderator, one journalist and an audience of seven, including, it was later learned, one panelist's wife. Absentees missed a quick course in getting the most for buyer and seller and staying out of trouble under new laws governing retirement benefits.

In any transfer of a station, buyer and seller have conflicting tax advantages to gain, it was explained by Raymond Wiacek of the Washington law firm of Jones, Day, Reavis & Pogue. The allocation of value to both hard and soft assets can make a difference to the net proceeds a seller obtains and the cash flow a buyer realizes.

Sellers try to avoid "depreciation recapture," the government's way of retrieving revenue from the sale of assets on which the seller has already taken depreciation. If the asset is sold for more than its original cost, the seller will pay income tax on the depreciation that has been taken and the much lower capital gains tax on the balance of the gain.

That puts sellers at odds with buyers, who want to allocate maximum value to assets on which they can start new depreciation schedules. But there are ways to accommodate both, although Wiacek concentrated more on buyer than seller.

The seller, he said, ought to put as much value as the buyer will allow on hard assets such as transmitters, but hard assets cannot absorb very much of the purchase price of broadcast stations, which are valued for such things as market size and audience acceptance.

Buyers should make the most of "soft" assets, such as an advantageous lease or a film library, which have useful lives of identifiable length and are therefore depreciable. So with talent contracts. A large part of the depreciable assets of a baseball team is its roster of contract players, Wiacek pointed out.

After ascribing values to assets, buyers

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## Regulatory breakfast

**Broadcasters break bread with FCC and Congress staffers to get views on license fees and deregulation activity**

It was a behind-the-scenes look at the FCC and Congress that drew an early morning crowd of broadcasters for a series of small roundtable discussions with FCC officials (including Commissioners Joseph Fogarty and Mimi Dawson) and with representatives from key congressional committees.

Broadcast deregulation seemed to be the primary issue broadcasters wanted to discuss. They wanted to know exactly where FCC Chairman Mark Fowler and Congressman Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, stood on deregulation.

Willard (Randy) Nichols, Fowler's chief of staff, discussed the chairman's position. He noted that because Fowler doesn't think "full deregulation" is a realistic possibility, he suggests that broadcasters "go to the table and take a look at the possibility of a license fee." He said Fowler firmly believes broadcasters deserve complete deregulation, but that he realizes it is a political impossibility. He insisted that the chairman is "not a cheerleader for spectrum fees," and would only support a modest flat rate.

Tom Rogers, counsel for the House Telecommunications Subcommittee, told the group that Wirth believes radio should be deregulated, but that it is a question of "timing." He noted that broadcasters are going to have to recognize that there is a value attached to their licenses. Rogers dismissed

rumors that Wirth was considering fees as high as 10% of the broadcasters' gross revenues. Instead, Rogers said, no figures have been established.

One broadcaster asked if Wirth is planning to use the fees to fund public broadcasting. Rogers said that it hasn't been decided where the fees would go. Although he agreed that Wirth is an advocate of public broadcasting, Rogers said, Wirth has not made up his mind.

NAB Board Chairman William Stakelin asked Rogers what is "holding up" the committee from acting on radio deregulation, if it is something that Wirth supports. Rogers said it is an issue that needs careful examination separate from the issue of spectrum value. It was clear that the broadcasters attending the session responded with little enthusiasm for a spectrum fee.

There was some encouraging news, however, on the subject of deregulation. Although Wirth has formally stated his opposition to S. 55 (the broadcast deregulation bill), representatives from the Senate Commerce Committee staff are meeting with the Telecommunications Subcommittee staff in an attempt to reach a consensus on deregulation. Chris Coursen, counsel for the Commerce Committee, noted that "we are very serious about the negotiations we are having with the House side." Coursen noted, however, that broadcasters should not reject any proposal "before you heard it." He suggested that they "keep their minds open," to all proposals and "be willing to look and listen and evaluate."

One broadcaster wanted to know if Daw-



ought to assign values to "things they may lose someday." Wiacek said. A network affiliation contract cannot be depreciated as an asset with a definable life, but its value can be deducted as a business loss if the network drops the station—even if the station finds a substitute affiliation. Call letters fall into a similar category. If it is considered necessary to change calls for a defensible business reason, the loss of the value of the discarded call may be claimed.

Another panelist, Raymond Bender Jr. of the Washington law firm of Dow, Lohnes & Albertson, discussed tax-deferred transactions, encouraged by the FCC to further its crossownership policies and the expansion of minority ownership.

A third, Norman Eule, of Pierson, Ball & Dowd, Washington, said it was essential for broadcasters with pension and profit-sharing plans to bring them into compliance with the Tax Equity and Fiscal Responsibility Act of 1982. The act requires wholesale changes in the ways most plans need to work, Eule said. Barbara Dent, of the NAB staff, moderated the session. □

## Lawyers advise how to get the most for station's legal dollar

**Use local firms when possible, don't always insist on using senior partners, utilize NAB and don't confuse lawyers with psychiatrists are tips offered**

As Erwin Krasnow, senior vice president and general counsel of the NAB, put it, in introducing the panel, lawyers who have been living well off the long forms broadcasters have been obliged to file with the FCC undergo a "traumatic" experience in looking at the "short form renewals" it now provides. Still, three apparently successful communications lawyers responded without flinching in addressing the question put to them: How can broadcasters cut their legal fees?

Broadcasters should not insist on having a senior member of a firm perform relatively routine tasks, said Wade Hargrove, of Tharrington, Smith & Hargrove, Raleigh, N.C. "There are economies to be achieved... firms have different levels of people with different levels of skills, so be selective." tive."

Eric Bernthal, of Arent, Fox, Kintner, Plotkin & Kahn, Washington, warned broadcasters to avoid confusing their lawyers with their psychiatrists and engaging in long "stream of consciousness" monologues on the nature of their problems and the broadcasting business—unless they are prepared to pay for the lawyer's time. "Ask your question and get off the phone," was his advice.

And Edgar H. Holtz, of Hogan & Hartson, Washington, suggested that broadcasters could save money by matching problems to be solved with specific resources that might be available. For instance, it might be wise for a broadcaster to use local counsel for certain matters and a communications



**Cost cutters.** Three communications lawyers offered broadcasters tips on how they could hold down legal fees. Erwin Krasnow, NAB senior vice president and general counsel, moderated the session. The panelists were (l-r): Edgar Holtz, Hogan & Hartson; Eric L. Bernthal, of Arent, Fox, Kintner, Plotkin & Kahn, and Wade H. Hargrove, of Tharrington, Smith & Hargrove.

law firm for others. Large corporations might do well to use house counsel, or instead of a large firm, "a boutique" firm of two or three lawyers. The NAB itself can be an appropriate legal resource, he added.

The three lawyers were not always in agreement. Hargrove, for instance, said he would not discourage the "counseling function" that Bernthal described. He thought it a valuable service lawyers can provide—"but it does cost money," he said. And more than the other two, Hargrove favors representing clients on a retainer basis. He said it encourages a closer lawyer-client relationship and the practice of "preventive law"—the seeking and giving of advice that heads off an action that can cause expensive legal problems. Bernthal had a more jaundiced view: "In a retainer situation, someone has to lose, and it's not the lawyer."

But on most other matters, they did agree—on the need for trust and confidence

in the lawyer-client relationship and on the need for broadcasters to complain and ask hard questions when concerned about a bill or the work done by the firm. "If you don't ask questions, you don't improve things," Bernthal said. He also indicated lawyers would prefer hearing complaints to being fired without notice.

Despite the candid advice, lawyers' fees are not likely to drop precipitously. Hargrove said lawyers' rates are competitive and reflect demand on services. But as Holtz noted, fees—ranging up to \$200 an hour and more for the time of a senior partner in a major firm—pay for more than the lawyer involved. They help pay for backup the firm provides—it's "poppycock" to say a client hires a lawyer and not the firm, he said—and the overhead. And the overhead can be staggering—including the \$40,000-a-year salaries associates fresh out of law school are earning in the most prestigious firms. □

## Attorneys debate TV deregulation

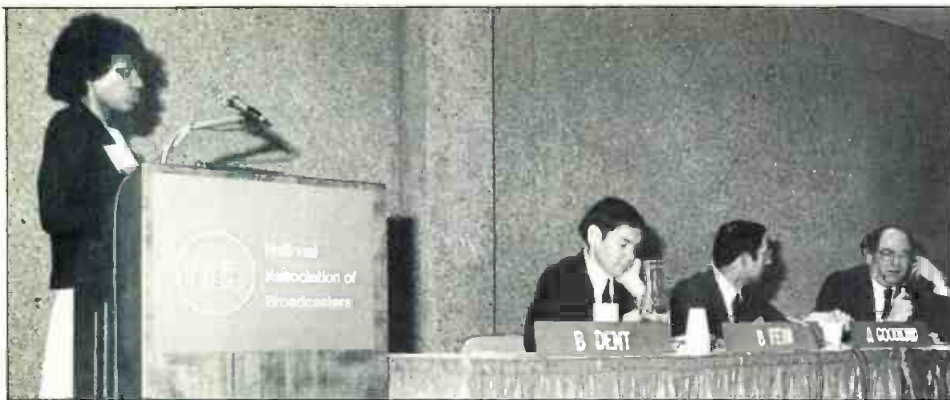
**FCC's Fein argues for complete deregulation; lawyers Goodkind and Rosenbloom favor a more restrained approach**

Bruce Fein, the FCC's general counsel since January, used the forum provided by the National Association of Broadcasters convention last week to put on display a deregulatory philosophy probably unmatched for purity by that of anyone else at the commission, including Chairman Mark Fowler. At a lawyer's workshop (see page 86) and again at a panel on television deregulation, he made the case for virtually complete deregulation of broadcasting.

His point, essentially, is that technological developments and "a more sophisticated understanding of the marketplace" put in considerable doubt the spectrum scarcity argument long used to justify broadcast regulation. The Fein thesis is not new, but rarely has anyone applied it in as relentless a fashion. And, as at the lawyer's workshop, lawyers who shared the panel with him expressed some real-world oriented misgivings.

VHF drop-ins, direct broadcast satellite service, low power television, increasing cable television penetration—these and other developments indicate the problem "is not one of spectrum scarcity but of available programing," Fein said. He predicted that by the end of the decade, spectrum scarcity will no longer mandate strict broadcast regulation. And Fein suggested that the network syndication rules, formal ascertainment requirements, restrictions on commercial time and program logging in television, were ripe for elimination.

And, as for the issue of diversity of voices, he feels a "more sophisticated" view than simply "the number of voices is involved." If that were the concern, broadcasters would be limited to number of hours a day they could broadcast. "What's more important is the high quality viewpoint. Consequently, we must remove the shackles of the crossownership and multiple-ownership rules," he said. And "by the end of the summer," he added, "there will be some commission action" on the rule limiting station ownership to a maximum of seven AM, FM and seven television outlets. In that connec-



**Private sector.** Two private attorneys discussed television deregulation "what and when" with FCC General Counsel Bruce Fein. Barbara Dent, NAB attorney, moderated the panel that included (l-r): Fein; Arthur B. Goodkind, of Koteen & Naftalin, and Joel Rosenbloom.

tion, he said he would favor treating the networks the same as any other entity. There has been considerable speculation that the commission will not lift the present restrictions from networks. But Fein said he would prefer to rely on the antitrust laws to guard against anticompetitive activity by the networks, not the ownership rules.

The public interest standard poses no obstacle to the kind of deregulation Fein regards as desirable. "The public interest standard does allow the commission to rely on the marketplace," he said in reply to a question from Washington communications lawyer Neal Goldberg. "If the broadcaster doesn't provide what the consumer wants, he runs out of business. The consumer dictates what appears [on television] by turning the channel selector." Nor does the possibility broadcasters would, in the absence of regulation, be likely to offer pornography to gain audience, prove an obstacle. State and federal laws banning obscenities would remain in effect, he said. And he thought that, given the competition, a broadcaster would not find it "judicious" to offer such programming.

But the deregulatory scheme Fein presented was not without its problems for some lawyers. Arthur Goodkind, of Koteen & Naftalin, said, not all deregulation "is to the public benefit or to the broadcaster's private good." He raises the question of how a multiple owner, faced with a license renewal

threat by a competing applicant would be in a position to defend its license if the commission has no programming standards for judging programming. And going into the proceeding, Goodkind noted, the multiple owner would be at a disadvantage on grounds of diversity of ownership and local ownership.

What's more, he said, some of the most important FCC decisions involve frequency allocations. "There is heavy competition for spectrum within and between services," he said. "These conflicting demands have to be resolved by the FCC." The VHF drop-ins proceeding—in which hundreds of new assignments may be added to existing channels—offers an example. "Somebody has to make a judgment as to whether providing television service to an unserved rural area is more important than an additional service to a well-served area," he said. "The FCC can't avoid policy judgments which in the end will be political judgments when it comes to making decisions on spectrum allocation," he said.

The commission is not so sure, apparently. Fein disclosed that the commission is examining the possibility of applying the marketplace theory of regulation to the question of spectrum allocation. He said the Office of Science and Technology and the Office of Plans and Policy are looking into whether the commission could allow a person licensed to operate in one service, say, UHF television, to switch to another, provided in-

terference standards were met this way, he said, the commission would not be required to make a policy judgment as to the need for particular service.

But Joel Rosenbloom, of Wilmer, Cutler & Pickering, also seemed skeptical that complete deregulation would dawn soon. When will broadcasters operate only under the burden of government regulation known to other businessmen—and not with the added burden associated with public interest obligations? When broadcasters own the spectrum, as they do the land under their transmitters, Rosenbloom said. "The idea is not crazy," he said. He noted that economists have written and spoken about it for a long time. But he did not think the ownership acquisition would occur soon—"not in my lifetime or yours," he said. But with spectrum ownership, he said, "no one could point to scarcity as a basis for regulation."

Meanwhile, he said, broadcasters will have to make do with "halfway houses" of deregulation being offered. The commission is expected to propose the same kind of regulation now in effect (pending court review) for radio—elimination of license renewal processing standards for nonentertainment programming and commercial time, formal ascertainment and program-logging requirements. But, if Fein is correct, that would be a small thing come the early 1980s.

A few hours before the panel on television deregulation, one was held on what aspects of radio the commission "would not deregulate." Ten items were listed on a chart in the room where the panel was held. And while most were not discussed, the remarks regarding two of them indicated further deregulation may not be an easy thing.

For instance, John Feore of Dow, Lohnes & Albertson, said, "No one ever comes in to look at the public inspection file," which stations are required to maintain. He thinks the rule's days are numbered. But, he said, "You hear the opposite at the commission." Since less paper is now required to be filed with the commission, he said the agency feels the rule is "more important." Molly Pauker, legal assistant to Mass Media Bureau Chief Larry Harris, said that when she served with a public interest group before joining the commission, she found the file useful. Besides, she said, "I find it hard to understand why it's so burdensome."

As for the equal employment opportunity rules, they seem a virtually permanent fixture. "I don't see any lessening of requirements," said Martin R. Leader, of Fisher, Wayland, Cooper & Leader. He noted that the Office of Management and Budget has attempted to persuade the commission to abandon the rules and the paperwork involved. But, he said, "the commission and public interest groups have resisted." And, Pauker said, "there is a continuing commitment to enforcement within the commission."

The panel also provided another insight into expenses and problems the commission's drive to open the door to additional service can involve. The staff expects to complete work on the report and order easing entry and establishment of additional FM stations. The staff estimates the new standards would admit another 700 stations and



**Radio dereg.** The FCC has not completely deregulated radio, as one of the NAB panels made clear. Barry D. Umansky, of the NAB legal department, moderated the panel which included (l-r): Molly Pauker, legal assistant to FCC Mass Media Bureau Chief Larry Harris; John R. Feore Jr., Dow, Lohnes & Albertson, and Martin L. Leader, of Fisher, Wayland, Cooper & Leader.

also believes some 7,000 applications will be filed, producing another major processing burden, coming after those caused by the introduction of low-power television and cellular radio services. But key members of Congress who have been approached on the subject have indicated funds to handle the processing job will be forthcoming. Officials say the commission will need \$1 million for a computer and additional staff. □

## EBS taken too lightly, says FCC's Dawson

**Defense commissioner vows to improve state of Emergency Broadcasting System, which she says needs more funds and should take advantage of new technology**

The FCC has been "negligent" in its administration of the Emergency Broadcasting System and can place much of the blame for the spotty, poorly coordinated systems in many states today squarely in its own court. That opinion, from the FCC's defense commissioner, Mimi Weyforth Dawson, highlighted a workshop on the current state of the EBS, a state Dawson vowed to improve.

Although the EBS is one of the government's "most important functions," it is the one "most underrated by government officials," said Dawson, who was appointed defense commissioner in June. "The FCC has been negligent in failing to use its clout to convince Congress to allocate proper funds for the EBS," she said, and in failing to provide equipment to broadcasters who needed it to participate in the program. "All of us in government, and broadcasters too, are taking the EBS too lightly."

Since her appointment, Dawson has created a long-range planning committee to work within the National Industry Advisory Committee for the EBS. "The new technologies," she said, "have to be brought into the system."

The FCC "should begin an immediate assessment of each state's EBS plan or draft plan, to assess our weaknesses," she said.

The assessment should be presented to the President, governors and each state's congressional delegation. Once the FCC determines what is needed for the program, it should go to Congress to ask for the necessary legislation, she said.

The FCC should see that equipment is being maintained, said Dawson, and it should monitor the program more closely. "When there is an activation we want to know what worked and what didn't," she said. Within the next few years, Dawson said she would like to visit "all of the states" to see the programs in place at close range.

Along with closer attention from the FCC, the EBS system needs training programs, so



Dawson

station personnel are kept up to date. Training programs are especially important, noted one broadcaster at the session, because broadcasting is subject to high turnover.

Broadcasters blamed budget cuts that have eliminated government workers who visited stations to monitor the EBS program. The Federal Emergency Management Agency has lost 10 such workers, according to a spokesman.

Although the EBS is a program required by the government, it is operated largely on a voluntary basis, said one broadcaster. "It has not been executed well and is in sad shape in many states." □

## Dereg shootout in Vegas

**Congressional panels review prospects for broadcast relief, with many feeling Wirth is main obstacle; Tauzin has plans to get his own H.R. 2382 through**

Broadcast deregulation was the subject of two panel sessions last week at the NAB convention. Key congressional leaders active in communications legislation agreed that it is time to deregulate radio, but there was considerable division over how much deregulation and whether broadcasters should pay for it.

Senator Larry Pressler (R-S.D.), a member of the Senate Communications Subcommittee, and a co-sponsor of S. 55 (the broadcast deregulation bill unanimously passed by the Senate), reviewed the benefits of S. 55, but its fate now lies with the House, where Congressmen Matthew J. Rinaldo (R-N.J.) and Billy Tauzin (D-La.) say the bill won't go anywhere. They pointed out that Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, has stated his opposition to S. 55, and as committee chairman he has the power to kill the measure.

Tauzin, however, has his own solution. He and Representative Tom Tauke (R-Iowa) introduced a broadcast deregulation bill last month, H.R. 2382, which, like S. 55, has broadcaster support. H.R. 2382 codifies the current FCC radio deregulation and extends it to television. It also abolishes the comparative renewal process. It is identical to H.R. 5242, the Collins deregulation measure that was co-sponsored by 102 members in the last Congress but which never got out of committee.

Rinaldo noted that there is "obvious substantial support" for broadcast deregulation in Congress, but that it will be extremely difficult to get either S. 55 or H.R. 2382 through the subcommittee. Rinaldo, who is the ranking minority member on the subcommittee, suggested that broadcasters get behind a compromise bill. He said that the



**Hill points of view.** The most definitive statements made at last week's NAB convention session on cable copyright and must carry came from the floor, and not from the half dozen congressmen assembled to describe their views on, and field questions about, those controversial subjects. David Polinger of WPIX-TV New York, Frank Smith of KRIS-TV Corpus Christi, Tex., and Les Arries of WIVB-TV Buffalo, N.Y., were among those who

made it clear they were displeased by the status quo and were counting on Congress to do something about it. For their part, the congressmen said they'd try. L-r: moderator Carol Randles of the NAB, Senators Dennis DeConcini (D-Ariz.) and Slade Gordon (R-Wash.), Representative Robert W. Kastenmeier (D-Wis.), Senators Patrick J. Leahy (D-Vt.) and Charles McC. Mathias (R-Md.) and Representative Carlos J. Moorhead (R-Calif.).



**Deregulation strategists.** They didn't all agree on what was the best approach to get radio deregulation through the House of Representatives, but this panel of congressmen provided broadcasters with an insightful and lively debate. L-r: Pressler, Leland, Rinaldo and Tauzin.

minority staff and Wirth's staff are already discussing possible compromise legislation, but that they have a "long way to go." He stated that Wirth will only support a measure in which broadcasters pay for their use of the spectrum. Although he acknowledged that the concept of spectrum fees is unacceptable to many broadcasters, Rinaldo said that a compromise could be devised using a contract that would place a cap on fees and bar future Congresses from increasing those fees. He insisted that it was the only logical route because "I don't think you can change Wirth's mind."

Tauzin, however, is opposed to any fees. He feels confident that broadcasters can build momentum in Congress that could lead to possible hearings and eventually to passage of the bill.

Rinaldo called Tauzin's attempts to pass the measure "futile." Tauzin, however, maintained that it can happen: A discharge petition with enough signatures could go straight to the floor, slipping by Wirth's subcommittee.

A visiting Australian broadcaster attending the sessions explained what occurred in his country, where broadcasters have been paying a spectrum fee for about 25 years. He said the government originally "intended that the fees would be moderate and at a flat rate." Now, he noted, the fees are based on a sliding scale, so that the more a broadcaster earns, the more he pays. The visitor said he pays up to 5% of his gross revenues in fees.

Congressman Mickey Leland (D-Tex.) favors radio deregulation but also believes that a value should be placed on use of the spec-

trum. Leland suggested that the fees be used to provide opportunities for minorities to participate in the telecommunications industry. He said statistics show only 2% of the broadcasting industry is owned by minorities. Since the private sector is not meeting its obligation to minorities, a spectrum fee is essential, he said. Leland said that while he is ready to support radio deregulation he has problems with accepting deregulation of the television industry. Pressler noted, however, that there would be stiff resistance to spectrum fees from the Senate.

On the second panel, Congressman Cardiss Collins (D-Ill.) agreed with Leland, suggesting that spectrum fees be used to enhance minority participation in the communications industry. Collins questioned whether the public's interest would be served through complete deregulation. She wants to insure that broadcasters serve all segments of society. She urged the broadcasters to "think carefully about deregulation and not what it means to your purses but what it means to the country as a whole."

Senator Daniel Inouye (D-Hawaii), a member of the Senate Communications Subcommittee and supporter of deregulation "on a limited basis," said he does not favor a spectrum fee. Instead, Inouye said that fees should be limited to cost of regulation, such as those contained in S. 55. He predicted that there would be little support in the Senate for spectrum fees.

Inouye said he believes that broadcasting is still the most "persuasive medium," and that he favors retention of the fairness doctrine and equal time rules. Without those

protections, Inouye said, there would be "potential for abuse" and the public interest would suffer.

Congressman Tom Tauke (R-Iowa), the other major sponsor of H.R. 2382, argued against spectrum fees and content regulation of the medium. "We have a heritage and commitment to the notion of free speech," Tauke said. He noted that he thought people were sophisticated enough to separate the "wheat from the chaff." Tauke maintained that there is already vast competition in the communications industry and the spectrum scarcity argument is no longer valid. "There is going to be ever greater diversity and many more opportunities for the average listener," he added.

Senator Robert Kasten (R-Wis.), a member of the Senate Commerce Committee, stated his support for S. 55 and said the "time is due" for broadcast deregulation. Kasten also opposes a spectrum fee and believes that diversity will be enhanced through deregulation. He urged the broadcasters to seek grass roots support and let their case be known to Congress. □

## Harris reviews FCC dilemmas

### Lack of engineers hinders progress on deregulation

One of the major problems facing the FCC is that "we just don't have enough engineers," said Larry Harris, chief of the FCC Mass Media Bureau. Harris made that statement while participating in a one-on-one session with National Association of Broadcasters President Edward Fritts.

Harris noted that the bureau for some time had only one engineer, and now has lost that one. He explained that private enterprise has drawn away many of the commission's engineers and that the FCC's hiring freeze adds to the dilemma.

Harris's admission about the shortage of engineers was significant for the NAB, which has voiced serious concerns about the commission's failure to set standards for teletext and AM stereo. Harris also noted that a lack of engineers to process applications is contributing to the serious backlog in FM applications. "We need major surgery in that area," Harris said.

Another concern of broadcasters is the FCC's proposal to increase the number of FM stations available. The FCC's proposal to require broadcasters to share frequencies used for ENG purposes with cable and private microwave operators, is another worry for broadcasters.

Fritts asked Harris about the Mass Media Bureau's role in the reallocation of spectrum. Harris said there was a need for the FCC to review spectrum usage because there are more efficient ways to use spectrum.

Harris, however, assured the broadcasters that the commission won't make any decisions on spectrum reallocation without consulting a study on reallocation prepared by FCC's Office of Science and Technology. He said that other spectrum is available and that



**Deregulation debate.** Broadcast deregulation was one of the most talked about topics at the NAB convention. This panel of Congressmen generated even more discussion. From l-r: Kasten, Collins, Inouye, and Tauke.

he didn't believe it would hamper broadcasters in news gathering. But, he emphasized to the broadcasters, "you have to show me to convince me that we need reallocations. Before you ask for additional spectrum, make sure you're using spectrum in the most efficient manner."

Harris noted that criticism has been leveled against the commission charging that "maybe we have moved too fast into deregulation." But he argued that the commission will continue to maintain the technical integrity of the spectrum. One broadcaster asked Harris when the FCC will act on television deregulation. Harris predicted that the commission may likely move on it this year. But, he suggested, it may be wise to wait and see what the appeals court rules on radio deregulation.

When asked if common carriers pose a threat to broadcasting, Harris said he thought the distinctions between common carriers and broadcasters will begin to "blur." He predicted that a "whole new concept of paging will evolve." The industry is unlimited in growth, he said. Harris cited an interview with Metromedia's Bob Bennett (BROADCASTING, April 11), who Harris said, is predicting a tremendous growth in new types of services.

On the subject of FCC long-range plans, he noted that he thinks the commission will continue on its deregulation path. "I think we will be able to create a viable marketplace. We won't stand in your way," Harris said. □



Stakelin and Miller

## Miller defends FTC move to get unfairness issue clarified by Hill

**He says Congress, not bureaucrats, should decide**

The Federal Trade Commission's efforts to have the Congress define the FTC's authority on unfairness was elaborated for the NAB last week by FTC Chairman James C. Miller III in "A Conversation With..." session in Las Vegas, with the interrogator being NAB Chairman William Stakelin. That agency's broad authority "gets it into a lot of trouble," Miller said. Asked by Stakelin to define what fairness is, Miller likened it to

the price of a used car: unfairly high to the buyer, unfairly low to the seller.

The unfairness standard was the kind of decision Congress should make, said Miller, "not one for an unelected bureaucrat like myself." He said his intent in seeking congressional guidance came because he didn't want "to open the floodgates to [the FTC's] being meddlesome." The agency should be discouraged from trying social engineering, he said, and advertisers should be relieved of an overzealous commission.

Miller said, however, that there was still a



**Get serious.** Broadcasters should acquaint themselves with copyright law and should seek help, when necessary, to determine if their rights are being observed by cable operators. According to four copyright specialists who advanced that opinion at a workshop on the subject, copyright matters will gradually become more important monetarily to broadcasters, as growth of the cable industry results in larger awards under the compulsory license.

Participating in the panel were Michael Berg, NAB staff attorney; James Popham of Fawer, Brian, Hardy & Zatkis, New Orleans; John Stewart, Crowell & Moring, Washington, and Norman Leventhal, Washington attorney.

It is because broadcasters failed to think of themselves as copyright owners that the Copyright Royalty Tribunal came into being, said Popham. They should do so now, he said. To apply for an award under the Copyright Act, broadcasters must file claims with the CRT each year in July. The NAB instructs its members each year in a special memo on how to file claims.

In 1982, fees paid by cable operators under the compulsory license totaled \$35 million, triple those paid in 1978, said Stewart. According to Popham, awards to broadcasters ranged from "\$16,000 to 16 cents," and "there were not many of the \$16,000 kind."

Low-power stations are currently "in limbo" under copyright laws, according to the panelists. They are neither protected under the FCC's must-carry rules nor can they be defined under the law as distant signals.

Broadcasters, on the other hand, should be well acquainted with copyright law, to protect themselves against unfair injury from cable operators. Some operators are using last summer's compulsory license rate increases as an excuse to drop distant signals, said Stewart, even if the new rates do not apply to those signals. The new rates apply to only about one third of all cable operators, he said. They do not apply to systems with less than \$28,000 in annual revenues, systems located outside all TV markets or to signals permitted under the FCC's now-eliminated distant signal importation rules. If a system carried a signal under a waiver prior to the rate increase, the waiver still applies, he said.

When purchasing the rights to sports events, a broadcaster should be paid for relinquishing his copyright to team owners or leagues, said Stewart, because a station's production adds to the value of the broadcast, parts of which a team may resell in syndicated programs. Also, the "compilation" or packaging of a program lineup is a "copyrightable" thing.

Popham closed the session with an admonishment to broadcasters. "If this panel had taken place at the National Cable Television Association convention, the room would be packed," he said to an audience of not more than 30 people. "Cable operators take this seriously," he said, while broadcasters "look only as far down the road as the next P & L sheet." Broadcasters must "tell their own stories" in Washington, he said, and if they have problems with a local operator, should complain to franchise authorities.



**Political payoff.** Jack Rosenthal (r), president, broadcast division, Harriscoppe Broadcasting Corp., Casper, Wyo., was given the NAB's Grover C. Cobb Memorial Award at last week's NAB convention. The award recognizes outstanding political action on behalf of broadcasting and was presented last week by William F. Turner (l), of KCAU-TV Sioux City, Iowa, chairman of the NAB's Television and Radio Political Action Committee. Said Rosenthal: "We, as broadcasters, should engage in free-wheeling discussion of the important issues of the day, and we should not be afraid to do so. We should be sophisticated enough to place more emphasis upon the First Amendment responsibilities that are inherent in our licenses and, perhaps, a little less emphasis upon entertainment. Show business may be a fun place to visit, but broadcasters should not hide there."

**Bringing back memories.** The highlight of the annual Broadcast Pioneers Breakfast at the NAB convention was a recreation of the *Dennis Day Show* of radio fame. The show also featured taped portions of the old *Jack Benny Show*, on which Day appeared, and live appearances by other Benny regulars. Also appearing were Frank Nelson and Viola Vann, who performed a skit of the verbal battling of *The Bickersons*. Art Gilmore was the announcer and Frank Breese was producer. Shown gathered around the old NBC mike are (l-r): Harry O'Connor, of the Pacific Pioneer Broadcasters of Hollywood, who helped organize the show; Day, and Hal Niven, president of the Broadcast Pioneers.



strong need to define deception, and that his FTC "will be very, very tough on fraud" as well as tough on deception. What about double billing? While calling that a problem, he said it was one for which the private market has numerous remedies. Consequently, he said, there is little reason for the FTC to get into it.

A question that had come up in another of NAB's Las Vegas sessions was put before Miller by Peter Pitsch, head of the FCC's Office of Plans and Policy. It had to do with the broadcast industry or its hardware suppliers getting together to adopt technical standards, in light of the FCC's increasing reluctance to deal with such matters. Could

the FTC hold such actions exempt from the antitrust laws? Miller said that although price fixing, per se, was off limits, he believed such negotiations could be handled on a "rule of reason" basis, and said further that he thought the agency could give a letter on such questions "in fairly expeditious fashion." □



**Productivity on-line.** Even President Reagan has something to say about the productivity campaign launched by the broadcasting industry. At a panel session entitled "Productivity: The Key to Prosperity," featuring key government, labor and business leaders, Reagan delivered a taped message to the broadcasters.

"I was heartened and proud recently to learn of your efforts in today's broadcasting industry to encourage American productivity. Through your national "Let's Work Together" campaign, you are using your microphones, cameras and transmitters to inspire our people to greater



achievement and a heightened sense of national unity," Reagan said. The President noted that overall productivity is improving and, "with your encouragement, I am confident we can send it soaring."

Also on hand to promote productivity were (right photo, l-r): Ken Dieker, group president, Peabody International, Fresno, Calif.; Howard K. Smith, moderator, and Thomas Donahue, AFL-CIO secretary-treasurer. The group discussed productivity from the differing views of labor, business and government, but one point they saw eye to eye on was that "we all have to work together."

# NAB CONVENTION: RADIO

## Multisystem AM stereo receivers: A solution to the marketplace problem?

**Demonstration at NAB of Sansui set capable of handling all four proposed standards seen by some as major breakthrough**

As far as many AM broadcasters were concerned, the most interesting piece of hardware on the NAB's 20-acre exhibit floor was shown without frills in one of the floor's smallest booths. The device was a nonworking prototype of Sansui's new multisystem AM stereo tuner (the TU-S77AMX), designed to receive the signals of all four AM stereo systems now vying to become the nation's standard.

Sansui representatives said they were taking orders at the show for the tuner and for a component car radio with similar capability and were promising delivery in September. "It is our objective to convince broadcasters to begin broadcasting using whatever system they desire," said Tom Yoda, vice president, sales and marketing. "Sansui equipment will receive them all. We are offering to license other receiver manufacturers thereby expanding the market. Now is the time to get AM stereo out of the experimental mode and into a real consumer market application."

Although the AM stereo/FM stereo table-top tuner was silent, Sansui demonstrated its multisystem technology in the booth with a component car radio. The radio was fed by stereo exciters for each of the systems, which were, in turn, fed by a common program source. According to Jerry Lebow, a consultant to Sansui, the multisystem decoding circuitry is contained in a single chip manufactured by another major Japanese electronics company. The retail price of the table-top tuner will be more than \$400, he said, while the car radio tuner will go for around \$250.

Proponents of three AM stereo systems welcomed the advent of the multisystem receivers, believing they would stimulate the

stagnant market. Kahn Communications and Magnavox promoted the multisystem concept and the Sansui products in their booths, and Harris went so far as to strike a pre-convention deal with Sansui that allowed them to take orders from broadcasters for the table-top tuner at a discount price of \$348. Only Motorola, which last December won the endorsement of Delco Electronics, one of the world's largest makers of car radios, was less than enthusiastic about the multisystem receivers and skeptical about their impact on the marketplace. As Motorola's Chris Payne said at the convention's AM stereo panel session, broadcasters must still decide which system is best and which they want to broadcast.

It's no surprise that Harris and Kahn are delighted by the prospects of multisystem receivers. Their strength in the marketplace battle has lain in their relationship with the broadcaster. They have been far more successful in persuading stations to put their systems on the air. According to the proponents, there are nearly 50 stations broadcasting the Harris signal and more than 30 broadcasting Kahn's. (By contrast, only six stations use the Motorola system, while just three use Magnavox.) With multisystem receivers on the market, many broadcasters resistant to investing in one of the systems in the absence of a standard may lessen, and Harris and Kahn believe they would be the beneficiaries.

Magnavox's support of the multisystem receiver, on the other hand, is a surprise. According to Louis F. Slangen, vice president, product planning, N.A.P. Consumer Electronics Corp., which owns the Magnavox brand, the multisystem receiver is a way of getting AM stereo off of high center. "Marketing multiple system radios is a way to bring AM stereo to consumers," he said, "before further delays diminish consumer interest and deprive AM stations of a valu-

able competitive tool."

Motorola, the only system proponent not to support the idea, is simply not a believer in it. According to Motorola's Frank Hilbert, multisystem AM stereo decoders will be too expensive to find much of a market. Because of AM stereo's limited frequency response, consumers will not purchase high-priced radios to listen to it. (Low- and medium-price AM stereo radios, on the other hand, he said, will find a ready market.) His chief concern seemed to be how well the Sansui radio decodes the Motorola signal since many broadcasters may use it to evaluate the systems. "We are going to yell like hell if anybody compromises our system," he said.

There were a few fireworks at the AM stereo session supplied mostly by Leonard Kahn, inventor of the Kahn system, and Motorola's Payne. Kahn challenged the methodology of the Delco test of three systems last year that eventually led to its endorsement of the Motorola system, even though he refused to submit his system for testing. After Delco's Bill Gilbert detailed the methodology, Kahn charged that Delco "did a lousy job," failing to make proper evaluations of the systems with respect to co-channel and adjacent channel interference, monophonic compatibility and harmonic distortion. Reflecting Motorola's belief that AM stereo has now come down to a two-way race between it and Harris, Payne used much of his time slamming the Harris system.

An interesting side-issue generated by the advent of the multisystem receivers is whether they make use of the patents of the various system proponents. If they do, they will be liable for royalties, Lebow implied that Sansui is not liable. "Our circuitry is proprietary," he said. "We're not using any of their patents. . . . We believe we have a unique and distinct technology for decoding these systems." Although neither Harris, Kahn or Magnavox are going to let their



**Marketplace in action.** Representatives of the four companies vying to become AM stereo standard argued the merits of their systems at a four-hour Tuesday NAB session. L-r: Leonard Kahn, Kahn Communications;

Bob Streeter, Magnavox; Chris Payne, Motorola; David Hershberger, Harris; Michael Rau, National Association of Broadcasters (moderator), and Arno Meyer, Belar Electronics.

technology slip away—royalties are, after all, the reason why the proponents are battling so hard to become the standard, they did not seem particularly concerned about pressing their patents against Sansui. As Magnavox's Streeter said, the proponents are "reluctant to stall something that is such a big benefit." □

## Getting serious about SCA's

**In wake of FCC's turning loose subcarriers, some veteran operators give advice, warnings**

The FCC's recent deregulation of FM subcarrier channels (BROADCASTING, April 11) proved particularly timely for two sessions at last week's NAB convention on how to make money with SCA's.

Jim Wychor, vice president and general manager of KWOA-AM-FM Worthington, Minn., related how his station was able to generate \$35,000 in additional revenues last year "at virtually no cost, by leasing its FM subcarrier to Market Quoters Inc., a firm that provides commodities quotations and other financial information to subscribers.

Market Quoters, said Wychor, leases 11 subcarriers on class C FM stations, to subscribers with 15 pages of information daily, much of which is received via satellite from Chicago's commodities exchanges. Instead of charging a flat fee, Wychor said KWOA-FM received 8% of Market Quoters sales as a lease fee for that subcarrier. In the case of a service like the one provided by his subcarrier, Wychor said, the key to understanding its value is "instantaneous information." Subscribers to Market Quoters service "can make or lose \$35,000 or \$40,000 in five or 10 minutes," depending on the price of a commodity at any given time.

Wychor also noted that SCA's can be used to provide paging services or dispatching services, and that AM stations may use their subcarriers for utility load management purposes—that is, to control for example, the output of air conditioning or heating units with heavy demand at peak load times. Such services, noted Wychor, may save consumers hundreds of thousands of dollars in utility bills per month and power companies the aggravation of expanding output capacity. The value of an SCA used to that end, he suggested, is worth more than "a few hun-

dred dollars a month."

Group W Broadcasting's Harrison Klein told those attending the session that three of Group W's FM stations had successfully used SCA's to generate added revenue. Two of the stations, he noted, used SCA's to transmit Muzak, Group W's subsidiary background music service, while the third station used its subcarrier to carry a Muzak competitor.

Klein discussed four major concerns associated with subcarrier use. The first, and perhaps at one time the biggest problem, was a high-pitched whistle, caused by first-generation stereo decoding equipment. Sophisticated circuitry developed in later generations of equipment has eliminated that problem, he said. Another problem is "crosstalk" between the SCA and main signal. He said that crosstalk is caused by "the poor design of [individual] FM systems or the poor adjustment of the systems." Crosstalk, he said, can be eliminated by adjusting the SCA deviation and frequency response. A third problem, he said, is one that the broadcaster has little control over—multipath effects, which often occur without SCA use. While subcarrier use may aggravate multipath distortions, Klein maintained that in many cases the stereo signal may already be unlistenable.

One area where the FCC postponed a decision, said Klein, was loudness loss. Under current rules, a 1 db main channel backoff is required for FM broadcasters using subcarriers. He said that Group W has asked the commission to require backoff to 1/2 db.

W. Edward McConaghay, vice president and general manager of NPR ventures, a subsidiary of National Public Radio, noted that his organization is involved in several SCA ventures, including a national satellite paging business. He said that NPR first became interested in utilizing SCA's for profit after conducting extensive research in SCA transmission of radio reading services for the blind, combined with the network of 279 stations covering 70% of the nation it has at its disposal. "A key factor in the NPR distribution scheme," he said, is the organization's satellite distribution system on Westar IV. "The satellite system has excess capacity, more space channels than NPR needs for its programming, and we presently lease that excess capacity," to Mutual Broadcasting and Muzak, among others, he said.

The national paging service, he said, a venture with Mobile Communications Corp. of America, will initially offer service to up

to 50 cities and will "ultimately permit customers to be paged anywhere in the continental U.S. and Alaska.

It was pointed out during the session that paging businesses fall under the radio common carrier category, which, in addition to federal regulations, usually require state certification, often a rigorous process.

One member of the audience also pointed out that many of the services that can be provided via SCA's require very expensive equipment and extremely complex software, which broadcasters will need to spend a great deal of time investigating, provided they opt to do more than just lease their subcarrier channels. □

## Profit key: better sales training, more co-op advertising

**NAB session stresses regular sales instruction and contests and promotion in co-op use**

Increasing profits through co-op advertising and proper sales training was the subject of two Radio Advertising Bureau forums—separately geared for small- and large-market broadcasters. Joyce Reed of the RAB and Ken Greenwood, president of Tulsa-based Greenwood Development Programs Inc., handled both sessions, along with station, distributor and manufacturer panel members.

Co-op advertising—the process whereby manufacturers pay for all or part of a retailer's advertising campaign—has risen from 12.9% of a local radio station's business in 1981 to 19% in 1982, said Reed, who opened both sessions.

Radio promotions and contests are ways manufacturers can successfully use co-op programs, suggested Don Wallen, director of marketing, Armour Food Co., Phoenix. Co-op brings about a "new marketing partnership" among radio, grocer and Armour salesperson, Wallen said, adding that his company has been using co-op effectively only in the last two years.

Addressing one of the drawbacks to the co-op process was Bruce Cummings, director of corporate marketing of Softsel, an Inglewood, Calif., computer software distributor. Cummings said that when distributors get involved in the channeling of co-op ad dollars from manufacturer to retailers, which happens occasionally, co-op availability on certain product lines may not filter down to the retailer. Claims that go through distributors can also take up to 60 days to be processed, rather than the usual 45 days, he said.

Catherine Giesecke, vice president and general manager, KLSR-AM-FM Memphis, Tex., which bills 50% of the business through co-op, advised broadcasters in attendance at the small market forum to bill advertisers directly "whenever possible." Stations need to appoint a co-op specialist.



**Subcarrier chatter.** Pondering the potential of SCA's (l-r): NPR's McConaghay, KWOA's Wychor, and Group W's Klein and moderator Paul Olson.



**Daytime debate.** At this year's NAB daytime broadcasting session, Rod Porter, chief of the FCC's policy and rules division, told attendees that substantial progress has been made in clearing a number of daytimer applications for full-time service on clear channels needing Canadian approval. Of some 279 applications, Porter said, 241 have been cleared and 38 applications remain to be processed.

Porter also said that a decision concerning the possible extension of daytime hours is still a ways off.

Russell Eagan, an attorney who represents clear channel broadcasters, argued that daytimer hours should not be extended. "It's strictly an engineering issue," said Eagan. "The issue is whether listeners should get more service at the expense of listeners already underserved." The skywaves give and the skywaves take away."

Greg Skall, an attorney with Blum & Nash, and who represents the Daytime Broadcasters Association, retorted that: "We don't like to think of it as just an engineering issue. The question is one of service." He said the present allocation scheme, where millions of listeners receive their only nighttime radio service by the grace of skywaves, is "anachronistic."

she added.

Echoing her remarks of having one person responsible for bringing in co-op dollars was Keith King, director for co-op advertising, WJR(AM)-WHYT(FM) Detroit. Speaking at the large market session, King suggested that the co-op specialist should be full salaried the first year and salary plus commission after that.

Stressing proper sales training for broadcasters of both forums was Ken Greenwood. "Technology is moving so fast that if broadcasters are selling the same way they were three years ago, they are selling behind the times." Today, salespeople should be in some form of training at least one hour per week, he said, adding that training sets the climate that allows managers and sales staffs to function as a team, he said. □

## Getting business to back minority programming

The message at NAB's session on minority programming was loud and clear: The major problem for today's minority formatted station operators is to get recognition from the business community. "The system will buck you all the way," warned Edward Romero, president, KBNO(AM) Denver, in addressing station managers in the audience. "Go to the agencies as often as you can with presentations," Romero said.

Romero described how using a public relations firm led to increased business through new contacts in the community.

The importance of effective station marketing was stressed by Bob Cambridge, co-founder of Los Angeles-based QC Productions. Stations need to begin marketing themselves to consumers via print materials. Cambridge handed out samples of brochures which included discount coupons for advertisers with the station's call letters or logo printed on the front cover. These are promotion vehicles for stations but paid for by advertisers, he said.

Cambridge added that minority stations should attempt to convince either the regional sales or advertising manager of a company to use the stations as a "test market" for a national campaign.

Perhaps the answer for higher visibility for minority programming lies in the music of

the station. So suggested Tim Watts, program director of WXYV(FM) Baltimore, which airs an urban contemporary format. Watts said his station programs some cross-over pop music which fits the format and makes it appealing to both the minority and white population in the market. □

## Stevens calls for better management of radio stations

The radio industry is in danger of becoming one in which profits are derived primarily from the buying and selling of stations rather than one that profits from their operation, said Gary Stevens, president, Doubleday Broadcasting, last Tuesday. Leading a well-received workshop on budgeting, Stevens called upon radio broadcasters to institute better management procedures to avert such an outcome in today's increasingly competitive industry.

Stations in large and medium-sized markets should prepare annual budgets on a department-by-department basis, said Stevens, so department heads can be held accountable. Each month's profit-and-loss sheet should be circulated to department heads and expenses should be tracked on a day-to-day basis.

To most stations, the most important ingredient in a healthy bottom line is collections, said Stevens. The general manager—not the sales manager or bookkeeper—should be responsible for collection, he said, and sales reps' compensation programs should reward early collections.

Cash management systems, both in station operations and bank accounts, can improve profits by slowing the flow of payables while speeding up the flow of receivables said Stevens. More important, however, are early deadlines on the collection of overdue accounts. "If you permit an overdue account to continue for more than



Stevens

120 days, your chances of ever collecting decrease dramatically," he said, and recommended that collection agencies be used for accounts of under \$1,000 and lawyers for anything more.

Promotional budgets "should not exceed 10% of a station's projected gross," said Stevens, but promotions are the most difficult item to project, because a manager can never predict what competing stations will do that might require him to react. Radio is now the "fourth largest buyer of local spot TV," said Stevens, who characterizes radio promotions as generally out of control.

Compensation packages should be as flexible as possible, said Stevens, so department heads can react to changes that occur in employees' needs. "You've got to protect the product," said Stevens, "at all costs." □

## Cable-radio marriage: potential for profit

**Broadcasters at NAB session tell how deals with local systems enhance programming, expand operation hours, create new sales opportunities**

The message at a panel session at last week's NAB convention focusing on how radio broadcasters can use cable systems to their best advantage seemed to be that opportunities exist, but that those looking to make deals with cable should take pains not to set up cable systems as a viable advertising medium and then get left out in the cold.

Charles Cooper, president and general manager of WKOR-AM-FM Starkville and

**Sharpening management tools.** Ideas on maintaining a healthy cash flow in today's economy was offered by Steven A. Silberberg, an attorney with the Washington-based law firm of Orenstein, Snitow, Sutak & Pollack, at a Tuesday (April 11) session titled "Cost Cutting: The Golden Management Tool". Silberberg cited several ways to get the most mileage out of accounts payable, including waiting for the cutoff date for paying bills. As for having more immediate cash flow on hand, Silberberg suggested offering special rate discounts to advertisers who pay several months up front as well as pre-billing some advertisers, especially new accounts.

**Dealing a winning hand.** Understanding one's employees will lead to increased productivity and profits. That was the underlying theme of a three-hour sales forum organized by the NAB and conducted by Atlanta-based management consultant George Glover. Managers need to know personality strengths and weaknesses, which Glover coined as "trump suites," of not only support staff, but themselves as well, in order to communicate effectively. "People do things for their reasons, not yours," Glover repeated several times during the session.

WFEZ(AM) Meridian, both Mississippi, told of his efforts to turn a dilapidated AM day-timer in Meridian into a 24-hour operation with the help of cable, and in the process, program the local cable system's FM radio service with three additional formats—all at less than \$15,000.

Cooper's company bought the station in 1980, and took it off the air for two months for a complete overhaul. It then went back on the air with a new beautiful music format, and shortly thereafter hooked into the cable system's (owned by MSO Comcast) FM service band. At first, Cooper noted, the station's hours were extended only to midnight, and then with an automation system, went to 24-hour service. About a year later, said Cooper, the station became a Satellite Music Network affiliate, adding that network's contemporary and country music services on the cable system's FM band along with the signal of its AM station. And, with some promotional effort, noted Cooper, "we increased awareness of the FM cable service [and thus increasing subscribers to that service] and expanded our inventory" at the same time.

One problem confronting the FM service of any cable system, noted Cooper, is that it is easily pirated with an inexpensive FM splitter (about \$1.50) which can be purchased at any Radio Shack outlet. And cable operators, it was noted, particularly those controlled by MSO's, have been told not to lease channels to radio broadcasters.

Bill Rollins, vice president and general manager of WEGO(AM) Concord, N.C., said his daytime station opted to go the cable route to extend its broadcast hours in lieu of technical renovations including a four-tower directional antenna at a cost of \$100,000. Although instead of being on the local cable system's service band, Rollins said his station is heard over a full bandwidth cable channel that the system uses to transmit text material. He said the station pays its lease by promoting the cable system on the air. He said the only concern his attorney had was that advertising sales that combined spots heard both over the air and on the cable system should specifically state that.

Dave Garrison, general manager of WEAN(AM) Providence, R.I., touched on deals that broadcasters might make with cable, particularly in small and medium markets. Cable and radio are two "very different businesses," said Garrison, and a radio station, with its experience in advertising sales, may be able to step in and negotiate a "long-term rep relationship" with a cable operator,



**Space men.** "The Question of Space—Effective Planning of a Broadcast Facility" offered practical tips from architects and station personnel on what to look for (and look out for) when designing a new broadcast building. Predicting future needs and growth patterns is vital, as is knowing all the options available, including renovation versus constructing a new plant. On hand to offer advice were (l-r). Moderator Frank Rees Jr., Rees Associates Inc., Oklahoma City; John Nagy, Rees Associates; James Gary, Rees Associates; Joe Jerkins, KVUE-TV Austin, Tex., and Andy Anderson, KRMA-TV Denver.

who lacks experience in advertising sales. And in that sense, he added, cable could be used as "one more tool to chip away at newspaper revenues." He emphasized the "long term" in any deal of that nature, "so you don't build him a business" with which he could then do without you. □

## Programing perspective for general managers

### Radio program director advises GM's to formulate programing goals as specific as sales goals

"The job of a program director is to deliver numbers to the sales department." Sound like a general manager or sales manager talking? Wrong. That philosophy was put forth by a program director—David Martin of WCLR(FM) Skokie, Ill. (Chicago).

That unusual sentiment kicked off a Tuesday radio session, "Programing—for Managers," in which Martin was the whole show. His talk was a primer on what a GM should know and be looking for in terms of the station's product—what goes out over the air.

According to Martin, to be well informed about the station, a GM must know his market. This means studying the population and demographic characteristics and where the station and its competitors fit in. "You have to know your facility." Where is the signal weak? But the most important thing is that a station has "a clearly defined positive image. Be one thing to your listeners," he said.

Martin suggested that GM's occasionally listen to their stations for 20 minutes. "What

you hear should accurately portray your station. You should do something in that 20 minutes that makes the audience listen longer and want to listen again. Also, in that 20 minutes, you should hear your call letters no less than 10 times (six times for a beautiful music station)."

In looking at rating books, Martin said, "the most important number is the cume, not the average quarter hour. The cume is your circulation figure." He added that there is a lot of valuable information to be gleaned from the demographic breakdowns published in the front of Arbitron books. Study the numbers to see what percentage of the community the station is aiming for. Ask whether it could do better targeting at a different group, he said.

Stations have very specific written sales goals and they should also have written, just as specific programing goals, including whom the station is trying to attract, Martin said. "That means something more specific than adults, 12-plus," he said. On the other hand, a station should program commercials just like records, he said, being conscious of the frequency of interruption. That is one of the three guidelines a station should have when programing spots. The other two are technical quality and acceptability of product. You don't want to air spots for a product that your listeners object to or find distasteful, he said.

Another admonition to stations that find public perception of them is not what they wish, is to change call letters. "Don't be afraid to change call letters. If you've got a new format, new staff, change the name as well." Stations must be positioned accurately. "The station that's consistent is the winner," he said. □

**Contingency planning.** "The Hostage, the Terrorist and the Broadcaster" was both title and topic of a Tuesday workshop featuring Dean Mell, KHQ-TV Spokane, Wash.; Steve Nevas, NAB, and Ed Godfrey, WAVE-TV Louisville, Ky. The legal, moral and ethical decisions that broadcasters have to make when confronted by a terrorist or hostage situation were examined. Stations should try to formulate a plan of action in anticipation of such activity, according to the panel. And while there were no hard and fast answers to many questions on proper conduct by journalists and camera crews, a consensus did emerge: In an emergency situation news crews just have to rely on good judgment.

# NAB CONVENTION: TELEVISION

## Watching more and enjoying it less

**That's the crux of an NAB study of TV viewing: more people express dissatisfaction while pay services grow in popularity along with non-TV uses such as games, computers, disks and videocassette recorders**

Americans are watching slightly more television today than they did six years ago, but they are far less satisfied with it, according to a recently completed study by the NAB, presented at the convention's opening television session, a joint project of the NAB and the communications consulting firm of McHugh and Hoffman Inc. The study found that people rely more on television for news and information today than they did six years ago but that they still regard it primarily as an entertainment medium.

Larry Patrick, the NAB's former vice president for research and planning, and now a partner in the consulting firm of Hiber, Hart and Patrick, outlined the findings of the TV trends study, which is to be published in the next few months in a book entitled, "Television 1983: The Challenge of Change." Its findings were compiled from more than 500 interviews with TV viewers in their homes and a telephone survey of more than 1,000 people.

Of respondents, 38% said they watch more TV now than they did six years ago, the last time the NAB conducted a trend study. However, 49% reported they are watching less, up significantly from the 28% who answered that way six years ago. Nearly two-thirds of those watching more TV said they are doing so because they spend more "time at home," are "unemployed" or have "fewer outside activities." The other third cited "programming," including cable and pay TV, as a reason for tuning in more often.

Programming also is the major factor cited by nearly half the respondents as a reason for watching less TV. The other half noted outside activities.

"Programming doesn't appear to be a major reason for increased viewing, but it does appear to be a reason for watching less television," said Patrick, and "these findings were evident across demographic and socio-economic groups, not just among the more educated and affluent, who traditionally say they watch less television and hold the medium in low regard."

Americans are watching slightly more TV now than they did in the mid-1970's, but their opinion of it is becoming less positive, said Patrick. People "tend to rate television as less important in their lives, less entertaining and less a technical marvel," he said, and although a "majority feel television has



Patrick

improved a great deal technically, particularly in its sports and news coverage, a majority believes TV is a negative influence, encouraging bad behavior and language." People "have negative feelings about using their time in this way," said Patrick. "They characterize television viewing as an activity for times when they have nothing else to do."

Although the study found many positive opinions about the role of TV in American life, it also found those "no longer represent a strong majority of public opinion," said Patrick. "Just 57% of our viewers report that they are satisfied with television entertainment," he said, and "increasing dissatisfaction with TV was a frequent theme in our conversations."

The study showed that a major reason for this dissatisfaction is the growing sophistication of the TV viewing audience. Television has been available to most viewers throughout their entire lifetime, he said. "Viewers still regard TV primarily as a source of entertainment, but they report more selective use of television, and great reliance on it as a source of information."

Traditional broadcasters "are in a good position to deal with changing audience tastes," said Patrick, "but in this time of rapid change, we must move quickly."

Viewers still judge TV programming by what appears on the screen, not whether the programs arrive "via local stations, microwave, cable or satellite," said Patrick. They regard network television as the source for "outstanding news and information programs, dependably good entertainment programs, the greatest number of fresh program ideas and those programs they regard as most important." On the other hand, they characterize the networks as showing the most "junk" programming.

"Although viewers admit watching independent stations in record numbers, they do not seem to have a strong image of the independents," said Patrick. "They rate public

television highly, as having programs with the most useful advice and guidance."

Both cable and noncable viewers rate network programming as "stronger," he said, but cable viewers "feel their pay cable is very important to them, and brings them fresh programming ideas."

During the survey, respondents emphasized repeatedly that their desire for uninterrupted theatrical movies is the force behind their attraction to cable, said Patrick. "The increased availability of theatrical movies also may be raising the public's expectation of television," he said. "Cable viewers make definite distinctions between prior-released theatrical movies and the made-for-TV movies." Cable viewers also "rarely mention any desire for programming on their cable services other than movies."

In news and informational programming, "the networks and their local broadcast stations hold a strong and very clear lead," said Patrick. "The vast majority of viewers—both cable and noncable—agree that network stations provide an outstanding source of news and information," he said. "Very few viewers said this about any of the cable news services."

Since the last NAB trend study, the frequency of national news viewing has increased, said Patrick, but local news viewing, in both the early and late evening, declined somewhat. "At the same time, satisfaction with national and local news has declined."

In 1977, almost half the viewers surveyed said they were "very satisfied with network news, while in 1983 this number had declined to about one-third, said Patrick. The same trend is true of local news."

Competition to current TV programming, both network and cable, is on the rise, said Patrick. Nearly one-quarter of the homes surveyed reported using their sets for purposes other than watching programs, such as playing video games, operating computers, and using disk and cassette recorders. Of these viewers, more than half said they use their alternative video equipment less than five hours a week, but also one-fourth (22%) said they use it for more than 10 hours each week. "As equipment prices drop and software becomes available," said Patrick, "we can expect those figures to increase."

When it comes to newer alternative services, viewers tended to prefer those that would enhance their present programming options, while rejecting those, such as home banking, that replace human contact. "The most wanted change in television is higher definition," said Patrick. "Viewers would like a sharper, clearer and more vivid picture."

More than half also wanted burglar alarms and home security systems via their TV's, he said, and the same proportion said they look forward to "having the ability to tape and replay programs and to having a special channel for reruns by request." More than half responded positively to the possibility

of interactive channels for participating in discussions or asking questions of political and entertainment figures."

Video games and large-screen television "rated low on our consumer preference list," Patrick said, as did electronic newspapers and yellow pages via television.

"Technologies that ignore human values are the most likely to be rejected," said Patrick, and it is here that broadcasters have an advantage in the technological revolution. "Television viewing can be a highly personal experience, a source of companionship and community communication," he said. "Through characters in our regular series, our familiar local newscasters, our information programing and our community involvement, we broadcasters have always communicated and can continue to communicate, in a real way, with our audience," he said. □

## Forging standards without the code

**Panel of broadcasters reviews foreign commercials, discussing whether their type would find their way onto U.S. television**

Six leading broadcasters last week demonstrated the vagaries of commercial acceptance in a world without a National Association of Broadcasters television code. If they could have reached a consensus, as they could not without violating the antitrust decree that put the code out of business, it would probably have been that standards of acceptance will change, but slowly.

The forum was arranged by the Television Bureau of Advertising last Tuesday morning at the NAB convention. At the end, these conclusions could be reasonably projected. Nudity in commercials is off limits, but sexiness is in if tastefully presented. If distillers dropped their self-imposed restraint against the use of television advertising, hard liquor commercials could find their way to the air. Broadcasters wish to lose no business opportunity, but they will reject commercials that they think would cause audiences to defect.

The participating broadcasters were shown commercials that would have at least raised questions under the code, most of them foreign productions, and were asked whether they would air them on their stations. Participants were David B. Henderson of Outlet Broadcasting Co., Thomas E. Cookerly of Allbritton Communications, William G. Moll of Harte-Hanks Communi-

cations, Blake Byrne of LIN Broadcasting Corp., James Coppersmith of WCVB-TV Boston and James R. Sefer of Cosmos Broadcasting Corp. The moderator was Jay Greenfield of the New York law firm of Paul, Weiss, Rifkind, Wharton & Garrison, there not only to moderate but also to head off any appearance of collusion among the panelists.

In the first batch of commercials was one showing a man sitting up in bed and shaving a leg with an electric shaver. It turned out to be the leg of his bed partner, a woman. Another commercial showed toilet paper wiping a peach, which turned to present a smiling face to the camera.

Asked moderator Greenfield: If instead of a peach it had been the real thing, would that be a factor in a decision as to the ad's acceptability. Answered Cookerly: "I think it would." Cookerly added, however, that with that or any commercial the decision could differ depending on the market. In Washington, where Allbritton owns WJLA-TV, "We have a quite liberal audience," said Cookerly, "but down the road in Lynchburg-Roanoke, Va. [WSET-TV], where Jerry Falwell is in the audience, it's a little different."

Sefer, whose company's headquarters are in Columbia, S.C., where it operates WIS-TV, said there were differences in prevailing tastes between that market and New Orleans, where it owns WDSU-TV.

Coppersmith added that the daypart in which a commercial is presented can also make a difference.

Greenfield asked: "If James Watt became chairman of the FCC and said: 'I couldn't get the Beach Boys, but now I'm going to get those purveyors of filth,' would that affect your decision about commercials of this kind?"

Answered Byrne: "Unquestionably."

Greenfield wondered whether if in the shaver commercial the man had turned out to be shaving his own leg, in an appeal to homosexuals, the standard of acceptance would change. Said Moll jokingly: "If this were San Francisco, it might go." But, he added, as with all questions of taste, it is the taste of the mass audience that must be considered, although "the final responsibility is ours. The buck stops with us."

Next was a British commercial for Johnny Walker Black Label scotch. In close-ups, a male finger tapped a crystal bar glass, evoking a dull "plunk." The glass was pushed aside, and the test repeated with another. The sound was the "ping" of purer crystal, and the scotch was poured into that glass, demonstrating that the brand "commands respect."

If distillers abandon their ban against television, would the Johnny Walker commercial be acceptable?

Byrne replied that if his stations accepted hard liquor advertising, the same standards would be applied to all brands.

Would liquor advertising in general be acceptable?

Coppersmith said: "I think we will see many new commercials on American television five years, 10 years hence. We can all remember when you couldn't advertise sanitary napkins or hemorrhoid remedies. They found their way on the air, and the world survived. The world is changing, and stuff like this may very well be what the world is coming to in television."

But asked Greenfield, is there a line to be drawn?

Yes, said Coppersmith, but it must be drawn by the station manager. "That's what he's paid to do."

"Do you consider yourself an arbiter of social taste?" was Greenfield's leading question.

Said Coppersmith: "It won't be done by the tooth fairy."

Two German commercials featured people drinking beer, an act that was prohibited by the NAB code. Is that act now acceptable? It was a question of degree said Cookerly. The German commercials, both done tastefully, might be acceptable, said Cookerly, "but if you started showing chug-a-lug contests, it would be a problem."

Moll added that the code "probably drew the line too rigidly—beer is a reality and a fact of life." He noted, however, that "we do have a responsibility to maintain some moderation."

In the absence of a code, should stations develop their own standards?

Yes, said Byrne, and the standards should be written down "so you can explain how you reached a decision without discriminating against someone."

"I don't agree," said Coppersmith. The process, he said, "is better served by the station manager and his executives talking about it and making those decisions individually."

The next commercial featured intimate apparel. One for a French brand of women's panties featured two models wearing cowboy hats, cowboy boots, gun belts, holsters, panties and nothing else. To fast music, they wiggled their bottoms in close-up while shooting their guns. In another, a naked woman emerged from a swim to put on the brassiere that was being advertised. Wet, her nipples were apparent. In a commercial for pantyhose, six models, in various forms of



**Touchy stuff.** At the panel on commercial acceptance arranged by the Television Bureau of Advertising (l-r): Moderator Greenfield, Outlet's Hen-



derson, Albritton's Cookerly, Harte-Hanks's Moll, LIN's Byrne, WCVB-TV's Coppersmith and Cosmos Broadcasting's Sefer.



The panel said yes to Foley's ad (l), no to Telefunken.



lingerie, danced the can-can, at the end lifting their skirts in front to show the whole length of pantyhose. A Foley's department store commercial for Maidenform lingerie was an in-motion version of magazine ads that carry the line: "You never can tell where you'll see a Maidenform woman."

Would the broadcasters in the audience accept some of those commercials and not others?

Siefert said some would present problems. The Foley ad has been broadcast in New Orleans, he noted.

Said Coppersmith: "I think the Foley ads are beautiful. I, as a manager, would hesitate long and hard before running some of the others."

Said Moll, "The bare breast is not quite acceptable today."

Added Henderson: "I don't think we're ready for some of those commercials . . . You have to remember that in the code there was some hypocrisy. People don't buy beer to put it in the icebox. Women buy lingerie to be comfortable and, I assume, to look sexy. . . . But I don't think we should be leading the parade."

"We all know sex sells," said Cookerly. "I

think we are going to be bombarded with sex commercials. To try to decide what is provocative and what isn't is a real difficult thing."

Two other commercials were shown. In one, subtitled in French, a naked woman rises from a bed, proceeds into a shower, emerges, gets dressed and leaves. A man awakens in the bed to find a note on her pillow. In the other, a young male, watching television, sees a woman swimming. She emerges from the surf, rolls sensually in the sand, rises and, as the camera zooms in, removes her top as, in cutaways, the young man is seen in rising agitation. At last he can stand to watch no longer and zaps the picture with the remote control that is being advertised.

Would any of the broadcasters run either commercial?

"We're not ready for that," said Henderson. "I don't think nudity in this country is acceptable."

Greenfield closed with a warning about antitrust. What does a broadcaster do if a competitor calls to ask whether he is going to run one of those commercials? "The answer," said Greenfield, is: "Hang up." □

## Looking ahead to wider vistas for local sales

### TVB workshop encourages beating the bushes for new sources of television clients including professional services and education

If television broadcasters intensify their efforts to develop new sources of home-grown advertising, they can elevate local billings to \$11.310 billion in 1990, in the view of the Television Bureau of Advertising.

Until now they have depended on the same few categories of business to provide their local revenue, according to a presentation last Monday at the NAB convention by TVB's Robert Lefko, executive vice president, sales, and Harvey Spiegel, senior vice president, research and marketing. The same top five categories of local advertising in 1982 (restaurants and drive-ins, department and discount stores, supermarkets and food stores, banks and savings and loans and auto dealers) were the top five in 1970. Together they accounted for 42% of all local business in 1982 and, with the next five, 62%. If television is to build its local business, it must expand the 38% now represent-

ed by "all other" categories of business and go beyond those to find new advertisers who have never used TV, the TVB officials said.

The process will require broadcast sales staffs to make more cold calls, said Lefko. And that process "counters one of the first things we all learned from our mothers: 'Don't cross the street' and 'Don't talk to strangers.'" Both warnings will have to be ignored, he said.

Lefko and Spiegel showed various commercials that have already run on television to illustrate how the medium can be put to better use by advertisers that are now under-represented.

Professional services can be a developing field for television exploitation, the TVB officials said. Commercials for lawyers, doctors, dentists, opticians and hospitals were shown.

Unions can also use television advertising to advantage both to enhance their images and to recruit members according to TVB and commercials illustrating both themes were shown.

Other forms of recruiting are also apt sub-

jects for television advertising, as was demonstrated by commercials that TVB displayed for recruiting for a police force, an agency providing temporary help and a Catholic religious order, the Sisters of the Sorrowful Mother.

Education is another category waiting for development, the TVB officials said, presenting commercials for a flying school, a dance studio, a ski school and a tutoring service.

Specialized small businesses that can be found in the Yellow Pages are prospects for television sales staffs. TVB showed commercials for a barbed wire sales company and a kite store.

Businesses selling to businesses can also put television advertising to good use, TVB noted. The proprietor of a company supplying food equipment and supplies to commercial firms said his television advertising had turned up more prospects than his sales force could have found. Lefko said that station managers were their own best salesmen for that type of business since they met other business heads in social and commercial activities.

Sales staffs must educate themselves to discover and develop new business, Lefko said. New advertisers "may not know much about television, although they may know something about advertising," Lefko said. "We may not know much about their business or profession, and that can make communication and persuasion difficult." Man-

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agement must give sales departments the resources to uncover and sell new accounts, according to the TVB message. □

## Making ready for a new system of music licensing

**Broadcasters, advertisers and commercial producers should begin now to understand procedure which will result when antitrust suit is settled in year, says panel**

Final settlement of the television industry's antitrust suit against blanket music licensing by ASCAP and BMI is probably almost a year away, but in the meantime, broadcasters should be preparing for changes that will result in licensing procedures. Advance preparation is needed, according to Les Arries, chairman of the All Industry Music Licensing Committee, who moderated a workshop on the subject, to prevent interruptions in the flow of programing and advertising materials to stations during the transition to a new system.

Under the current system, stations and the networks pay producers for the synchronization rights to music in a syndicated program and ASCAP/BMI for performance rights to the same music, said Arries, who is president and general manager of WIBW(TV) Buffalo, N. Y., one of five stations that instituted the suit on behalf of the industry. Broadcasters want to change the system, and their position has been upheld in an initial court decision, so they will pay producers directly for both rights.

In the past decade, license fees have increased 150%, said Arries, and under the blanket license, stations pay "nearly twice what the networks pay to cover less programing." The source licensing system broadcasters seek would result in lower fees and offer greater parity and bring television music licensing into conformity with all other music licensing schemes, he said.

Source licensing would save the industry "hundreds of millions of dollars a year," said Jim Quinn, of Weil, Gotshal & Manges, who is litigating the case on behalf of broadcasters. Because the judge who handed down the decision in favor of broadcasters "believes broadcasters have been harmed by the present system," said Quinn, the indus-

try will seek treble damages of ASCAP and BMI if the final decision is in their favor.

Under a source licensing system, music used in commercials, both local and national, would be treated in the same way music in syndicated or local programs would, said Bruce Rich, also of Weil, Gotshal & Manges. The All Industry Committee has written to the top 100 national advertising agencies, warning them of the impending change in the law, which will require agencies to clear both synchronization and performance rights when producing a commercial. Panelists advised broadcasters to begin informing local agencies and advertisers as well.

In addition to educating advertisers, broadcasters must begin to make producers and syndicators aware that the language in their program contracts has been declared illegal. Pending settlement of the case, producers do not have to offer synchronization rights, said Jack Zwaska, administrative director of the All Industry Committee, but they can do so if they want to. To those who resist, broadcasters may send a letter, to be attached to a program contract, specifying that once final settlement of the case is reached, synchronization rights will be secured from the producer, rather than ASCAP and BMI, said Zwaska. This could prevent an interruption of product upon final settlement.

Although SESAC is not a party to the case, the All Industry Committee has informed that body's leadership that its licensing procedures, similar to those of ASCAP and BMI, are offensive, said Rich. Broadcasters having to renew SESAC licenses during continued litigation of the case should let SESAC negotiators know they are aware of the case, he said, and they are "likely to find them extremely accommodating."

Under the new system, ASCAP and BMI will be able to offer blanket licenses for music used in local programing, said Zwaska, but the committee is working on outlining alternatives, including a computerized system which would allow broadcasters to punch in the names of songs to be broadcast in a particular program and receive pre-set rates to be paid. Stations can utilize fewer composers and assure music licenses directly from them, said Zwaska, and they can also utilize production houses, many of which supply libraries in which both synchronization and performance rights have been cleared. Zwaska said he is compiling a list of production houses that supply such packages and that the All Industry Commit-

tee also is working on a booklet that will offer guidance to stations on how to negotiate with local producers and composers for synchronization rights. The committee is also looking into expanded insurance for broadcasters, according to Arries, to cover the large damages that might occur from an infringement under source licensing. □

## Teletext: Both competition and money will be plentiful

**Reymer & Gersin study shows home shopping tops list of most popular services**

According to Arnold Reymer, a partner in the Southfield, Mich.-based communications consulting firm Reymer & Gersin, significant viewer demand exists for the various services associated with teletext. However, assuming that the business of delivering text services takes off, as many major communications companies are banking on, local broadcasters will have no monopoly on such services in their markets and will have to come up with some innovative approaches to make teletext work.

Reymer's remarks were delivered at a panel session at last week's NAB convention that focused on how broadcasters can make money with teletext.

The start-up costs are not minimal, ranging from perhaps \$50,000 for equipment that would pass on a teletext signal from an outside source (such as CBS and NBC, which are both starting up national teletext services), to perhaps \$200,000 to launch a state-of-the-art teletext service. And the latter figure does not include the cost of the three or four full-time staff people required to put a service on line.

"I believe you can make money, and a goodly share of it," with teletext, Reymer told his audience. "But you'll be competing against other broadcasters and companies" providing like services using videotext.

Reymer reviewed a study his firm conducted last year trying to determine consumer receptivity to text services. The study involved 6,000 participants in six VHF television markets (1,000 per market) who answered questions about teletext that was broadcast in a half-hour program over one station in each market. In part, Reymer said, the unusual testing method was chosen to give those participating some insight into what the teletext medium was all about.

The survey, known as the National Electronic Home Services Test, has been sold to about 60 companies looking into the viability of teletext and videotext.

Commenting on the survey results, Reymer said that among those participating, "the interest was high and the willingness [to buy or rent the required in-home receiving equipment] was great." He added that about 73% of the respondents said they would pay for the control unit, with some 50% saying they would pay more than \$100 for it.



**Licensing lessons.** Preparing broadcasters for impending changes in the music licensing system were (l-r): Les Arries, wivb(tv) Buffalo, N.Y.; James Quinn and Bruce Rich, Weil Gotshal & Manges, New York, and Jack Zwaska, All-Industry Music Licensing Committee.

would pay more than \$100 for it.

Shopping guides emerged as the most popular teletext service, said Reymer, because the guides provide a quick and efficient way of finding bargains and products. Reymer also said that, by and large, respondents did not object to the thought of advertising on teletext for the same reason. After shopping guides, Reymer said the next most popular category was a group of information services—essentially news, sports and weather. The next three most popular services were home banking, special interest magazines and electronic mail.

Those most receptive to the idea of test services skewed younger and more upscale, said Reymer, although he added that "sizable proportions" of those receptive to teletext and videotext lived in households with less than \$15,000. "This won't be an elitist service," he said.

Reymer stressed that broadcasters will face significant competition in the race for revenue derived from electronic text services offered by cable operations, computer firms, publishers and even service providers such as banks. For example, he noted that

Chemical Bank in New York was planning to provide not only home-banking services, but other informational services as well.

Broadcasters are at a disadvantage since they cannot provide interactive services, such as home banking, over the air. But Reymer notes two distinct advantages that broadcasters possess: "You'll be offering a free service and you have a loyal base of viewers in place."

He said it would be to the advantage of broadcasters getting into teletext to "tie in" their text services with the regular over-the-air services whenever feasible. With advertising spots, for example, he said that viewers are "attracted by the sizzle" of full-video commercials, which in turn can be used to lead them "to the facts" and perhaps a purchase with a supplementary text advertisement. Thirty-second full video spots could have tag lines, he added, directing viewers to the appropriate text page to read a catalog, maps or listings.

Reymer concludes that if broadcasters want to carve out a place for themselves in the electronic text business, the opportunities are there. "It is really up to you." □

Showtime which normally refuse to deal with SMATV operators for fear of alienating potential cable operators who offer the promise of many more subscribers).

Subscriber fees tend to run a little higher than cable prices, Howard said, with basic service priced anywhere between \$5.95 and \$19.95, while a full package generally "rarely exceeds \$35." He added that penetration rates tend to run between 30% and 50%.

SMATV marketing strategies normally rely on having a substantial "lead time," before the locality is franchised for cable, Howard said, enabling the SMATV operators to "skim the cream of viewing crop" before the arrival of cable.

As for MDS, Microband's Peter Frank noted that currently there are two full-channel MDS channels allocated to each of the top 50 markets, and that his company's proposal, currently pending before the FCC for multichannel MDS outlets, would provide economies of scale not available under the current rules. A multichannel system, he said, would cost about \$250,000 to start up, and as far as the engineering is concerned, "it all basically exists."

Larry Levine, partner in a Cambridge, Mass.-based communications consulting firm, Communications Strategies Inc., advised broadcasters that they might consider joint ventures when entering businesses outside of their particular field of expertise, such as SMATV or MDS, to acquire the requisite skills to compete successfully in those businesses and also to lessen the risks. □

## Tapping the SMATV business

### NAB session looks at ways new technologies can work for broadcasters

Broadcasters looking to get into a communications business without the regulatory constraints on their main line of work, and without the high start-up costs associated with broadcasting, might do well to look into the satellite master antenna television business. A panel session at last week's NAB convention focused on that relatively new technology (which took off in 1979 with the deregulation of receive-only earth stations), along with another new technology—multipoint distribution—as services that may provide broadcasters with another profitable source of revenue.

Herbert Howard, a communications professor with the University of Tennessee, told his audience that SMATV systems, or "private cable," as it is referred to in the business, currently serve between perhaps 600,000 and 1,000,000 subscribers in multiple dwelling units in the U.S.

Howard said that for the most part, the systems serve small numbers of subscribers, from one hundred to a few thousand, with the exception of such operations as Co-op

City in New York. He also noted that for the time being, SMATV entrepreneurs are not required to seek a franchise from local governments (although some cities are pursuing efforts to reverse that policy) and that as long as the operation is contained in one multiple dwelling unit, the FCC's rules concerning cable relay stations do not take effect.

Among those owning SMATV systems, said Howard, are cable operators, a few broadcasters (with no crossownership restrictions), condominium associations, landlords and private entrepreneurs. Agreements between SMATV operators and property owners generally provide the property owner with a percentage of the operators' revenues in exchange for exclusive service rights, which insures the operators' protection from cable competition when an unwired community becomes franchised.

The hardware needed to set up an SMATV operation, Howard said, might cost \$80,000 for a 400-unit complex, and would include an earth station (perhaps \$35,000), amplification equipment and a broadcast distribution system.

Program services generally include superstations, several basic cable networks and a premium pay service or two (but not HBO or

## Deep-pocket commitments important in new ventures

### NAB panelists warn attendees that money can be made in new technologies, but better be prepared to go into debt

"Don't enter a new field early if early entry is not essential to your eventual success."

That was part of the advice Paul Bortz (quoted above) and three other panelists had for those attending an NAB workshop on "Strategic Planning for Business Opportunities in the New Technologies." The well known consultant and new media guru (of Browne, Bortz & Coddington) went on to identify teletext as among the kind of technologies he has in mind when recommending a discreet approach. (An example of a field in which early entry was important: starting the first 24-hour news network in cable.)

Bortz also noted on the cautionary side that "if the client can't stand by with deep pockets he probably shouldn't get into" a new business venture. And particularly, he said, "if he's not willing to go into debt he shouldn't go into cable."

Even before trying to identify new business opportunities, a company should first sort out its own goals (for example, growth of 15% a year for a public company) and



**Dabbling in the new technologies.** Discussing broadcaster opportunities in SMATV and MDS (l-r): moderator Patrick, University of Tennessee's Howard, Microband's Frank and Communications Strategies' Levine.



**Strategists.** Discussing new technology opportunities were Stuart Brotman, Communication Strategies; Bernadette McGuire, NAB; Paul Bortz, Browne, Bortz & Coddington; Daryl Winn, Eugene Television, and George Vradenburg III, CBS legal advisor.

assets (including people). Top management should be willing to participate personally in the planning process, Bortz said, and not turn it over to the staff.

Daryl Winn of Eugene (Ore.) Television Inc. described that company's approach to diversification into alternative media and/or businesses. The problem was precipitated by good news: the discovery that Eugene TV's cash flow was greater than its capital requirements, and that something had to be done about it. Several courses of action were considered. First, to pay out the excess as dividends to the owners. Considering a 70% tax on such income, that alternative was quickly scrapped. The consideration was given to selling the company outright. But after considering investment opportunities in other businesses, the owners decided they could not make as much money elsewhere as in broadcasting. So then they decided to diversify into alternative media, using the "cash cow" of the company (four over-the-air stations) to invest in other interests.

The investments so far: a satellite master antenna television company in California, a joint venture into program distribution and a videotape production company. In each case, the new companies had a great need for cash and presented high-risk, long pay-out situations for Eugene—a situation Winn said was tolerable because the company was private and could defer immediate results.

Winn's story did not have a totally happy ending. Not enough planning had gone into the process, he said, and management of the acquired companies was not adequately advised of Eugene TV's expectations. But the company has learned from its initial mistakes and remains happy that it took the plunge into new media diversification.

Panelist Stuart Brotman of Communication Strategies Inc. proposed as the most important aspects of new technology venturing "planning, planning and planning"—processes, he said, were equally necessary to planning new ventures or joint ventures. Step one in that process, he said, was to

question which business a company's in—a question he would answer as being in the communications business, or the information business, or the entertainment business, but not just in the broadcasting business.

Once you know what business you're in, the next thing is to exert some control over your future. Brotman recommended that both motivations and priorities be reduced to a one-page document that can be referred to as the new venturing process proceeds. "But just because it's committed to writing it's not written in stone," he said, urging flexibility as the process proceeds. And then, conceptualize the project—including, importantly, projections of the income stream. □

## LPTV's problems and potentials

As if the 12,000 backlogged applicants for low-power TV stations didn't have enough to worry about, two new glitches in the FCC's grant system were spelled out last week.

Speaking at an NAB workshop, "LPTV: Partner, Competitor or New Opportunity," Russell Balch, an attorney with the Washington law firm of Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, said that the commission's recently approved lottery and preference system to choose from competing applicants will probably not speed up the process and, indeed, in some cases, may slow it down.

The problem is that while the lottery may pick a winner, the commission must still examine the application to make sure the applicant is qualified. And if he isn't, it has to go back and start all over again with the other applicants, who by that time, may not still be interested, said Balch.

The other problem Balch identified concerned an application for a station on a UHF frequency in one of the top 10 markets that was close to being granted when the FCC's Private Radio Bureau raised an objection, saying it wants to reallocate some UHF spectrum for land mobile services. "This conflict between the Mass Media Bureau and the Private Radio Bureau may prevent some grants in major markets," Balch predicted. He added that he hopes the commission will make a decision on the matter in the next week or so.

Balch also had an encouraging word for LPTV'ers. The FCC has just changed its definition of a "major change" in a facility. Now an applicant or licensee can make any modification that does not change the signal strength without the paperwork and delays that accompany major change.

Another panelist, Milton Davis, president of the National Translator Association, pointed out that while there are 186 LPTV stations on the air and another 174 granted construction permits, there are 4,500 operating translators, each of which can become an LPTV station simply by sending a letter to the FCC. He urged the low-power operators to band together in an association to put forth a unified front and pressure Congress to push for action at the FCC on the backlog of applicants. □



**Not yet.** The title of the panel session was: "Minority Programming in Television: Is It Working?" Panelists agreed the answer was: "No." Dwight Ellis (standing), NAB vice president and moderator of the session, summed it up at the end: "There is a creative element in the minority community that can produce quality product. . . . But somehow minority producers are not making it." Panelists (seated, l-r) were Nate Long, OPI Productions, Los Angeles; David Ochoa, Buena Vista Cablevision, Los Angeles, and Mable Haddock, National Black Programming Consortium, Columbus, Ohio. Ochoa has testified in favor of repeal of the FCC's network syndication and financial interest rules, which he thinks inhibit the networks from buying programs from minorities instead of the major studios that are their principal sources now. In the past 15 years, according to his calculations, blacks have produced a total of 188 hours of prime time television network programming of a total of 21,780 first-run hours aired.



# NAB CONVENTION: TECHNOLOGY

## Standard setting causing concern to broadcasters

**FCC officials' review of commission's reliance on marketplace for choosing technical specifications draws critical queries from engineers at NAB**

More evidence that broadcasters fear the FCC is being carried away by its deregulatory zeal surfaced during an NAB panel entitled "Television: A Toaster with Pictures? or, TV Without Technical Standards." The focus was FCC Notice 83114, proposing a major re-evaluation of commission policy in the standards area. Peter Pitsch, head of the FCC's Office of Plans and Policy, defended the agency's philosophical bent on the question against congenial but dogged questioning by two industry lawyers and one of its leading technologists.

Peter Tannenwald of Arent, Fox, Kintner, Plotkin & Kahn described the FCC's position as holding marketplace forces at least as capable, if not more, in dealing with standards questions—particularly those having to do with quality of service, interoperability of equipment and efficient use of the spectrum. Only in one area does the present FCC—or at least the policy position forecast by 83114—believe in a continuation of its historical role in setting and maintaining technical standards: that of preventing interference. Tannenwald noted that comments on the notice are due May 2, and expressed the hope that deadline would be extended.

Were earlier FCC's to have followed that policy, we might today have three television systems in this country, Tannenwald said: NTSC (the U.S./Japan system), PAL (Great Britain and much of Europe) and SECAM (France, U.S.S.R. and the Eastern bloc countries).

Paul J. Berman of Covington & Burling called the notice a "challenging and provocative document" with far-reaching implications, particularly in light of the AM stereo and teletext decisions just past and the

upcoming decision on multichannel sound—and in light of the increasing pace of new technologies. He said 83114 could establish policy guidance for the foreseeable future.

Joseph A. Flaherty, vice president for research and development for CBS (who was to receive the NAB's highest engineering award at a luncheon that same day), began his remarks by displaying and reciting from some of the standards that govern toaster manufacture in the U.S. (The panel's title was drawn from a remark FCC Chairman Mark Fowler had made about television being just another appliance like a toaster with pictures. Among the prescriptions: the kind of plug the toaster must have, what kind of power supply it must mate to (120 volts, 60 cycle) and how big the bread slots must be (115 mm by 115mm by 16 mm). Flaherty's observation: "As the appliance gets more complex, so must the standards.")

He did agree that standards need to be reviewed over time and perhaps eliminated or revised, but he was unyielding in his insistence that new technologies not be presented to the marketplace without prior evaluation and standardization—either by government or some other agency.

Flaherty also noted that the FCC's interest in setting standards was fading just as technology is moving ever more swiftly. Within the next decade, he said, critical standard (or nonstandard) decisions would have to be made on direct broadcast satellites, digital transmission, analog component transmission and high-definition television—in addition to the AM stereo and teletext decisions (already avoided by the FCC) and the upcoming question of multichannel sound.

Policymaker Pitsch said he could not see very good arguments for setting quality standards and indicated a preference for allowing manufacturers to make their own trade-offs between lower costs and quality. The issue of compatibility (or interoperability) he called at once the most difficult and the most exciting. "To the extent that compatibility is important, there is an enormous incentive for the parties [rival manufacturers] to reach it," Pitsch said. At the same time, "where there is no overriding economic rationale for comparability, we can see a thousand flowers bloom."

Tannenwald remarked that the government is often afraid "to fish or cut bait" on standards because it feels incapable of making the best decision. "But it's not always important to have the best decision," he said, "just a good one."

Referring to the AM stereo instance, in which the FCC first chose one applicant (Magnavox) only to back down under threat of court suits, Tannenwald said the FCC should have stood by its guns and not shown up in court, leaving the rival applicants to "stew in their own juice." He voiced the opinion that the applicants would eventually have backed down and gotten on with manufacture under the Magnavox design.

Flaherty said that American manufacturers might be left behind in the technological race—outperformed by their rivals from other countries—if forced to go through inordinate time delays because of "marketplace" decisions. U.S. antitrust laws make it virtually impossible for manufacturers to get together on compatibility issues, whereas other countries encourage such business conduct. Flaherty said that one reason the AM stereo decision went to the FCC in the first place was because an NAB committee could not agree on a standard, largely because of antitrust problems. He suggested industry groups might bring the choice down to a final two—"a binary choice," in his term—and then let the FCC make the final call.

Pitsch expressed his belief that there is very little law to prevent private associations from picking standards, and thought the Federal Trade Commission would be likely to allow such operations. (Later, during an NAB session featuring FTC Chairman James Miller, Pitsch asked whether Miller agreed and appeared to receive a positive response; see story page xx.)

Tannenwald said the marketplace approach forced consumers to spend more than they need to, to get things they don't need, and predicted some new technologies would fail and manufacturing companies go out of business because the field was so fractionalized by competing choices.

Cable television entered the discussion at one point when Flaherty observed that there were no initial standards for transmission standards for that medium, leaving individual system owners to "cut all the corners" as they would. He linked that situation to the present-day cable industry's reluctance to carry teletext signals broadcast on the vertical blanking intervals of must-carried TV stations (and, prospectively, multichannel sound)—and the FCC's decision not to require teletext must-carriage, at least in part because of the cost to cable. But Pitsch was undaunted. "Would it have been better to insist on higher standards then—in anticipation of a service not then contemplated—and perhaps at the cost of denying cable service when that medium was in its infancy? He obviously thought not.

At the session's close, moderator Valerie



**Standard setters.** Discussing who should decide television technical standards were Valerie Schulte, NAB; Paul Berman, Covington & Burling; Peter Pitsch, FCC; Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn, and Joseph Flaherty, CBS.

Schulte of the NAB established a telephonic link between the panelists and Mike Marcus, acting chief of the FCC's technical analysis division, in Washington. He is the author of 83114 and defended it vociferously. During one exchange—over the question of whether broadcast transmission standards should be high (as Flaherty contended)—Marcus responded that "the *New York Times* isn't regulated on how black its ink should be." He also noted that trying to mandate quality means the industry is kept automatically behind the times, citing 1939 AM regulations still in place.

At the close, Flaherty told Pitsch he had been asked to find out whether it was the FCC's policy to have no plan or its plan to have no policy. □

## Flaherty warns of dangers of nonstandardization of equipment

He tells broadcasters it is on their shoulders that final decisions on specifications for new technology and equipment will come to rest

Accepting the NAB's 1983 Engineering Achievement Award, Joseph A. Flaherty, vice president, engineering and development, CBS/Broadcast Group, urged his fellow broadcast engineers to become more active in shaping the future of television. "The rate at which technology is advancing will totally change the face of television by the turn of the century," he said at the NAB convention's engineering luncheon. "We can no longer afford the luxury of simply running our day to day business. We must act at this time to organize the future for ourselves and for the public we serve."

The NAB, he said, would be a "wholly

appropriate" forum for broadcasters to express their needs and requirements for the future. "I would like to challenge the association to begin immediately putting into place effective machinery to insure that the needs of broadcasters are clearly voiced and that an effective relationship with standards organizations, regulatory bodies and television equipment manufacturers is established."

Because of the speed of technological advancements, he said, new ways of coping with them must be found. "There is no longer time for the endless debates that have characterized the agonized groping for standards in industry organizations, while the FCC seems to have abdicated all responsibility for directed standards." Failure of the FCC and the industry to manage new technology, he said, has led to the "chaos" of AM stereo, small format videotape recorders and teletext.

Currently before the industry for standardization, he said, is television stereo sound, analog components digital sound transmission, digital videotape recorders, direct broadcast satellites and high definition television. "New mechanisms must be found to direct these technologies in a timely and effective way," he said. "Much of the responsibility for these future technologies rests squarely upon the shoulders of the broadcasters in this room today."

In keeping with the spirit of the luncheon's invocation, in which the priest used the language of television engineers, Flaherty said: "The Lord has very strict standards for the operation of his universe, unlike our industry."

Flaherty's theme was underscored by the luncheon's speaker, retired RCA engineer George H. Brown. "In some manner you broadcasters must get your views and your needs proclaimed to the manufacturing industry" he said. "Remember you are God's gift to the manufacturers. Somehow you must overcome the nonstandardization of equipment which is becoming more and

more a problem. It is this growing nonstandardization that holds back new broadcast services."

Although the FCC has been "no help" in the broadcasters' struggle with nonstandardized equipment, he said, "we should not criticize the FCC because that might stimulate them to call hearings and make decisions that will be worse than no decisions at all."

Setting industry standards is not easy, he said, but it can be done. "It takes give and take, discussion and compromise, all of which is of great difficulty with the interference of government departments and courts. It is high time the regulators go on vacation so we can do what needs to be done." □

## Digital audio: a game radio may not be able to play, but consumers will

Because of bandwidth needed, digital transmission may not be in the cards for AM-FM, although it may skyrocket in consumer electronics gear

Digital sound may prove to be bad news for the broadcasting industry. That's because the AM and FM bands will always be analog sources of transmission—they do not have the necessary bandwidth to transmit in a digital mode, as do such competing technologies as cable television and broadcast satellites.

At a panel session on digital sound, Dennis Waters, a Binghamton, N.Y. communications consultant, noted that in the last two decades, FM radio, home stereo and recorded music industries have interacted and benefitted each significantly. "We've seen a real synergy" result from that interaction, he said.

The future, however, said Waters, will see the home stereo and recorded music industries marching side by side into the age of digital sound, with FM radio unable to "directly participate," because of insufficient bandwidth. "You need about 1.5 mhz to transmit stereo digitally, he said, adding that such a signal simply cannot be fit into the FM carrier, which has a bandwidth of 200 khz. Thus, an FM broadcaster will never be able to provide the kind of fidelity sound that listeners may obtain with home compact digital disk unit. However, cable system and broadcast satellites, with their ample capacity, can deliver digital sound directly to consumers.

Waters said that consumers will have a number of ways by which to access digital audio, including the compact disk, digital tape recorders (including car units), cable and other technologies with adequate bandwidth.

As for radio stations, said Waters, digital transmissions from a satellite system will enable a station to receive an almost limit-



NAB's Tom Keller and Flaherty

less amount of data simultaneously with the audio signal. Signal delay techniques and speech syntheses and compression applications are other areas where stations can benefit from digital technology, according to Waters.

Charles Letts, head of Sony Corp. of America's business development division, described Sony's digital compact disk (BROADCASTING, March 28). While most of the attention has focused on the consumer model of the disk system, a professional broadcast model was on display in Las Vegas. Sony officials won't say when it will be available for purchase, or for what price, but one Sony official on the convention floor said it would probably be in the \$5,000 range, compared to the suggested \$300 retail price for the consumer unit.

The compact disk system has a frequency sampling rate of 44 khz, said Letts, and the highest frequency it will transmit is 22 khz, far higher than the 15 khz or 16 khz that is detectable by the human ear.

Letts said he expected the \$900 price tag on the consumer unit to "drop dramatically" over the next few years. The disks themselves, now priced at about \$17, may drop "\$4 or \$5 over the next few years," he said.

Letts said that Sony expects unit sales of 30,000 by the end of 1983. By 1996, he said, annual units sold might total 3.1 million, with disk sales nearing 25 million. □

## Computers as standard equipment for stations

**Broadcasters offer testimonials for use of computers to operate stations more efficiently**

Computers are a broadcasting fact of life. From large IBM installations costing hundreds of thousands of dollars at large-market radio stations to a small Radio Shack personal computer costing less than \$500 at a small market daytimer, computers are making themselves at home at radio stations across the country.

"Bits, Bytes and Computers" was a workshop offering case histories of computer experiences and numerous suggestions as to how they could be used to make a station work more efficiently.

Leading off the panel was Bob Abernethy of WCAQ(AM)-WXYV(FM) Baltimore, who admitted that he was skeptical of changing over his traffic and billing operations to a Radio Shack TRS-80. He no longer has any doubts. "We've had fewer makegoods," he said, and told of the various sales tools the computer has provided: categorizing accounts by type (automotive, clothing, etc.) and by sales potential, as well as listing complete information on each account—the last time a spot was purchased, when it ran and the last time a salesman called. It also offered a way to sell accounts not using radio. "Keep track of a business's newspaper ads. Measure column inches for about four weeks and put it in the computer with the newspaper's ad rate, multiply and you have approxi-

## Improving the status quo in television

**On the floor and in sessions, manufacturers proclaim the latest in TV picture upgrading**

The only safe bet in Las Vegas during the NAB convention was that the quality of television pictures will get considerably better over the next several years.

On the exhibit floor and in a four-hour engineering session, equipment and proposals to patch up or replace the increasingly maligned NTSC signal were set forth for the evaluation and comment of broadcast engineers.

The so-called "advanced television systems" ranged from improvements of NTSC receivers through the use of digital processing to enhanced 525-line systems to true high-definition television systems with more than a thousand scanning lines.

HDTV systems, based on the provisional 1,125-line standard of the Japanese Broadcasting Corp. (NHK), were in the booths of Sony and Ikegami, where they enthralled convention delegates with their fine vertical and horizontal resolution, five-to-three aspect ratio and deep, saturated colors.

Sony set its HDTV camera alongside its other cameras and trained it on a brightly lit tropical scene. The camera's monitor was around the side of the booth, however, where

its picture could not be compared to those of the 525-line cameras but where a technician could easily adjust the knobs. In addition to the camera set-up, Sony brought along a wideband analog HDTV recorder. In a small theater within the booth, Sony gave many their first look at recorded HDTV on a 100-inch projection television system. For the demonstration, Sony used highlights of a Los Angeles Rams-Washington Redskins football game produced by CBS technicians in 1981.

The scene in the Ikegami booth was not nearly as elaborate. There was no recorder and there was not much to aim the camera at—three colorful prints and a Japanese doll in traditional garb on a rotating pedestal.

For the past few years, CBS has been chief proponent of HDTV in the U.S. It has sponsored demonstrations of the NHK system throughout the country and proposed the allocation of 12 ghz spectrum to the satellite and terrestrial broadcast of HDTV services. At the engineering session, CBS's Richard Green put aside the technical jargon to urge the engineers to join with CBS in working for a worldwide HDTV production standard. Such a standard, he said, would be transcodable to other standards for transmission or broadcast over narrow channels—NHK's HDTV system has a video bandwidth of 30



**Little bits of bytes.** The talk was of hardware and software at the "Bits, Bytes and Computers" workshop. (l-r) Moderator Hilker, McDaniel, Abernethy and Sellati.

mately how much he has spent. Then you can go into his office with the ammunition you need to make a presentation," Abernethy said.

Showing what can be done with a little cash and a lot of ingenuity was Mike McDaniel of WBTO(AM) Linton, Ind. Starting with a used Radio Shack model 1 computer, he has built a system of two machines, one of which does accounting and sales functions and the other does payroll, prints checks, keeps the checkbook, prints letters, sales avail sheets, a newsletter and more. There's even a voice synthesizer that delivers the weather over the air.

McDaniel added that he wants to get two more: one for his telephone salesperson to input daily activity and another to program the results of the phone call-out research that the transmitter operators do at night.

The pros and cons of the two major types of computers radio stations can choose from were outlined by Jack Sellati of Broad Street Communications. While the minicomputers offer greater sophistication and memory,

they cost from between \$20,000 and \$100,000. At the lower end of the spectrum are the microcomputers, ranging from less than \$3,000 to \$20,000, offering versatility and programability, but with a lower level of sophistication and software.

"Before you buy," advised Sellati, "you have to know what you want it (the computer) to do and where you want your station to be in five years. Do a cost benefit analysis. What return on investment can you expect this year from a computer investment? How far will your ongoing investment go toward meeting your needs and objectives five years from now?" He added that the industry is entering an "era of cooperation" between big and small computers, with more of the units able to talk to one another for greater flexibility.

Abernethy put his thoughts about computers this way: "If you're not contemplating a computer, I hope your competition isn't either."

Moderating the session was Robert Hilker of WCGC(AM) Belmont, N.C. □

mhz—or to 35 mm film for regular distribution to movie theaters. A world standard would insure the interchangeability of equipment and programming, he said, and, if broadcasters participate in the standardization process, they can insure that HDTV can be broadcast terrestrially or by satellite.

Joseph A. Flaherty, vice president, engineering and development, CBS/Broadcast Group, and winner of NAB's 1983 Engineering Achievement Award, explained during his acceptance speech at the engineering luncheon the danger of broadcasters' noninvolvement: "If broadcasters do not work now to establish a standard for high definition television production and later, broadcasting, it is . . . quite certain that the other channels to the home, such as cable, videocassette recorders and videodisks, will develop their own HDTV standards and deliver services to the viewer which may not be broadcastable at all."

The forum for broadcasters to make their desire known, said Green, is the Advanced Television Systems Committee, formed over the past few months by the television industry and administered by the National Association of Broadcasters.

Digital Video Systems Corp., a subsidiary of Scientific-Atlanta, demonstrated its enhanced 525-line encryption system in the S-A booth. The DPS-330 system, intended to replace NTSC for satellite transmissions, is a modified version of the Multiplexed Analog Components system developed by the Independent Broadcasting Authority and adopted for use on England's direct broadcast satellite system.

Although the DPS-330 systems and other enhanced systems preserve the aspect ratio and scanning lines of NTSC, it restructures the basic signal, separating the luminance from the two color-difference signals so that they can be transmitted sequentially. Such a transmission scheme reduces the interference between the color and the luminance. DVS has combined the modified MAC with a time-base scrambling system, up to four digital audio channels and a data channel to create the DPS-330 system.

For the booth demonstration, S-A transmitted from Atlanta identical programming over two Westar IV transponders provided by Hughes Television using NTSC for one and scrambled MAC for the other. After downlinking the signals outside the convention center, S-A took the top half of the descrambled MAC signal and the bottom half of the NTSC picture and combined them into one complete picture. The hybrid image was then displayed on a large projection television system and a television receiver, where the superior quality of the MAC technology could be clearly seen.

Comsat's Satellite Television Corp., which is working hard to launch a direct broadcast satellite system, is considering upgrading its service by using a MAC-like standard rather than NTSC for its satellite broadcasts. Speaking at the engineering session, STC engineer James Whitworth said: "We feel a [MAC system] is compatible with U.S. DBS requirements and constraints." Assuming channel bandwidth is set by international agreement at at least 24 mhz, he said, "there is sufficient power and band-

width to reach the desired performance levels." The system would have a luminance bandwidth of between 4.2 mhz and 5 mhz, a chrominance bandwidth of 1.3 mhz and between three and six digital audio channels. Comsat is working on its own MAC system under a license from the IBA as well as monitoring the work of DVS and other manufacturers.

Perhaps the simplest and most inexpensive way of improving NTSC television is by improving NTSC receivers. At the engineering session, Kerns Powers of RCA Laboratories said the NTSC receivers and the pictures they produce have been improving steadily since adoption of the standard some 30 years ago. Just four years ago, he said, the introduction of the comb filter caused "a quantum leap in the quality of the display." Not only did the filter reduce "cross-color artifacts," he said, it also permitted the manufacture of sets with full 4.2 mhz bandwidths and a commensurate increase in resolution.

Another quantum leap in the display will occur, he suggested, when the "frame store on a chip" becomes available. With the frame store, he said, cross-color and flickering will be eliminated. The frame store will also remove the "black lines" created by NTSC's two-field interlace scanning scheme, he said. The frame store could store both fields and read them out "non-interlaced in a progressive display so that one full frame is displayed in a 60th of a second rather than a 30th and we will have eliminated completely this crawling black raster." Progressive scanning doesn't increase the resolution of the picture, he admitted, but it "substantially improves the subjective quality of the picture."

Although Powers called HDTV pictures "gorgeous" and "beautiful," the tone of his talk and the accompanying paper regarding HDTV were cautious. Because of improvements in NTSC receivers, he said, broadcasters should compare HDTV not with present day NTSC, but with what NTSC will be in several years. The basic question, he said, is whether the higher resolution of HDTV will have "sufficient perceived" value to justify the investment in equipment to accommodate the wide HDTV bandwidth.

Powers is not the only one who believes there is a lot of life left in the NTSC standard. Richard S. Prodan, of Phillips Laboratories, in his paper and talk, described an NTSC receiver that uses field stores to eliminate flickering in NTSC pictures. In Prodan's prototype, the field stores double the field frequency of incoming signals from 60 per second to 120 per second. The stores are programmed to display the fields in one of two different sequences, depending on the amount of motion in the picture. The marketability of such a receiver, he said, depends on the availability of low-cost memory for the field stores. Although it is not available now, he said, it should be "within the next few years."

The new "improved NTSC" player at the NAB convention was DigiVision, incorporated in January 1982 by Sherman E. DeForest, who now serves as its president. However, DigiVision's debut, heralded by trade press advertising and a pre-convention press

conference, was a disappointment. DigiVision's first product is the DRGB-343, an 18-inch cube that takes an NTSC signal from any source and transforms it into a high-resolution, 40 mhz signal. When the RGB signal is pumped into a high-resolution receiver, according to DigiVision, it will produce a picture with more than 1,000 actual lines of resolution and up to 800 lines of "perceived" resolution, depending on the quality of the original NTSC signal. Unfortunately for DigiVision, it was unable to debug the box in time for its promised demonstration on the exhibit floor.

Unlike the digital processing proposed by Powers and Prodan, the DRGB-343 is not intended for home receivers. At \$30,000, the box is being aimed at producers of videoconferences and closed-circuit television, who can take advantage of the improved resolution for large-screen displays.

Using the same digital imaging technology as the DRGB-343, DeForest said at the press conference, DigiVision is working on a film-to-video system that will permit the transmission of high-resolution pictures to theaters and a high-resolution broadcast system that would use conventional UHF or VHF television channels and be compatible with NTSC receivers in the same way color broadcasts are compatible with black-and-white receivers. The trick to making the latter system a viable product, DeForest said, is reducing the cost of the decoder needed to receive and display the high-resolution pictures. That means, he said, shifting the bulk of the signal processing from the reception end to the transmission end. □

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## Teletext battle surfaces in Las Vegas

**Two basic system proponents set up demonstrations to show product and woo affiliates**

Las Vegas earned the distinction last week of being the first city in the U.S. in which three teletext services were simultaneously broadcast. But it's a dubious distinction. Since there were only a handful of teletext decoders in town to receive the services, none of them were seen by the public and two of them were mere demonstrations set up for the NAB convention.

Nonetheless, the three services illustrated for teletext-conscious broadcasters on the convention's exhibit floor and in hotel suites the nature of the new medium and its potential applications as well as the differences between the two teletext systems battling to become the de facto standard in the U.S.: the North American Broadcast Teletext Specification and the British-conceived World System Teletext (WST).

CBS and NBC, proponents of the NABTS, were broadcasting services over their local affiliates, KTVN(TV) and KVBC(TV), respectively. Although industry standard-setting committees are still "crossing the t's and dotting the i's" on the NABTS



**NABTS's French ally.** A teletext standard comprises two basic elements. One defines the transmission system; the other, the sophistication of the graphics. Although Telediffusion de France, the French government agency that owns and operates the nation's television facilities, has settled on alphamosaic graphics for its teletext system, TDF President Francoise Schoeller was at the NAB convention last week to tell NBC and CBS executives and other proponents of the North American Broadcast Teletext Specification (NABTS) that TDF would adopt the NABTS transmission system. That means teletext equipment manufacturers, many of which are French, can produce equipment for both the French and NABTS market.

Schoeller had some other good news for proponents of French and NABTS teletext. TDF decided last February to buy 100,000 teletext decoders during each of the next three years, Schoeller told BROADCASTING. Although they will be re-sold or leased to the country's hearing impaired so they can receive closed captioning services, he said, they will have full teletext capability.

By ordering that many decoders, TDF will drive down the price of decoders and, because of the commonality of equipment, the impact of falling prices will be felt not only in France, but in any other place where French or NABTS teletext is used.

standard ("Closed Circuit," April 11), the NBC service had all of NABTS's features, including high resolution (alphanumeric) graphics and a wide variety of colors.

As NBC boasted in a press release issued at the convention, it became the first network to broadcast high-resolution graphics inherent in NABTS with its convention demonstration. (Time Inc., which has been experimenting with a 5,000-page, full channel cable teletext service in San Diego and Orlando, Fla., is presumably the first to make use of the NABTS's high resolution capability.) According to NBC, the demonstration service contained 60 pages of continually-updated information including world and national news, sports and weather as well as "life style features." The creation, editing and decoding equipment for the service was supplied by Videographics Systems of America, a company of French NABTS hardware and software vendors.

The CBS service, which was launched on April 4, four days after the FCC authorized the teletext service, as a regular national network service, used an earlier version of NABTS, one that did not include the high-resolution graphics. CBS plans to move to full NABTS capability sometime this summer after NABTS is firmly set and after origination (page creation) equipment and decoders become available. The CBS service is a classic case of the tree crashing in the woods, but making no noise. Although most CBS stations are broadcasting the service tucked away in the vertical blanking interval of regular network programming, without set-top decoders needed to upgrade TV sets to receive the service, the launching

of the CBS service has not made much "noise."

(Not all CBS affiliates are broadcasting the network's teletext service—decoders or no decoders. Group W, for instance, is stripping out the CBS service before broadcast. It's no "big deal," said Howard Miller, vice president, technology and special projects. Group W is reluctant to broadcast anything it can't see, he said. "As soon as we get a receiver that we can use to monitor we will carry it.")

The NBC and CBS services could be seen last week in the booth of Thomson-CSF, 51% owner of VSA, and in some hotel suites including those of CBS engineering at the Hilton and VSA at the MGM Grand.

Proponents of WST were responsible for the third teletext service being broadcast in Las Vegas. They persuaded the local ABC affiliate, KTNV-TV Las Vegas, to pick up off the satellite and broadcast Keyfax, the 100-page teletext service of Keycom Electronic Publishing, a joint venture of Field Enterprises, Centel and Honeywell. (The service is being broadcast over WFLD-TV Chicago and distributed nationally via satellite for an incipient cable service over the vertical blanking interval of superstation WTBS[TV] Atlanta.) To take a look at the service, conventioners could go to the WST booth, which contained a variety of WST originating and decoding gear. There the service was being decoded by a Zenith box and developed on a Magnavox TV.

WST and NABTS services are incompatible. An NABTS decoder will not receive the WST services and vice versa. Broadcasters interested in getting into the teletext business are therefore faced with selecting one or the other. What decision they make will determine which of the two standards emerges as the country's de facto standard. As it now stands, judging from the supporters of each service, NABTS appears the likely national standard. CBS, NBC and Group W have endorsed the standard and helped to develop it. (ABC is generally opposed to teletext, fearing it will allow viewers to preempt commercials, and has not taken a stand on a standard. It has, however, been active in promoting the teletext-like line 21 closed captioning service for the hearing impaired.)

Field and Taft Broadcasting, which has been broadcasting a 100-page service over its WKRC-TV Cincinnati using WST, are allies of the WST proponents. And Zenith, which is eager to mass produce teletext decoders for set-top adapters and for incorporation into its television sets, favors WST, although it has indicated repeatedly its willingness to build decoders for whatever system the marketplace demands.

CBS, NBC and Group W have all endorsed NABTS because of its superior graphics capability, its compatibility with the videotext system being advocated by AT&T and because of what they feel is its greater efficiency and flexibility. In a prepared statement, Barbara Watson, general manager, NBC Teletext, said, "High resolution graphics capability is one of the key factors in creating an advertising-supported teletext service." NABTS, its proponents argued, allows the teletext broadcasters to reproduce accurately logos and products.

## NABTS Teletext Systems



**Peacock in the VBI.** NBC-TV and its Las Vegas affiliate, KVBC, became the first to broadcast a teletext service incorporating the high-resolution graphics of the NABTS standard. The 60-page service was broadcast throughout the NAB convention in Las Vegas last week as a demonstration of the technology. Barbara Watson, general manager, teletext, NBC, (l) and Rolla Cleaver, general manager, KVBC, congratulated each other at the Thomson-CSF booth on the exhibit floor, one of the few places where the teletext service was received and displayed. Thomson-CSF is majority owner of Videographics Systems of America, the company that provided the equipment for the demonstration.

Group W prefers NABTS for its "finer graphics and for its more efficient use of limited spectrum," Miller said. "That means more pages or better graphics." Its compatibility with videotext, he said, means "there will be a tremendous number of resources committed to developing the technology."

But WST proponents have some pretty good counter claims. WST equipment will be cheaper than NABTS gear, they say, and perhaps more important, WST is immediately available and proved by years of on-air use throughout the world.

Sensing, perhaps, that the fortunes of WST in the U.S. were waning, the British Department of Industry came up with some money and set up Ameritext Inc., a New York-based company that will promote WST in the U.S. Although a press release handed out at Ameritext's initial press conference at the NAB convention implied that it was finally supported by WST equipment manufacturers and proponents, Jerry Lebow, Ameritext spokesman, said the company's sole support comes from the Department of Industry. Bernard J. Rogers, a consultant to the Department of Industry, declined to reveal how much the government was putting up or was willing to put up, saying only that it would be enough to get the job done.

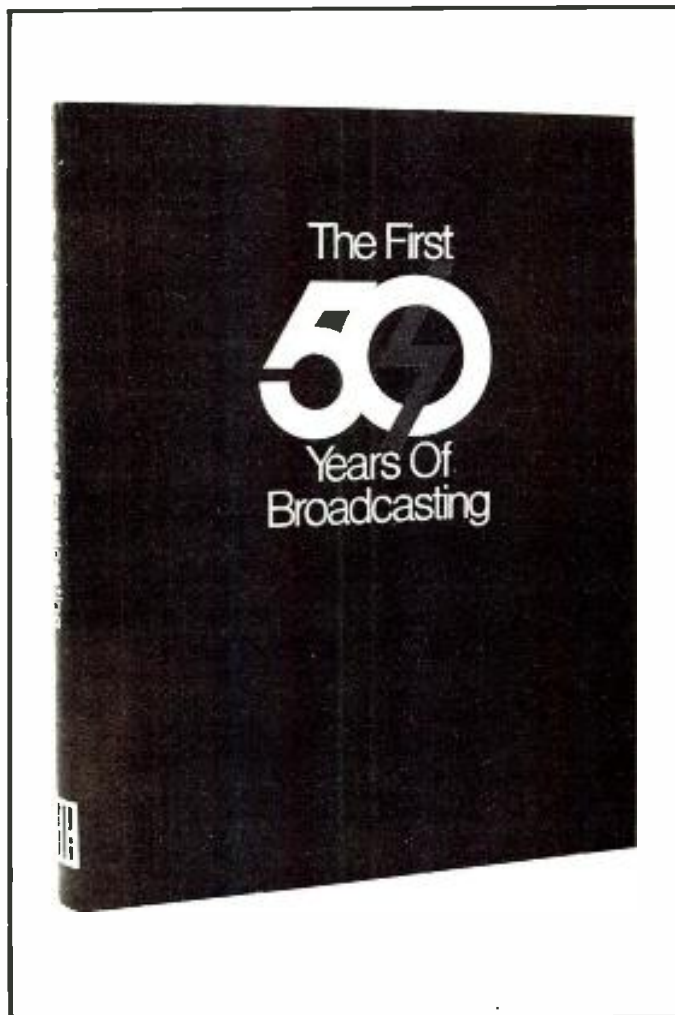
So far, Ameritext has one paid employee, executive vice president, Neal Williams, a lawyer-engineer who has been a consultant to United Kingdom Teletext Industry Group, which comprises several British electronics manufacturers. According to Lebow, Ameri-

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text plans to add four more staffers within the next 30 days.

At the press conference, Williams reiterated the WST claims. According to one Ameritext release, the currently available WST equipment is cheaper than similar NABTS gear that will not be available until later this year. WST decoder circuit boards cost less than \$75 in lots of 10,000 or more, while the NABTS boards will cost \$275 for the same quantity. "World System Teletext holds a big cost advantage over competing systems," Williams said. "Moreover, the technological superiority in areas of transmission capabilities and transmission efficiency are clearly in favor of [WST]." Williams gave no ground on the question of graphics. WST can accommodate five levels of sophistication, he said. "All indications are that the current level, in operation in 14 countries, is more than adequate for the teletext service. But, should there be a desire for more sophisticated graphics, we could certainly accommodate them and do it faster and more efficiently than the proponents of NABTS."

At the Ameritext press conference, Humphrey Metzgen, a marketing executive with Oracle, an up and running WST teletext service of the Independent Broadcasting Companies in England, has some encouraging news for all proponents of teletext. Since Oracle's launch in September 1981, the number of decoders in use has grown to one million, representing 5% of all the country's television homes. What's more, he said, Oracle has matched 1982 advertising revenue in the first quarter of 1983. If all goes well, he said, Oracle will hit the break-even point sometime in 1985, when penetration is at 15% and will "earn" more than \$100 million a year by 1990, when penetration hits 85%. □

## Tarleton sees light at end of tunnel on Cuban interference

### Task force chairman reports positive signs in negotiations between two countries

There were signs of progress last week in U.S. efforts to deal with Cuban-caused interference to U.S. AM stations. The signs were vague and indistinct, and evidence remained of pitfalls ahead. It was also evident that gains would not come at no cost. But for the first time in the eight months that the National Association of Broadcasters all-industry task force on Cuban interference has been in business, its chairman was talking of "positive things happening."

Cullie Tarleton, of Jefferson-Pilot Broadcasting, of Charlotte, N.C., offered that estimate in wrapping up a clinic on the Cuban interference problem, at the NAB convention last week. He was less than clear; in fact, he was excessively coy. But he seemed unable to contain himself. "Because of the confidentiality of the matter. I can't say

much," he said. "There are positive things happening at the State Department and the FCC."

Then, indicating he was talking of negotiations between the two countries, he said, "It will take give and take on both sides. It can happen. It will occur when the two sides sit down across the table from each other." But he also indicated broadcasters have a continuing role in the efforts. "Complain [about interference]," he said. "Keep the heat on."

Government and private officials involved in the effort to find a solution to the interference problem later sought to take some of the edge off of Tarleton's optimistic tone. One said the developments were not major. Another indicated Tarleton was referring to some slight success in efforts to start talks with Cuba on the issue.

Considering the frustration the all-industry task force has felt in the apparent lack of movement on the issue and its repeatedly expressed view that the answer to the problem lies in negotiations, even a small success in that regard would seem satisfying to Tarleton.

Although the interference issue did not rise to the surface as one of those demanding NAB attention until the past year or two—and then principally in connection with administration plans to build a radio station (Radio Marti) to broadcast news of Cuba to that country—Cuban interference has been a problem for some 20 years. Most of the stations affected are in Florida. But, as Tarleton noted, stations in Ohio, Illinois, New York and North Carolina have also suffered. And an NAB study concluded that if Cuban proposals for building new stations and increasing the power of existing ones are implemented, 200 stations in 32 states would be affected.

The comments of those participating in the clinic—and all have direct or indirect knowledge of efforts to resolve the interference problem—may have provided clues to the difficulties involved and the negotiations likely to occur.

For instance, two State Department officials—William Jahn, foreign affairs officer in the Office of International Communications Policy, and Myles Frechette, special project officer on the staff of Assistant Secretary of State for Interamerican Affairs Thomas Enders, noted that Cuba under Fidel Castro has developed a radio broadcasting system lacking in the sophistication of the American.

Cuba's system is patterned after the Russian, Jahn said. "So it has no interest in protecting secondary service areas. The Cuban systems relies on groundwave, so it is hard to interfere with it." Frechette said: "Cuba has put together a system oblivious to interference problems with other countries."

That was the bad news on Cuba's broadcast philosophy. Jahn offered some good news: In talks with Cuban officials in Havana in 1981, he was told Cuba would be willing to install directional antennas. They would probably not be sophisticated: five- or six-tower arrays, he said. But, he added, "concession" would be a good starting point in negotiations."

It was clear from the remarks of several of

those on the panel that negotiations would be conducted, if at all, in a multilateral forum. That has been the State Department's position. And Frechette indicated one reason would be to confront Cuba with other countries adversely affected by its broadcast policy. "Let's see if we can make them [Cuba] see they are acting in an irresponsible way," he said.

What's more, there were indications in the remarks of the panelists that Tarleton's reference to "give and take" was intended seriously. William H. Hassinger, engineering assistant to FCC Mass Media Bureau chief Larry Harris, said one question that must be answered is: "What are we prepared to negotiate?"

And the question is one the industry must address, he said. "Is the industry at the point where we can do anything but tell Cuba what they must do to make us happy... I don't sense that we're willing to get off our position that we're the good guys. We have to bend a little to get things moving." Hassinger cited the U.S. readiness to make changes to resolve interference problems with Canada and Mexico in dealing with Cuba, then said, "We will have to be ready to move stations or to accept some interference as permanent."

What's more, the State Department apparently will insist that the industry be represented in any talks with the Cubans. "We're prepared to talk to the Cubans in a multilateral forum... but with the industry," Frechette said. The government, he said later, would not be in a position to dictate to the industry on what it would be asked "to give up."

One element some observers see as an integral part of the Cuban interference problem—Radio Marti—was not discussed during the session. Tarleton said, in introducing the clinic, that Radio Marti would not be discussed. His explanation was that the NAB "has a policy" on the proposal: to oppose it as long as the administration does not rule out establishing Radio Marti on a commercial AM frequency. And the administration bill providing for the station would permit it to operate on 1180 khz, the commercial frequency on which the Voice of America's Radio Marathon, on Florida's Marathon Key, operates.

But it is the State Department position that Radio Marti is not a factor in the interference problem. Jahn, in a review of developments since Castro came to power in 1959, said, "There is no relation between the interference and Radio Marti." He noted that the Cuban plans for establishing a number of new, high power stations that are a source of worry to American broadcasters were disclosed in 1979. That was two years before the Reagan administration revealed its plans for a station to break the Castro government's monopoly on news in Cuba. In fact, Jahn said, the announcement was made at a time when the Carter administration was attempting to improve relations with Cuba.

Nevertheless, some of those following the interference problem believe, with the NAB, that Castro would seize on the establishment of the station as a reason for stepping up the interference the American AM service is now receiving. □



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Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New stations

### FM applications

- \*Montgomery, Ala.—Montgomery Educational Radio Inc. seeks 90.7 mhz, 15 kw. HAAT: 212 ft. Principal: Non-profit corporation headed by D.G. Markwell, president. It has no other broadcast interests. Filed March 31.
- Delta Junction, Alaska—Delta Broadcasters seeks 93.5 mhz, 1 kw. HAAT: 77.4 ft. Address: P.O. Box 82131, Fairbanks, Alaska 99708. Principal: Equally owned by Dean M. Gottehrer, Stanley W. Muchewicz and Gerald E. Weaver. They are also applicants for new AM and new FM at Fairbanks, Alaska. Filed April 4.
- Limon, Colo.—Robad Broadcasting Co. seeks 1120 khz, .25 kw-D. Address: P.O. Box 218, Limon, Colo. 80828. Principal: Robert D. Hawthorne, who has no other broadcast interests. Filed March 31.
- Panama City, Fla.—Duane Cornett seek 106.3 mhz, 3 kw. HAAT: 162 ft. Address: 4703 Silver Ridge Drive, Jacksonville, Fla. 32207. Principal also owns one-third interest in KOSG(FM) Osaage, Iowa. Filed April 6.
- \*St. Petersburg, Fla.—St. Petersburg-Tampa Community Radio Inc. seeks 91.7 mhz, 3 kw. HAAT: 153 ft. Address: 118 Pinellas Bayway, Tierra Verde, Fla. 33715. Principal: Nonprofit corporation, headed by Steven J. Callahan, president, who is station manager of noncommercial WGAO(FM) Franklin, Mass. Filed April 4.
- \*Columbus, Ga./Phenix City, Ala.—Troy State University seeks 91.7 mhz, 50 kw. HAAT: 1,000 ft. Address: University Avenue, Troy, Ala. 36082. Principal: Nonprofit educational institution, headed by Dr. Ralph W. Adams, president. It has no other broadcast interests. Filed April 4.
- \*Iowa City, Iowa—Student Broadcasters Inc. seeks 89.7 mhz, .129 kw. HAAT: 90 ft. Address: Student Activities Center, Iowa Memorial Union, Iowa City, Iowa. 52242. Principal: Nonprofit corporation, headed by Peter J. Koenig, Karol Sole, Barbara Knapp, Patricia Maher and Dennis Green. It has no other broadcast interests. Filed March 7.
- Belleville, Kan.—First Republic Broadcasting Corp. seeks 92.1 mhz, 3 kw. HAAT: 300 ft. Address: RR No. 3, P.O. Box 54, Marysville, Kan. 66508. Principal: Deborah Marie Hoeflicker (100%). She is secretary for Apollo Broadcasting Corp., licensee of KNDY-AM-FM Marysville, Kan. Filed April 4.
- Walker, Minn.—Michael C. Steele seeks 99.3 mhz, 3 kw. HAAT: 161 ft. Address: 1776 K Street, N.W., Washington, D.C. 20006. Principal also owns KLLR(AM) Walker, Minn., and is applicant for new UHF's at Hollywood, Fla., and Brunswick, Ga. Filed March 31.
- \*Ellington, Mo.—Southern Reynolds County R-II School Board seeks 89.3 mhz, .105 kw. HAAT: 230 ft. Address: Ellington, Mo. 63638. Principal: Nonprofit educational institution, headed by James Rhodes, president. It has no other broadcast interests. Filed April 4.
- Garden City, N.Y.—Island Sound Communications seeks interim authorization to operate WLIR(FM) Garden City, N.Y. (92.7 mhz, 1 kw. HAAT: 521 ft.) due to now-disqualified licensee. Address: P.O. Box 869, Amityville,

N.Y. Principals: Equally owned by Floyd Webb, Bobby Jay and Fred Greenspan. Webb is engineering supervisor of satellite TV and cable transmitter center; Jay is acting program director at WWRL(AM) New York, and Greenspan is salesman at WHLI(AM) Hempstead, N.Y. Filed Feb. 23.

- Florence, Ore.—Beacon Communications Inc. seeks 1250 khz, 1 kw-D. Address: 1755 Hometown Road, Klamath Falls, Ore. 97601. Principals: Equally owned by Stephen E. Minshall and wife, Ann V. Minshall. Stephen is chief engineer at KLAD(AM)-KJSN(FM) Klamath Falls, Ore. Ann has no other broadcast interests. Filed April 4.
- Spearfish, S.D.—Black Hills Christian Communications Inc. seeks 107.3 mhz, 100 kw, HAAT: 1,702 ft. Address: East National Street, Belle Fourche, S.D. Principals: Mark Pluimer, president; Clifford Linn, Carl H. Moore Jr.; and Thomas Worden. Pluimer also owns 25.1% of KBFS(AM) Belle Fourche, S.D., and new FM there. Filed April 5.
- Wheatland, Wyo.—Haynes Communications Co. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 31235. Principal: Carl Haynes, who is also applicant for two new FM's and new TV. Filed March 31.

### TV applications

- Pueblo, Colo.—Pueblo Communications Ltd. seeks ch. 26; ERP: 1,414.2 kw vis., 141.42 kw aur. HAAT: 655 ft.; ant. height above ground: 271 ft. Address: 4550 Valencia Circle, Colorado Springs 80917. Principals: Robert Tracy Cheatham III (95%) and Pamela Louis Shipp (5%). Cheatham is also applicant for new TV's at Rome, Ga.; St. Joseph, Mo., and Scranton-Wilkes-Barre, Pa. He is also applicant for new FM at Wichita Falls, Tex. Filed March 31.
- Danville, Ill.—George E. Gunter seeks ch. 68; ERP: 1,000 kw vis., 100 kw aur. HAAT: 510.9 ft.; ant. height above ground: 531.5 ft. Address: 650 North Bolton Street, Jacksonville, Tex. 75766. Principal also is applicant for five new TV's and three new FM's (see below). Filed March 28.
- Springfield, Ill.—George E. Gunter seeks ch. 49; ERP: 1,000 kw vis., 100 kw aur. HAAT: 314.5 ft.; ant. height above ground: 295 ft. Address: 650 North Bolton Street, Jacksonville, Tex. Principal is also applicant for five new TV's and three new FM's. Filed March 28.
- Bloomington, Ind.—George E. Gunter seeks ch. 63 plus; ERP: 1,000 kw vis., 100 kw aur. HAAT: 288.5 ft.; ant. height above ground: 282 ft. Address: 650 North Bolton Street, Jacksonville, Tex. 75766. Principal is also applicant for five new TV's and three FM's. Filed March 3.
- Ames, Iowa—Metro Program Network Inc. seeks ch. 23; ERP: 2,190 kw vis., 219 aur. HAAT: 414.36 ft.; ant. height above ground: 399 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa. Principal: Gerald Fitzgerald, president (100%), who also is applicant for new TV at Cedar Rapids, Iowa. Filed April 5.
- Baton Rouge, La.—Louisiana Super Communications Limited Partnership seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur. HAAT: 1,975 ft.; ant. height above ground: 1,971 ft. Address: 14925 Republic Drive, Baton Rouge, La. 70805. Principals: Samuel R. Levatino, limited partner (85%), and Kay Burns Crochet, general partner (15%). Neither has other broadcast interests. Filed April 4.
- Winnemucca, Nev.—Matlock Communications Inc. seeks ch. 7; ERP: 100 kw vis., 10 kw aur. HAAT: 1,813.2 ft.; ant. height above ground: 119.3 ft. Address: 1041 Steepleview Drive, Eagle, Idaho 83616. Principal: Stephen J. Matlock (100%), who is also applicant for six low-power TV's. Filed April 5.
- Carlsbad, N.M.—Citizens Rights Telecommunications Co. seeks ch. 25; ERP: 1,399.6 kw vis., 139.96 kw aur. HAAT: 184.25 ft.; ant. height above ground: 278.9 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who is also applicant for five new TV's. Filed April 5.
- Forrest City, N.C.—Citizens Rights Telecommunication Co. seeks ch. 66; ERP: 1,500 kw vis., 150 kw aur. HAAT: 364.38 ft.; ant. height above ground: 276 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who is also applicant for five new TV's. Filed April 5.
- Christened, St. Croix, Virgin Islands—Joseph Bahr seeks ch. 27; ERP: 10.55 kw vis., 1.055 kw aur. HAAT: 990

ft.; ant. height above ground: 150 ft. Address: 7-A Estate Whim, Frederiksted, Virgin Islands 000840. Principal also owns WVIS(FM) Frederiksted. Filed March 30.

- Walla Walla, Wash.—Brotherhood Broadcasting seeks ch. 14; ERP: 1,000 kw vis., 100 kw aur. HAAT: 1,046.3 ft.; ant. height above ground: 152.6 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who is also applicant for five new TV's. Filed April 5.

### AM action

- Sandwich, Ill.—Pam-Lar Broadcasting Inc. dismissed 930 khz, 500 w-U. Address: RFD No. 1, Plano, Ill. 60545. (BP-820216BE). Action March 30.

### FM actions

- Coffeyville, Kan.—Midwest Broadcasting Inc. granted 92.1 mhz, 3 kw. Address: 306 West Eighth Street, Coffeyville, Kan. Estimated construction costs: \$100,000; first-quarter operating cost: \$27,000; first-year revenue: \$120,000. Format: Modern country. Principals: R. M. Seaton (40%), Robert L. Pratt, Edward L. Seaton (20% each), Donald R. Staton, Johanna C. Epp, Alfred N. Seaton and Monica M. Seaton (5% each). Seaton family is Coffeyville, Kan., group owner of four AM's, one FM and one TV and newspaper publishers in Kansas, Nebraska, South Dakota and Wyoming. (BPH-810410AF). Action Feb. 14.
- Phillipsburg, Kan.—Bengel Broadcasting Inc. granted 92.1 mhz, 3 kw. HAAT: 199 ft. Address: P.O. Box 307, Phillipsburg, Kan. 67661. Estimated construction costs: \$52,000; first-quarter operating cost: \$15,000; first-quarter revenue: \$25,000. Principals: Bernard M. Brown (30%), Joseph L. Engel and wife, Cheryl K. (25% each), Bernard's wife, Phyllis A., and son, Michael B. (10% each). Bernard Brown is station manager at KAYS-TV Hays, Kan. Joseph Engel is general manager at KKAN(AM) Phillipsburg, Kan. Applicants also own KKAN(AM). (BPH-810922AJ). Action March 28.
- Redmond, Ore.—Peregrine Broadcasting Inc. granted 107.5 mhz, 100 kw, HAAT: 537 ft. Address: 135 North Eighth Street, Redmond 97756. Principals: Paul A. Wolf and Bruce P. Bishop (50% each), who have no other broadcast interests. (BPH-820726AX). Action March 21.
- Lamesa, Tex.—Dick G. Fields et al dismissed application for 100.3 mhz, 50 kw. HAAT: 234 ft. Address: 2804 Apache, Big Springs, Tex. 79720. (BPH-820129BN). Action March 30.

### TV actions

- Toccoa, Ga.—Stephens County Broadcasting Co. granted ch. 32; ERP: 132 kw vis., 15.9 kw aur. HAAT: 785 ft.; ant. height above ground: 540 ft. Address: 100 Boulevard, P.O. Box 907, Toccoa 30577. Estimated construction cost: \$560,000; first-quarter operating cost: \$38,000; first-year revenue: \$250,000. Legal counsel: Bryan, Cave, McPheeters & McRoberts, Washington. Consulting engineer: Broadcast Specialists Inc., Winston-Salem, N.C. Principal: Roy E. Gaines (100%), who owns WNEG(AM) Toccoa, Ga. (BPCT-820104KF). Action March 21.
- Ponce, P.R.—Alvarez & Escabi dismissed application for ch. 48; ERP: 5.4 kw vis., 986 kw aur.; HAAT: 104 ft.; ant. height above ground: 52 ft. Address: 129 Calle Balboa, Mayaguez, P.R. 00709. (BPCT-821105KF). Action March 28.
- Ponce, P.R.—Zeal Broadcasting granted ch. 48; ERP: 100 kw vis., 10 kw aur. HAAT: 858 ft.; ant. height above ground: 113 ft. Address: Bldg. 10-13, Santa Rosa, Maymon, P.R. 00610. Legal counsel: Baraff, Koerner, Olender & Hochberg, Washington. Principals: Tomas Correa Acevedo and wife, Edna Muniz (50% each), who have no other broadcast interests. (BPCT-820922KF). Action March 29.

## Ownership changes

### Applications

- WCRT(AM) Birmingham, Ala. (1260 khz, 5 kw-D; CP: 1 kw-N, DA-N)—Seeks assignment of license from KJS

Inc. to The Jireh Corp. for \$287,500. Seller is owned by Capitol Broadcasting Corp., headed by Kenneth S. Johnson, president. It also owns WCAW(AM)-WVAF(AM) Charleston, W.Va.; WLLF(AM) Prichard and WKSJ-FM Mobile, both Alabama; WKDY(AM) Spartanburg, S.C.; and WRKA(FM) St. Matthews, Ky. Buyer is equally owned by John A. Loper Jr., president, Cheryl Kent and Dr. Kenneth Ustry. Loper is pastor of Garywood Assembly of God church in Birmingham; Kent is Birmingham businesswoman, and Ustry is Pleasant Grove, Ala., dentist. None has other broadcast interests. Filed April 5.

■ KIFW-TV Sitka, Alaska (ch. 13; 199 w vis., 30 w aur., HAAT: minus 782 ft.)—Seeks assignment of license from Sitka Broadcasting Co. Inc. to Drs. Dan and Kathie Etulain for \$125,000. Seller is owned by Media Inc., headed by E. Roy Paschal, president (74.3%). It also owns KETH(AM) Ketchikan; KJNO(AM) Juneau, and 68% of KANC(AM) Anchorage, all Alaska. It also has interest in CATV outlet in Juneau, Alaska. Buyers: Dan Etulain and wife, Kathie (100% jointly), who have no other broadcast interests. Filed March 25.

■ WSUZ(AM) Palatka, Fla. (800 khz., 1 kw-D)—Seeks transfer of control of W.G. Enterprises Inc. from August J. Greiner and James S. Wilkerson, D.M.D. (100% before; none after) to W. Don Sports (none before; 100% after). Consideration: \$196,000. Principals: Sellers have no other broadcast interests. Buyer also owns WCLA-AM-FM Claxton, Ga. Filed March 31.

■ WSIL-TV Harrisburg, Ill. and KPOB-TV Poplar Bluff, Mo. (WSIL-TV: ch. 3; 100 kw vis., 20 kw aur., HAAT: 880 ft. Satellite station KPOB-TV: ch. 15; 15.1 kw vis., 1.58 kw aur., HAAT: 620 ft.)—Seeks transfer of control of Turner-Farrar Inc. from WSIL Holding Co. Inc. (100% before; none after) to Mel Wheeler Inc. (none before; 100% after). Consideration: \$6.6 million. Principals: Seller is principally owned by John Kirby, who has no other broadcast interests. Buyer is owned by Mel Wheeler, who also owns KSRD(FM) Seward, Neb.; KDNT(AM) Denton, Tex.; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNG(FM) Gainesville, Tex. Filed April 5.

■ WPTA(TV) Fort Wayne, Ind. (ch. 56; 1,660 kw vis., 166 kw aur., HAAT: 1,186 ft.)—Seeks assignment of license from WPTA(TV) Inc. to Pulitzer Broadcasting Co. for \$8,620,433. Seller is owned by Gannett Co. Inc., publicly held newspaper chain and group owner of six television stations, seven FM's and six AM's. Buyer is owned by Pulitzer Publishing Co., headed by Joseph Pulitzer Jr., chairman, and brother, Michael E. Pulitzer, president. It is St. Louis-based publisher of *St. Louis Post-Dispatch* and *Tucson* (Ariz.) *Star* and owner of one AM, one FM and three TV's. It recently was granted FCC approval to sell WLNK-TV new Bedford, Mass.-Providence, R.I., for \$15.5 million (BROADCASTING, Jan. 3), and to swap KSDK-TV St. Louis for Multimedia's WXII-TV Winston-Salem, N.C. (BROADCASTING, March 14) and WFBC-TV Greenville, S.C., plus \$9 million. Filed March 30.

■ KBCM(FM) Sioux City, Iowa (95.5 mhz., 100 kw, HAAT: 824 ft.)—Seeks assignment of license from Has-senger Broadcasting Corp. to Cardinal Communications Inc. for \$1,050,000. Seller is headed by Thomas R. Hassenger, president, and has no other broadcast interests. Buyer is owned by Samuel A. McMaster Jr. (99%) and John D. Daniels, president (1%). McMaster owns grain elevator in South Sioux City, Neb. Daniels is Sioux City, Iowa, attorney who also has interest in KRNA(FM) Iowa City, Iowa. Filed April 4.

■ KANS-AM-FM Larned, Kan. (1510 khz., 1 kw-D; FM: 96.7 mhz., 910 w, HAAT: 290 ft.)—Seeks assignment of license from Hillis F. Bell Jr. to Dennis L. Franz for \$400,000. Seller has no other broadcast interests. Buyer is consultant in Colby, Kan., and has no other broadcast interests. Filed April 1.

■ KQNK(AM) Norton, Kan. (1530 khz., 1 kw-D)—Seeks assignment of license from Norton Broadcasting Inc. to Pioneer Country Broadcasting Inc. for \$260,000. Seller is owned by Philip Taylor, president (22%); his parents, Vernon and Olive Taylor (22% jointly); Gary Shorman (22%), Teri Owens and husband, Greg (22%) and J. Steven Smethers (12%). Excluding Smethers, they also have interest in KCLY(FM) Clay City, Kan. Shorman is also assistant manager of KTOP(AM)-KDVV(FM) Topeka, Kan. Smethers is general manager at KQNK. Buyer is owned by Joseph E. Jindra and wife, Susan K. (30% jointly); Larry E. Black, president, and wife, Terri A. (25% jointly); Jeff Haas (25%); Joseph S. Jindra, father of Joseph E., and Emil Hauser (10% each). Joseph E. and Susan Jindra and Larry and Terri Black also has interest in KSOA(AM) Ava, Mo. Terri Black also has interest in new FM at Hays, Kan. Filed April 5.

■ WLKY-TV Louisville, Ky. (ch. 32; 4,300 kw vis., 860 kw aur., HAAT: 1,260 ft.)—Seeks assignment of license from Combined Communications Corp. of Kentucky Inc. to Pulitzer Broadcasting Co. for \$15,379,567. Seller is owned by Gannett Co. Inc., which also bought WPTA(TV) (see

above). Buyer is owned by Pulitzer Publishing Co. (see above). Filed March 30.

■ WRUS(AM)-WAKQ(FM) Russellville, Ky. (610 khz., 500 w-D; FM: 101.1 mhz., 100 kw; HAAT: 510 ft.)—Seeks transfer of control of South Kentucky Broadcasting Co. Inc. from R.E. Hook and Woodrow P. Sosh (80% before; none after) to William Lon Sosh (20% before; 100% after). Consideration: \$424,000. Principals: Seller is owned by R.E. Hook (55%) and Woodrow P. Sosh (25%). Hook also has major interest in WRAG(AM)-WAQT(FM) Carrollton, Ala.; WSLG(AM) Wrazales, La., and WMAG(AM)-WFYV(FM) Forest, Miss. Buyer: William Lon Sosh, son of Woodrow Sosh, is station manager at WAKQ(FM). Filed April 4.

■ KVCK(AM)-KYZZ(FM) Wolf Point, Mont. (1450 khz., 1 kw-D, 250 w-N, DA-1; FM: 92.7 mhz., 1 kw; HAAT: 496 ft.)—Seeks transfer of control of KVCK Inc. from Janice M. Lundstrom and Robert L. Beery (60% before; none after) to KVCK Inc. (40% before; 100% after). Consideration: \$90,000. Principals: Seller: Janice Lundstrom (40%) and her father, Robert L. Beery (20%), who have no other broadcast interests. Buyer is owned by Robert L. Beery, president (100%), former husband of Janice Lundstrom. Filed March 25.

■ WLSV(AM) Wellsville, N.Y. (790 khz., 1 kw-D, DA-1)—Seeks assignment of license of 75% of stock from Radio Services of Wellsville to Radio Services of Wellsville for \$240,000. Seller is owned by John H. Satterwhite, Catherine B. Doggett, Joseph M. Cleary and Joseph S. Mumma, who have no other broadcast interests. Buyer is Curtis R. (Buzz) Ericson, who is beneficiary of trust owning 8 1/3% interest in Radio Services, and is purchasing additional 75% individually. He has no other broadcast interests. Filed March 31.

■ WAQI(AM) Ashtabula, Ohio (1600 khz., 1 kw-D, DA)—Seeks transfer of control of Quests Inc. from Kenneth S. Mapes (55.6% before; none after) to Arthur W. Cervi Sr. (none before; 55.6% after). Consideration: \$35,000. Principals: Seller is owned by Kenneth S. Mapes (56%), and Phillip J. Cantagallo (44%). Mapes has no other broadcast interests. Buyer has interest in WVCC(FM) Linesville, Pa. Filed April 4.

■ WKIQ(FM) Bowling Green, Ohio (93.5 mhz., 3 kw, HAAT: 176 ft.)—Seeks assignment of license from Multi-Market Media Inc. to TMF Inc. for \$364,777, including \$288,777 for noncompete agreement. Seller is equally owned by Stephen E. Dinkel, president; Glen T. Cerny and John R. Schaffner. Dinkel is general manager of KLSI(FM) Kansas City, Mo. Cerny and Schaffner have no other broadcast interests. Buyer is owned by Neal Nussbaum, president, and Mark Bauer (50% each), who have no other broadcast interests. Nussbaum is television program syndicator. Bauer is county superior court judge in Indiana. They own WWET(FM) Monticello, Ind. Filed April 5.

■ KYFM(FM) Bartlesville, Okla. (101.1 mhz., 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Thompson Communications Inc. to KYFM Radio Inc. for \$1.1 million. Seller is owned by Fred L. Thompson, who also owns KRSL-AM-FM Russell, Kan. Buyer is principally owned by Galen O. Gilbert of Dallas, who also owns majority interest in KBTN(AM) Noshoo, Mo.; KXEO(AM)-KWWR-FM Mexico, Mo.; KZEE(AM) Weatherford, KTXJ(AM)-KWYX(FM) Jasper, KDCE(FM) Sulphur Springs and KPET(AM) Lamesa, all Texas. Filed April 4.

■ WWLS(AM) Norman, Okla. (640 khz., 1 kw-D)—Seeks assignment of license and CP from Norman Broadcasting Inc. to LESSO Inc. for assumption of debts. Seller is owned by Wah-lecta Steckline (51%) and husband, Lawrence E. (49%). Latter is president and 100% owner of LESSO, which owns KWLS-AM-FM Pratt, KSLs(FM) Liberal, KJLS(AM) Hays and KXXX-AM-FM Colby, all Kansas. Filed April 4.

■ KQDQ(AM) Eugene, Ore. (1320 khz., 1 kw-D)—Seeks assignment of license from Spring-Gene Radio Inc. to Visionary Radio Euphonics of Oregon Inc. for assumption of approximately \$270,000 in promissory notes. Seller is owned by Empire Broadcasting Corp., headed by Robert S. Kieve, president. It also owns KLV(AM) San Jose; KAR-A(FM) Santa Clara, and KAH(AM)-KHYL(FM) Auburn, all California. Buyer is principally owned by John Deitz, president, who also has interest in KQTE(AM)-KVRE-FM Santa Rosa; KBLC(AM) Lakeport, and KOZT(FM) Fort Bragg, all California. It is also applicant for new FM at Lakeport, Calif. Filed April 4.

■ KBFS(AM) Belle Fourche, S.D. (1450 khz., 1 kw-D, 250 w-N)—Seeks assignment of license from Pluimer Broadcasting Inc. to KBFS Inc. for \$350,000. Seller is owned by June Pluimer (49.9%), her son, Mark, president (25.1%), and his wife, Dee (25%). Seller also has interest in CP for FM at Belle Fourche, S.D., which will also be transferred to buyer. Buyer is owned by William K. Love, president (75%), and Roger J. O'Dea (25%). Love also has major interest in KROE-AM-FM Sheridan, Wyo.; KFTM(AM)-

KBRU(FM) Fort Morgan, Colo., and KAVI-AM-FM Rocky Ford, Col. O'Dea is sales manager at KBFS. Filed April 1.

■ WQLS(FM) Cleveland, Tenn. (100.7 mhz., 50 kw, HAAT: 360 ft.)—Seeks assignment of license from Atlantic Broadcasting Corp. to Colonial Broadcasting Co. Inc. for \$2.2 million. Seller is owned by A. Thomas Joyner and David Weil (50% each), who also own co-located WCLE(AM); and WISP(AM)-WQDW(FM) Kinston, N.C. Buyer is owned by Robert E. Lowder, president, and his brothers, James K. and Thomas H. It also owns WLW(FM) Montgomery, Ala., and WOWW(FM) Pensacola, Fla. Filed March 22.

■ WJTT(AM) Jellico, Tenn. (1540 khz., 1 kw-D)—Seeks assignment of license from Jellico Broadcasting Corp. to Jellico Broadcasting Co. for \$150,000. Seller is principally owned by Walter E. May (97%), who also owns WPKE(AM)-WDHR(FM) Pikesville and WTKC(AM) Lexington, both Kentucky. Buyer is owned by John E. Coleman (75%), and brother, Forrest D. (25%), who have no other broadcast interests. Filed April 5.

■ WTNR(AM) Kingston, Tenn. (1410 khz., 500 kw-D, 1 kw-N, DA-N)—Seeks assignment of license from WTNR Inc. to Kingston Radio Ltd. for \$22,000. Seller is principally owned by Edward M. Johnson, president (75%), who also has interest in WCSV(AM) Crossville; WTNR(AM) Kingston, WTEA(AM) Dayton, and WNPC(AM) Newport, all Tennessee. Buyer is owned by K.R. Broadcasting Inc., granted partner (50%), and Millard Oakley, limited partner (50%). Robert B. Blow is president and 100% owner of K.R. Broadcasting. Blow also owns 80% of WHMT(AM) Humboldt, Tenn., and has CP for new UHF on channel 51 at Lincoln, Neb. Oakley also has interests in WCSV(AM) Crossville; WNPC(AM) Newport, WREA(AM) Dayton, WLIV-AM-FM Livingston and WKNX-FM Greenville, all Tennessee. He also has interest in cable system at Crossville, Tenn. Filed March 31.

■ KOAV(TV) [CP] Denison, Tex. (ch. 20; 5,000 kw vis., 500 kw aur., HAAT: 1,088 ft.)—Seeks assignment of license from Broadcast Affiliates Inc. to KLMB-TV Inc. for \$198,000. Seller is headed by Thomas L. Johnson, president, who also has interest in new FM at Sand Springs, Okla. Buyer is principally owned by Clara J. McLaughlin, president (33%). It also has CP's for new TV's at Longview and Paris, both Texas, and has purchased, subject to FCC approval, KDOG(TV) Nacogdoches, Tex. Filed April 4.

■ KYXS-AM-FM Mineral Wells, Tex. (1140 khz., 250 w-D; FM: 95.9 mhz., 3 kw, HAAT: 295 ft.)—Seeks assignment of license from Lawton Broadcasting Corp. to Jerry Snyder and Associates for \$550,000. Seller is owned by Lon H. Williams, who has no other broadcast interests. Buyer is owned by Jerry A. Snyder, president, and Charles W. Pyle (50% each). Snyder also has interests in KIKM-AM-FM Sherman and KTLK(AM)-KWIC(FM) Beaumont, both Texas. Filed April 1.

## Approved

KTLA(TV) Los Angeles (ch. 5; 50 kw vis., 5 kw aur.; HAAT: 2,990 ft.)—Granted transfer of control of Golden West Broadcasters from Orvon Gene Autry; individually and as sole voting trustee of revocable trust, and The Signal Companies (100% before; none after) to Golden West Television Holding Co. (none before; 100% after). Consideration: \$245 million. Seller is owned by Gene Autry (50.1%) and The Signal Companies (49.9%). Deal calls for The Signal Companies to pull out of Golden West Broadcasters and Autry to become 100% owner of Golden West properties, which include five AM's, one FM and one other TV. They will then spin-off KTLA to Golden West Television Holding Co. Buyer is owned by Golden West Associates (87.3%), Anthony B. Cassara (5%), Golden West Associates II (2.7%) and seven others. Golden West Associates I & II are limited partnerships with sole general partner of KKR Associates. KKR Associates general partners include Jerome Kohlberg Jr., of Larchmont, N.Y.; Henry R. Kravis of New York; George R. Roberts of Atherton, Calif., and Robert L. MacDonnell of Hollisborough, Calif. Limited partnerships in Golden West Associates I & II will be sold to various investors. Deal includes Golden West Associates I & II to contribute total of \$65 million to funding of acquisition, of which 97% will be provided by Golden West Associates I.(BCCT-830105KF). Action March 28.

■ KRLA(AM) Pasadena, Calif. (1110 khz., 50 kw-D, 10 kw-N)—Granted transfer of control of KRLA Inc. from shareholders (60% before; none after) to Western Broadcasting Co. (40% before; 100% after). Consideration: \$4,679,164. Principals: Sellers are Voice in Pasadena Broadcasting Co. (25%); Goodson-Todman Broadcasting Inc. and Pasadena Broadcasting Co. (15% each), and Charles W. Jobbins (5%). VPI stock is voted by A. William Olson. G-T stock is voted by Robert H. Forward. PBC stock is voted by Edward J. Flynn. Buyer is owned by Leslie Townes (Bob) Hope (44.5%); William R. Pagen (17.2%); Norman R. Tyre (9.04%), Art Linkletter (5.7%), and five others. (BTC-830125FU). Action March 22.

■ **KUIC(FM)** Vacaville, Calif. (95.3 mhz, 2.85 kw, HAAT: 205 ft.)—Granted assignment of license from KUIC Levin Radio Inc. to Quick Broadcasting Inc. for \$1.5 million. Seller: Estate of Harvey Levin, William Horwick, executor. It also was granted FCC approval to sell KFAT(FM) Gilroy, Calif., for \$900,000 (BROADCASTING, Jan. 17). Buyer is owned by Harry Benton, president, and Benton family members (50%), Shirley Fuchsberg (25%), and others. Benton is Colorado investor, and Fuchsberg is New York businesswoman. Neither has other broadcast interests. (BALH-830127HB). Granted March 25.

■ **WTRS-AM-FM** Dunnellon, Fla. (920 khz, 500 w-D; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Citrus Broadcasters Inc. to Asterisk Communications Inc. for \$385,000. Seller is principally owned by Edward B. McLaughlin and Robert E. Kusch, who also are principal owners of WTTB(AM) Vero Beach, Fla. Buyer is owned by Richard S. Ingham (100%), who is vice president and 50% owner of KIEM-TV Eureka, Calif. (BALH-830207HQ,R). Action March 24.

■ **WIAF(AM)** Clarksville, Ga. (1500 khz, 5 kw-D)—Granted assignment of license from Joseph Broadcasting Inc. to Radio Habersham Inc. for \$160,000. Seller: Jacqueline A. Joseph and family, who also own WDYX(AM)-WGCO(FM) Buford, Ga. Buyer: Dallas M. Tarkenton III (100%), who has no other broadcast interests. (BAL-830208EU). Action March 24.

■ **KSPD(AM)** Boise, Idaho (790 khz, 1 kw-D)—Granted assignment of license from New Life Enterprises Inc. to KSPD Inc. for \$200,000. Seller is owned by Dan W. Jantz and Jim Patterson, who also owns 50% each of KIRV(AM) Fresno, Calif. Patterson also has interest in KGDP(TK) Santa Ynez, Calif. Buyer is owned by E. Thomas, chairman (51%) and Le Moyne G. Schafer (49%), who have no other broadcast interests. (BAPL-830131EG). Action March 24.

■ **KSLA-TV** Shreveport, La. (ch. 12, 316 kw vis., 38 kw aural, HAAT: 1,800 ft.)—Granted assignment of license from KSLA-TV Inc. to VSC Communications Inc. for one million shares of Viacom stock, valued at approximately \$32 million. Seller will exchange its stock for one million shares of Viacom and will become wholly owned subsidiary of Viacom International. Seller is principally owned by Dolores G. LaVigne (48.5%) and Winston B. Linam (12.3%), who have no other broadcast interests. Buyer is owned by publicly traded Viacom International Inc., which is headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. (BALCT-830215KE). Action March 30.

■ **WMBH(AM)** Joplin, Mo. (1450 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Big Chief Broadcasting Co. of Missouri Inc. from Lovell Morris "Jack" Beasley and Edwin Percival (100% before; none after) to Little Chief Broadcasting Co. of Fayetteville Inc. (none before; 100% after). Consideration: \$200,000. Principals: Seller Beasley also owns 35% of KREK(AM) Bristow, Okla., and 39% of CP for new FM at Bristow. Buyer is owned by Levoy P. Dematree (89%) and wife, Reva (11%), who own co-located KKUZ(FM) and KKEG(AM)-KFAY(FM) Fayetteville, Ark. (BTC-821222FC). Action March 22.

■ **WEMJ(AM)** Laconia, N.H. (1490 khz, 1 kw, 250 w-N)—Granted assignment of license from WTSN Inc. to Central Broadcast Services Inc. for \$374,000. Seller is principally owned by Ralph Gottlieb, who also sold, subject to

FCC approval, WTSN(AM) Dover, N.H. for \$1.1 million (BROADCASTING, Jan. 3). Buyer: James M. McCann (90%) and C. Richard Lusk (10%). McCann is vice president and 9.6% owner each of WTSN(AM) Dover; WEMJ(AM) Laconia, and WZID(FM) Manchester, all New Hampshire. (BAL-830125FV). Action March 22.

■ **WQRB(AM)-WBAG(FM)** Burlington, N.C. (1150 khz, 1 kw-D; FM: 93.9 mhz, 50 kw, HAAT: 230 ft.)—Granted assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for \$1.75 million. Seller is owned by Lawrence F. Neece Jr. (48.26%), his mother Viola N. Johnson (36.63%), and G.C. Starnes (15.12%), who have no other broadcast interests. Buyer is principally owned by James A. Heavner, president. It is spinning off WQRB (see below). Village Companies also owns WMFD(AM), which it is selling (see below) and WWQQ(FM) Wilmington, and WXHL(AM) Chapel Hill, both North Carolina, and WKQQ(FM) Lexington, Ky. plus cable systems serving Orange county, Durham county and Chapel Hill, all North Carolina. (Bal,H-830107HF,G). Action March 24.

■ **WQRB(AM)** Burlington, N.C. (1150 khz, 1 kw-D)—Granted assignment of license from Village Companies of Chapel Hill Inc. to Falcon Communications Inc. for \$165,000. Seller is Chapel Hill, N.C.-based group owner of two AM's and two FM's principally owned by James A. Heavner. It bought WQRB(AM) along with co-located WBAG(FM) Burlington, N.C. (see above) for \$1.75 million and is spinning off AM. Buyer: William A. Hawks (100%), who has no other broadcast interests. (BAL-830204EQ). Action March 24.

■ **WGIV(AM)** Charlotte, N.C. (1600 khz, 1 kw-D; 500 w-N)—Granted assignment of license from Harris Communications Corp. to FMK Broadcasting Corp. Seller bought station in 1981 and must sell station because of insufficient funds to continue operation. It will sell to FMK Broadcasting for, as yet, unspecified sum. Buyer is subsidiary of Firstmark Corp. and is principally owned by Leonard Rochwarger. Firstmark Corp. is Buffalo, N.Y.-based CATV consultant and financier and has no other broadcast interests. (BAPL-821217ES). Action March 23.

■ **WRZR(AM)** Raleigh, N.C. (1550 khz, 1 kw-D)—Granted assignment of license from Moonshadow Broadcasting Inc. to WSES Broadcasting Inc. for \$209,000. Seller is owned by Robert N. Bander (100%), who has no other broadcast interests. Buyer is owned by Staunton Perkins (100%), who has no other broadcast interests. (BAL-830209EX). Action March 29.

■ **WTXY(AM)** Whiteville, N.C. (1540 khz, 1 kw-D)—Granted assignment of license from Waccamaw Broadcasting Inc. to Tuffy Broadcasting Inc. for \$106,000. Seller is owned by Tommie Grainger and Kendrick Wilkes Jr. (50% each). Grainger also owns 50% of WJXY(AM) Conway, S.C. Buyer is owned by David B. Putnam Jr. (80%) and wife, Anne (20%), who have no other broadcast interests. Anne Putnam's father, John Sawyer, is director and controls 35% of Great Trails Broadcasting Corp., group owner of five AM's, four FM's and two TV's. (BAL-830204ER). Action March 24.

■ **WMFD(AM)** Wilmington, N.C. (630 khz, 1 kw-D, DA-2)—Granted assignment of license from Village Radio of Wilmington Inc. to WMFD Inc. for \$500,000. Seller is Chapel Hill, N.C.-based group owner principally owned by

James A. Heavner. It also bought WQRB(AM)-WBAG(FM) Burlington, N.C., (see above) and is spinning off WQRB (see above). Buyer is owned by Carolina Bottlers Inc. (50%) and Lee W. Hauser and Brett Blizzard (25% each). Carolina Bottlers is owned by local investors Carl B. Brown Jr. and Donald R. Watson. Hauser is former general manager of Village's WCHL(AM) Chapel Hill, N.C. (BAL-830209EY). Action March 29.

■ **WDSC-AM-FM** Dillon, S.C. (800 khz, 1 kw-D; FM: 92.9 mhz, 10 kw, HAAT: 310 ft.)—Granted assignment of license from Border Broadcasting Inc. to Cy N. Bahakel Jr. for \$1.5 million. Seller is owned by L.B. Hyman (52%), Phil B. Brown (34%), and estate of Joseph K. Martin (14%), who have no other broadcast interests. Buyer is son of Cy N. Bahakel Sr., Charlotte, N.C.-based group owner of six AM's, five FM's and seven TV's. (BAL,H-830131HD,E). Action March 30.

■ **WMCC(FM)** Etowah, Tenn. (103.1 mhz, 3 kw, HAAT: 14 ft.)—Granted assignment of license from Athens Broadcasting Corp. to Ketron Broadcasting Inc. for approximately \$150,000. Seller is principally owned by Steve H. Snowden, president. He bought station from Ketron last year and is now transferring WMCC back to Ketron in lieu of debt. He has also sold, subject to FCC approval, WLAR(AM) Athens, Tenn., WUCR(AM) Sparta, Tenn., and is applicant for new FM at Clarksville, Va. Buyer is owned by Charles R. Ketron, president, who also owns WCPH(AM) Etowah. (BALH-830217GG). Action March 30.

■ **KEZB(FM)** El Paso, Tex. (93.9 mhz, 100 kw, HAAT: 980 ft.)—Granted assignment of license from El Paso Broadcasting Corp. to KEZB El Paso Inc. for \$1.2 million. Seller is principally owned by Michelle A. Haston, president, who is also permittee of KVFM(FM) Ogden, Utah. Buyer is owned 100% by Jack Rich, president, who is El Paso businessman and has no other broadcast interests. (BAPLH-830216GF). Action March 30.

■ **KTRN(AM)** Wichita Falls, Tex. (1290 khz, 5 kw-D, 1 kw-N, DA-N)—Granted assignment of license from KTRN Inc. to Brandon Broadcasting of Texas for \$500,000 plus \$100,000 for noncompete agreement. Seller is owned by Raymond Ruff (100%), who has no other broadcast interests. Buyer is owned by Anthony S. Brandon (50%), and his sons, Lawrence (30%) and L. Rogers (20%). Lawrence and Anthony Brandon have interest in KKQV(FM) Wichita Falls; KERN(AM)-KQXR(FM) Bakersfield, Calif.; KZOZ(FM) San Luis Obispo, Calif.; KKAL(AM) Arroyo Grande, Calif., and WWWG(AM) Rochester, N.Y. Rogers Brandon is vice president and general manager of KKQV. (BAL-830202EO). Action March 22.

■ **KTRQ(AM)** Ephrata, Wash. (810 khz, 1 kw-D)—Granted assignment of license from Read Broadcasting of Ephrata Inc. to Central Columbia Broadcasters for \$250,000. Seller is owned by Thomas W. Read and wife, Melinda, who also own co-located KTRM(FM). Thomas Read also owns KTRW(FM) East Wenatchee, Wash. They bought KTRQ (formerly KULE) in 1981 for \$106,540 (BROADCASTING, June 15, 1981). Buyer is owned by Neil Gray and wife, Deborah, and Tom Allison and wife, Connie. Neil Gray is general manager of KTKN(AM) Ketchikan, Alaska, where Tom Allison is sales manager. (BAL-830128EE). Action March 24.

■ **WPAR(AM)** Parkersburg, W. Va. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Burka Broadcasting Inc. to Composite Broadcasting Inc. for \$374,000. Seller is owned by Bernard A. Burka, president, and others, none of whom have other broadcast interests. Buyer is owned by John W. Patten, president (19%) and four others, who are principal owners of WNUS(FM) Belpre, Ohio. (BAL-830207ES). Granted March 24.

■ **WCQL(AM)** Pewaukee, Wis. (1370 khz, 500 w-D)—Granted assignment of license from S.K.R. Inc. to Dri-Four Inc. for \$65,000. Seller is owned by Andrew M. Sphaeris, receiver. Assignment is initially by court order. Buyer is owned by Gayle Dvorak, Harold C. Lardinois and S. Armagan (one-third each). Dvorak and Lardinois each own 2% of WAZF(AM) Yazoo City, Miss., and WVLR(FM) Sauk City, Wis. Dvorak also owns 40% of WROC(AM)-WQAZ(FM) Cleveland, Miss. Armagan has no other broadcast interests. (BAL-821028GQ). Action March 5.

## Summary of broadcasting

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

\*Special temporary authorization  
\*\*Includes off-air licenses

FCC tabulations as of Sept. 30, 1982

## Facilities changes

### AM applications

Tendered

■ **WCBF** (1010 khz) Tampa, Fla.—Seeks CP to change city of license to Seffner, Fla.; change hours of operation to

unlimited by adding night service with 5 kw; install DA-2 and make changes in ant. sys. Ann. April 4.

■ WNES (1050 khz) Central City, Ky.—Seeks CP to increase power to 1 kw. Ann. April 5.

■ WXXX (1310 khz) Hattiesburg, Miss.—Seeks CP to increase power to 5 kw and change TL. Ann. April 5.

#### Accepted

■ KUKQ (1060 khz) Tempe, Ariz.—Seeks CP to make changes in antenna system and change TL. Ann. April 4.

■ WKBR (1250 khz) Manchester, N.H.—Seeks CP to make changes in augmentation of nighttime modified standard pattern. Ann. April 8.

■ KCTA (1030 khz) Corpus Christi, Tex.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; install DA-N, and make changes in ant. sys. Ann. April 7.

■ WOGO (680 khz) Cornell, Wis.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w; install DA-2; change city of license to Mallie, Wis.; change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. April 7.

#### FM applications

##### Tendered

■ WHGW (91.3 mhz) Fort Valley, Ga.—Seeks CP to change TL and increase radiation. Ann. April 4.

■ WPGA-FM (100.9 mhz) Perry, Ga.—Seeks CP to change TL and make changes in ant. sys. Major environmental action under section 1.1305. Ann. April 4.

■ WRVL (88.3 mhz) Lynchburg, Va.—Seeks CP to change TL; decrease ERP to 50 kw; change HAAT to 1,082 ft. and make changes in ant. sys. Ann. April 8.

##### Accepted

■ WEZW (92.1 mhz) Fairhope, Ala.—Seeks CP to make changes in ant. sys.; change type antenna (nondirectional); reduce HAAT to 288 ft. Ann. April 7.

■ \*KLRC (90.3 mhz) Siloam Springs, Ariz.—Seeks modification of CP (BPED-810623AF) to make changes in ant. sys.; change TL; reduce ERP to 10 w; increase HAAT to 463 ft., and change TPO. Ann. April 4.

■ KNIK-FM (105.5 mhz) Anchorage, Alaska—Seeks CP to make changes in antenna system; change frequency to 105.3 mhz; increase ERP to 25 kw; decrease HAAT to 255 ft., and change TPO. Ann. April 6.

■ KXGO (93.5 mhz) Arcata, Calif.—Seeks CP to make change in antenna system; change frequency to 93.1 mhz; increase ERP to 44.2 kw, and change TPO. Ann. April 8.

■ WWKA (92.3 mhz) Orlando, Fla.—Seeks CP to make changes in antenna system; increase ERP to 97.6 kw; increase HAAT to 1,341, and change TPO. Ann. April 5.

■ KWBK (100.1 mhz) Payette, Idaho—Seeks modification of CP (BPH-820827AG) to make changes in antenna system; change frequency to 100.3 mhz; increase ERP to 30 kw, and increase HAAT to 475 ft. Ann. April 4.

■ \*KCIR (90.7 mhz) Twin Falls, Idaho—Seeks CP to make changes in antenna system; increase ERP to 20.2 kw; increase HAAT to 2,515 ft.; increase TPO to 10 kw. Ann. April 6.

■ WXLG (102.3 mhz) Waukegan, Ill.—Seeks modification of CP (BPH-811106AD) to make changes in antenna system; change TL, SL, and auxiliary; increase main ERP to 2.6 kw; increase auxiliary ERP to 3 kw and decrease main HAAT to 322 ft. Ann. April 8.

■ WHUE-FM (100.7 mhz) Boston—Seeks CP to install auxiliary antenna system, to ERP: 19.31 kw; change HAAT to 723.5, and change TPO. Ann. April 6.

■ WHNN (96.1 mhz) Bay City, Mich.—Seeks CP to make changes in antenna system; change type antenna; change type trans.; change TL; decrease ERP to 60 kw; increase HAAT to 724 ft., and change TPO. Ann. April 7.

■ WDEY-FM (103.1 mhz) Lapeer, Mich.—Seeks CP to install auxiliary antenna system at main TL; ERP: 3 kw (H); HAAT: 239.4 (H), and change TPO (for auxiliary purposes only). Ann. April 5.

■ \*WXDU (88.7 mhz) Durham, N.C.—Seeks modification of CP (BPED-820727AB) to make changes in antenna system; change TL, and decrease HAAT to 294 ft. Ann. April 4.

■ KSHR-FM (102.3 mhz) Coquille, Ore.—Seeks CP to make changes in antenna system; change frequency to 97.3 mhz.; change ERP to 25 kw (H), 5.92 kw (V); decrease HAAT to 857 ft. Ann. April 8.

■ WLID (98.9 mhz) Vieques, P.R.—Seeks modification of CP (BP-820205AI) to change SL. Request waiver of section 73.1125 (B)(2) of rules. Ann. April 6.

■ \*WRVU (91.1 mhz) Nashville—Seeks MP (BPED-2424, as mod.) to make changes in antenna system, change type trans.; change TL; increase ERP to 10 kw; increase HAAT to 375 ft., and increase TPO. Ann. April 7.

#### FM actions

■ WXCW (95.3 mhz) Springs-Crystal River, Fla.—Granted modification of CP (BPH-800129AG). Request waiver of section 73.1201 (B)(2) of rules to identify as "Homosassa Springs-Crystal River." Action March 30.

■ WKHX (101.5 mhz) Marietta, Ga.—Granted CP to increase HAAT to 892.86 ft. (H). Action March 30.

■ \*KTUH (90.3 mhz) Honolulu—Granted CP to increase ERP to 100 w. Action March 23.

■ KMFE(FM) (101.7 mhz) Emmet, Idaho—Granted CP to change TL; change ERP to 891 w (H); increase HAAT to 507 ft. (H), and change TPO. Action March 24.

■ WFMB (104.5 mhz) Springfield, Ill.—Granted CP to increase ERP to 43 kw and change TPO. Action March 23.

■ KIIK (103.7 mhz) Davenport, Iowa—Granted modification of CP (BPH-820428AK) to decrease HAAT to 1,190 ft. Action March 30.

■ KCKS (95.3 mhz) Concordia, Kan.—Granted CP to change TL, change type trans., decrease ERP to 2,539 kw, increase HAAT to 329.75 ft. and change TPO. Action March 23.

■ WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Granted CP to change ERP to 100 kw (max-DA), change HAAT to 440 ft. and change TL. Major environmental action under section 1.1305. Action March 23.

■ \*WMSU (88.5 mhz) Hattiesburg, Miss.—Granted CP to change frequency to 88.5 mhz; change TL; change ERP to 3 kw; change HAAT to 281.5 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action March 21.

■ KWTO-FM (98.7 mhz) Springfield, Mo.—This supercedes public notice report no. 18640, dated 1-31-83, to show correct grant date. Action March 17.

■ KMZQ-FM (100.5 mhz) Henderson, Nev.—Granted modification of CP (BPH-10.658m as mod.) to decrease ERP to 98 kw, increase HAAT to 1,180 ft., change SL. Request waiver of section 73.1125(A) (3) of rules. Action March 21.

■ \*KUNR (88.7 mhz) Reno—Granted CP to install auxiliary antenna at main TL; ERP: 2 kw; HAAT: minus 454 ft. (H), and change TPO (for auxiliary purposes only). Action March 30.

■ WKXW (101.5 mhz) Trenton, N.J.—Granted CP to make changes in auxiliary antenna system; change ERP to 47 kw (H); change HAAT to 120 ft. (H) and change TPO (for auxiliary purposes only). Action March 30.

■ \*KTDB (89.7 mhz) Ramah, N.M.—Granted CP to change TL, specify SL, decrease ERP to 15.2 kw, increase HAAT to 288 ft., change type trans., change TPO and make changes in ant. sys. Action March 23.

■ WVIN-FM (98.3 mhz) Hammondsport, N.Y.—Granted CP to change community of license to Bath, N.Y.; change TL; change SL and RC; increase ERP to 2 w; decrease HAAT to 347 ft., and change TPO. Action March 28.

■ \*WKCO (91.9 mhz) Gambier, Ohio—Granted CP to increase ERP to 266 w (H), change HAAT to 190 ft. (H) and change type transmitter. Action March 23.

■ \*WLMH (89.1 mhz) Morrow, Ohio—Granted CP to change frequency to 89.1 mhz and increase ERP to 100 w and change HAAT to 46.4 ft. Action March 23.

■ \*KGOU (106.3 mhz) Norman, Okla.—Granted CP to change TL, change HAAT to 300 ft., change type trans. and make changes in ant. sys. Major environmental action under section 1.1305. Action March 23.

■ KKRB (95.9 mhz) Klamath Falls, Ore.—Granted modification of CP (BPH-820727AA) to make changes in antenna system; change TL, and increase HAAT to 125 ft. Action March 29.

■ \*WPTG (90.3 mhz) Lancaster, Pa.—Granted CP to change TL, change ERP to 3 kw, change HAAT to 167.25 ft., change type trans., transmission line, TPO and make changes in ant. sys. Action March 23.

■ \*WIDA-FM (90.5 mhz) Carolina, P.R.—Granted modification of CP (BPED-2245, as mod.) to make changes in antenna system; change TL; change type antenna; change ERP to 25 kw; increase HAAT to 1,904.63 ft., and change TPO. Action March 30.

■ WRKM-FM Carthage, Tenn.—Granted modification of

CP (BPH-810622BA) to change type trans.; change type antenna; increase ERP to 1.9 kw; decrease HAAT to 364 ft., and change TPO. Action March 30.

■ \*WFMQ (91.5 mhz) Lebanon, Tenn.—Granted CP to change frequency to 91.5 mhz, change ERP to 500 kw. Action March 23.

■ KEZB (93.9 mhz) El Paso, Tex.—Granted modification of CP (BPH-780829AJ, as mod.) to decrease ERP to 61.16 kw; decrease HAAT to 1,205 ft., and change TPO. Action March 30.

■ KRRG (98.1 mhz) Laredo, Tex.—Granted modification of CP (BPH-10,752) to decrease HAAT to 698 ft. Action March 30.

■ KWLW (93.9 mhz) San Angelo, Tex.—Granted modification of CP (BPH-820812AG) to make changes in antenna system and decrease HAAT to 648 ft. Action March 24.

■ KVEZ (103.9 mhz) Smithfield-Logan, Utah—Granted modification of CP (BPH-820422AB). Request waiver of section 73.1201 (B)(2) of rules to identify as "Smithfield-Logan, Utah." Action March 30.

■ \*WFOS (90.3 mhz) Chesapeake, Va.—Granted CP to change frequency to 90.3 mhz. Action March 23.

■ KEZE-FM (105.7 mhz) Spokane, Wash.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 1,910 ft.; change type transmitter and make changes in ant. sys. Action March 21.

■ \*WQAB (92.1 mhz) Philippi, W.Va.—Granted CP to change frequency to 92.1 mhz and change ERP to 13 kw. Action March 23.

#### TV applications

##### Accepted

■ KTXL (ch. 40) Sacramento, Calif.—Seeks CP to change TL and change HAAT to 1,962 ft. Ann. April 7.

■ KLMG-TV (ch. 51) Longview, Tex.—Seeks MP (BPCT-810424KE) to change ERP to 5,000 kw vis., 500 kw aur, and change HAAT to 1,283 ft. Ann. April 8.

#### AM actions

■ WXBK (1090 khz) Albertville, Ala.—Granted CP to increase power to 2.5 kw. Action March 29.

■ KNOM (780 khz) Nome, Alaska—Granted CP to increase night power to 10 kw. Action March 30.

■ KWUN (1480 khz) Concord, Calif.—Granted MP (BP-820513AO) to make changes in antenna system and to modify augmented standard pattern. Action March 29.

■ KNEW (910 khz) Oakland, Calif.—Granted CP to make change in facilities to augment nighttime radiation pattern. Action March 28.

■ WVLN (740 khz) Olney, Ill.—Granted CP to make changes in antenna system; to increase height of tower, and change TPO. Action March 29.

■ WBAA (920 khz) West Lafayette, Ind.—Granted modification of license to change SL and operate trans. by RC from proposed studio location. Action March 23.

■ WFTG (1400 khz) London, Ky.—Application dismissed for CP to change frequency to 980 khz; change hours of operation to day only with 1 kw, and make changes in ant. sys. Action March 30.

■ WLPQ (1600 khz) Pittsburgh, Ky.—Granted CP to change frequency to 980 khz and increase power to 1 kw, DA. Action March 30.

■ WKJR (1520 khz) Muskegon Heights, Mich.—Granted CP to increase night power to 1 kw. Action March 29.

■ WERA (1590 khz) Plainfield, N.J.—Granted CP to change hours of operation to unlimited by adding night service with 500 w; install DA-2 and make changes in ant. sys. Action March 31.

■ KXAK (1310 khz) Corrales, N.M.—Granted MP (BP-811030AQ) to make changes in TL. Action March 22.

■ WGHQ (920 khz) Kingston, N.Y.—Granted CP to change city of license to Port Ewen, N.Y.; change hours of operation to unlimited by adding night service with 500 w; install DA-2, and make changes in ant. sys. Action March 31.

■ WCOG (1320 khz) Greensboro, N.C.—Granted CP to increase night power to 5 kw and make changes in ant. sys. Major environmental action under section 1.1305. Action March 23.

■ KWVR (1340 khz) Enterprise, Ore.—Granted CP to change hours of operation to unlimited by adding night service with 250 w and increase day power to 1 kw. Action March 22.

■ WPLW (1590 khz) Carnegie, Pa.—Returned CP to

change frequency to 660 khz and change to non-Da Re: Not timely filed. Action March 23.

■ KSTB (1430 khz) Breckenridge, Tex.—Granted CP to change hours of operation to unlimited by adding night power to 500 w; install DA-N; change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Action March 29.

■ KTLB (1010 khz) Tootle, Utah—Granted CP to change frequency to 1010 khz and increase power to 50 kw-2. 5 kw (CH). Request waiver of section 73.24(G) of rules. Action March 23.

■ WPWC (1480 khz) Quantico, Va.—Granted CP to change station location; change frequency to 1480 khz; add night power with 500 w, increase day power to 500 w; install DA-2; change antenna; change TL and SL, and change hours of operation to unlimited. Action Dec. 7, 1982.

■ WAMM (1230 khz) Woodstock, Va.—Granted CP to change frequency to 1230 khz; change hours of operation to unlimited by adding night service with 250 w; increase day power to 1 kw, and make changes in ant. sys. Action March 25.

■ KAAR (1480 khz) Vancouver, Wash.—Application dismissed for CP to make change in antenna system and relocate daytime trans. site with nighttime trans site. Action March 31.

### TV actions

■ KTMX-TV Denver—Granted MP (BPCT-5097, as mod.) to change ERP to 5,000 kw vis., 500 kw aur.; change TL, and change HAAT to 1,038 ft. Action March 29.

■ \*WPBT (ch. 2) Miami—Granted authority to identify station location as dual city for Miami-Fort Lauderdale, Fla. Action March 25.

■ WGRB (ch. 34) Campbellville, Ky.—Granted MP (BPCT-820406KE) to change ERP to 600 kw vis., 108 kw aur., change HAAT to 1,029.5 ft., and make changes in ant. sys. Action March 16.

■ KVHP (ch. 29) Lake Charles, La.—Granted MP (BPCT-801219KE, as mod.) to change HAAT to 457 ft., and change ERP to 747.6 kw vis., 112.1 kw aur. Action March 29.

■ \*WLED-TV (ch. 49) Littleton, N.H.—Granted CP to replace visual transmitter; change ERP to 94 kw vis., 9.4 kw aur., and change HAAT to 1,285 ft. Action March 29.

■ \*KLRN (ch. 9) San Antonio, Tex.—Granted MP (BPET-810122KG) to make changes in ant. sys. Action March 29.

■ KSKN (ch. 22) Spokane, Wash.—Granted MP to change ERP to 1,396 kw vis., 139.6 kw aur.; change HAAT to 1,959 ft., and change TL. Action March 16.

■ WLRE (ch. 26) Green Bay, Wis.—Granted MP (BPCT-5049, as mod.) to change ERP to 2,844.5 kw vis., 284.5 kw and change trans. Action March 29.

In contest

### FCC actions

■ FCC review board granted application of Dale Bell for new FM station (92.7 mhz) at St. Simons Island, Ga., and denied competing applications of Cannon's Point Broadcasting Co. and James U. Steele. Action March 29.

■ FCC affirmed Mass Media Bureau's action assigning call letters WEIU(FM) to Eastern Illinois University, Charleston, Ill., for new noncommercial educational FM, and denied application for review filed by Macomb Broadcasting Co., licensee of WEIC-AM-FM at Charleston. Action March 30. FCC

■ FCC affirmed its 1982 action resuming assignment of AM radio stations broadcasting only during daytime hours on 25 Class I-A clear channel frequencies in limited circumstances. Action March 31

■ FCC conditionally granted transfer of control of San Joaquin Communications Corp., licensee of KSEE-TV Fresno, Calif., from Michael Mathiesen, Octavia Diener and Richard J. Giddings, et al. to Meredith Corp. and dismissed petitions to deny filed by National Black Media Coalition and Television Advisory Committee of Mexicans. Action March 31.

■ FCC amended rules to authorize transmission of teletext by TV stations under open market approach. Teletext is new form of communication that involves transmission of textual and graphic data on vertical blanking interval (VBI) of video portion of TV signal. (VBI is that portion of TV signal that appears as black bar when picture rolls). Action March 31.

■ FCC granted application of limited partnership consisting of AT&T's subsidiary Advanced Mobile Phone Service Inc., GTE Mobilnet of Los Angeles Inc., ConTel Mobilcom Inc., and United States Cellular Corp. to provide cellular mobile telephone service in Los Angeles-Long Beach, Calif. market. Action March 31.

■ FCC proposed providing additional interim frequencies in 46 and 49 mhz bands (currently assigned for government use) for cordless telephone operations. Action March 31.

### Other

■ FCC released financial data based on reported results of cable TV industry's operations for 1981. Operating revenues totaled over \$3.5 billion, 60% increase over 1980. Net income before taxes was approximately \$40 million and cable industry's total assets had book value of \$7.91 billion (up 79 percent over 1980). Ann. March 28.

### Legal activities

■ Multi-state Communications Inc. has filed with U.S. Court of Appeals for District of Columbia Circuit notice appealing actions dismissing its application for WOR-TV (ch. 9), New York, reallocation of channel to Secaucus, N.J., and award of new license to RKO. Ann. March 28.

Call letters

### Applications

Call	Sought by
	<b>New AM</b>
KLLV	Daystar Radio Ltd Breen, Colo
	<b>New FM's</b>
KWXX	Hawaii Broadcasting Co Inc., Hilo, Hawaii
KWNR	Don M Kelly, Liberal, Kan
KCGY	Gowdy FM 92 Inc Laramie, Wyo.
	<b>New TV's</b>
WEJC	Kononia Broadcasting Inc., Lexington, N.C
KRWY	Rawlins Broadcasting Corp Rawlins, Wyo
	<b>Existing AM</b>
WAJO	WJAM Marion, Ala
WKZQ	WTGR Myrtle Beach, S.C
WYLO	WTNR, Kingston, Tenn.
WPKX	WRMR, Alexandria, Va
	<b>Existing FM's</b>
WOJC	WFLA-FM, Tampa, Fla.
*WVHU	WVHC Hempstead, N.Y.
	<b>Existing TV's</b>
KCTV	KCMO-TV, Kansas City, Mo
<b>Grants</b>	
<b>Call</b>	<b>Assigned to</b>
	<b>New FM's</b>
WHGW	Joy Public Broadcasting Corp., Fort Valley, Ga
WONT	Ontonagon County Broadcasting Inc Ontonagon Mich
KNMO-FM	Nevada Broadcasting Corp., Nevada Mo
KHQE	Confederated Tribes of Warm Springs Oregon, Warm Springs, Ore
WVRS	Masterpeace Communications Inc Waterbury Vt
WJLW	American Communications Co., DePere Wis
	<b>New TV's</b>
KSDT	San Diego Television Inc San Diego
*KBBM-TV	The Public Television Network of Missouri, Jefferson City, Mo
KGNO	Payvision Communications Lincoln Neb
	<b>Existing AM's</b>
KPMA	KTNT, Tacoma Wash
	<b>Existing FM's</b>
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**Controller needed for Midwest top 10 market.** Responsibilities include budget and financial statement preparation, financial statement analysis, accounting staff supervision. Ability to work well with staff members and management team is a must. Degree and prior experience helpful. EOE-M/F/H. Send resumes to Box T-61.

**Sales manager for AM/Aspen, CO.** Must be experienced, aggressive, creative and able to motivate. Send resume to David Johnson, 620 E. Hopkins, Aspen, CO 81611.

**General sales manager.** Rock format. Resume to General Manager, WXKE, 4740 Coldwater Road, Fort Wayne, IN 46825. EOE.

**Part ownership.** Small market NW Texas plains. Need willing-to-do-it all manager. Prefer person with religious background for this C/W local station. EOE. Write Box T-84.

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**Manager.** Group owner offering growth potential seeks experienced general manager for AM/FM combo in top 50 Midwest market. Must be experienced in national sales, with working knowledge of all facets of the business including budgeting, programming, and FCC regulations. Send full resume, salary requirements, history and references in first letter. All replies confidential. Equal opportunity employer. Please reply Box T-102.

### HELP WANTED SALES

**Radio sales pro** could lead to sales manager. Needed for mid-size New England market. Experience with agency, direct business and co-op a must. We are a great contemporary station with a super team. Send resume to Kris Powell, General Manager, "Fun 102 FM" PO, Box 232, Mystic, CT 06355, or call 203-536-9641.

**Excellent sales management opportunity.** New ownership of this northern New England AM-FM combination requires self-starter with billing ability and management desire. Group owner offers classic challenge, and the freedom to grow. Turnaround game plan demands proven professional selling techniques, and strong organizational skills. Could be first management position for right person with follow-through. Could start as early as May 1 in this land of high quality-of-life and low unemployment. You'll want to investigate this one, and we want to hear from you. EOE. Write in confidence to Box T-29.

**Two salespersons wanted.** Base salary, gas allowance and bonus incentive program. Mild climate, positive economy. Write Bob Roddy, POB 668, Tucumcari, NM 88401.

**Southern small market AM** seeks salesman/announcer. \$400 per month salary and super commission scale. Tape and resume to Ray Arthur, PO, Box 910, Coushatta, LA 71019. EOE.

**Two great opportunities** at RAB acclaimed Midwestern AM/FM. State of art equipment, top ratings, excellent formats. You'll get station's best lists and management opportunity. Experienced only—CRMC's preferred. Send resume to Box T-70. Now. Will hire in next 21 days. EOE, M/F.

**West Palm Beach, Florida—**100,000 watt FM looking for experienced, aggressive salespeople. Great opportunity. West Palm is a growing top 100 market and we are a group with a lot to offer to those who can do the job. Resume to Garret Clancy, 2000 Palm Beach Lakes Blvd., Suite 640, WPB, FL 33409. 305-461-0099.

**Sales executive—**syndication expert to structure & sell spot inventory. Must be familiar with agency sales and national buyers—aggressive and polished. Successful NYC based national feature—right person will make it No. 1. First year commission potential 50K+. Resume and references to Box T-72.

**New 10 kilowatt AM,** minutes from big ski area, looking for the right person to head sales staff. Excellent opportunity in a growing area. Send resume to Box 206, Hayden, CO 81639.

**Major market has immediate openings.** Accelerate your career or begin it with us. 414-964-8300, Tom Kennedy, WLZZ, a Malrite station. EOE.

**South Florida—**aggressive, enthusiastic radio salesperson. This is the time to make that move. Ft. Myers, 250,000 metro, AM/FM stations. Our 2 top salespeople made a bundle last year! All replies held in strict confidence. Send complete resume to Sales Position, PO Box 216, Ft. Myers, FL 33902.

**Religious radio station** in Grand Rapids, Michigan, is looking for an aggressive, self-motivated individual for a permanent position, who is willing to build a sales force from the ground floor up. This is not a desk job. Salary commensurate with experience, plus commission. Call Fred Jacob, 616-452-3111. No collect calls. EOE. WYGR, 325 E. 28th Street, Grand Rapids, MI 49508.

**Excellent opportunity** in sales for aggressive self-starter. Take over active account list. Salary plus commission. If now working in smaller East/Midwest market, your chance to move up. Call R.H. Riggs, WCIT Radio, 419-228-9248, for personal interview. EOE.

**Perfect climate.** Like to live in one of America's best areas. Napa Valley, only 45 miles from San Francisco? Market of 150,000. Excellent sales position with KVON/K99. We have 45 0/9 share. Contact George Carl, PO Box 2250, Napa, CA 94558.

**We're in the West** and you're not. We can put you here if you're a very good salesperson, career-oriented, want money. Major station, major market, must have major A/E. Don't kid yourself; it's hard work in the West, too. Only experienced, successful A/E's need apply. If you can't prove your track record, don't follow this one up. EOE. Full details to Box T-91.

**Advertising sales.** Northwest Wyoming radio station looking for aggressive salesperson with proven track record and management aspirations. Training by nationally known sales consultant. Must have at least two years' experience. If you desire to be more than an order taker, send resume to Dean Abbott, KPOW Radio, Box 968, Powell, WY 82435.

**Co-op coordinator** needed to set up co-op development program, teach staff and help sell. Must have strong organizational, research and people skills. Send resume to Barry Skidelsky, Station Manager, WBOS(FM), 160 N. Washington St., Boston, MA 02114. EOE.

### HELP WANTED ANNOUNCERS

**Light contemporary Christian radio station** looking for experienced announcers who are also qualified in production, engineering or bookkeeping. Job can lead to assistant management position. Send resume and audition tape to WOLC, PO, Box 130, Princess Anne, MD 21853. EOE.

**Announcer interested in working in small market.** Congenial working conditions, must have one year experience. Send resume to WTTT, 185 South Washington, Tiffin, OH 44883.

**94QID is Mississippi's No. 1 CHR!** We need you! If you have great production and can deliver a personality show that can build 18-34 ARB numbers in the 30's! Kirk Claiatt, WQID, PO, Box 4606, Biloxi, MS 39531. EOE.

**Leading Western region country station** now accepting applications for news and air personalities. Send resumes and salary requirements only to Box T-92. EOE.

**Midday announcer,** adult contemporary. Some engineering helpful, but not necessary. Tape and resume to: WSER, 192 Maloney Road, Elkton, MD 21921.

**Live in mountain community near Tahoe.** New California FM seeks stable production director. Must be experienced—strong voice—creative. No air shift—just run production at medium to large market level. Salary open. Send tape and resume to KNXN, Box 1016-A, Quincy, CA 95971, or call 916-283-4070.

**Number one adult station** on Florida's beautiful treasure coast is seeking an experienced (4 yrs.) announcer, strong in news delivery and commercial production ability. Tapes and resumes to WRIT, Nick White, PO, Drawer 359, Stuart, FL 33495. EOE.

### HELP WANTED TECHNICAL

**Chief engineer** for two radio stations in Ohio. One AM/FM combination and one FM. Must have good equipment. Must possess excellent practical and theoretical knowledge. Salary negotiable. Write Box T-15.



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**HELP WANTED TECHNICAL  
CONTINUED**

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**Chief engineer** for AM-FM in the beautiful Arkansas River Valley. Must be capable of handling entire engineering responsibilities. \$15,000 salary, plus fringe benefits. Contact Kermit Womack, 501-968-4949.

**Chief engineer** for no. 1 FM station in Omaha market. New equipment, negotiable terms. Contact General Manager, Box 31777, Omaha, NE 68131. 402-558-9898. EEO employer.

**Assistant chief for daytime AM, 100KW FM.** Excellent opportunity with super company. Resume to: Provident Broadcasting, Box 510, Manchester, GA 31816, or call John Davis or Bill Pope, 404-846-3115.

**Chief engineer/technical director** for South central 50 KW AM/class C FM. Complete responsibility for technical department. Must have hands-on engineering skills, management experience, and ability to work with other department heads in team effort. General first license required, exceptional salary and benefit package. Respond to T. Baun, 735 West Wisconsin Ave., Suite 401, Milwaukee, WI 53233. 414-272-1040. EOE, M/F.

**Midwest group owner** is expanding in Missouri and has a rare opportunity for an experienced person as a resident engineer. Requires 5 years' experience in all facets of broadcast radio. This will be a real challenge and a chance to participate in a system dedicated to state-of-the-art. Send resume to Jerrell Shepherd, KWIX/KRES, 300 West Reed, Moberly, MO 65270, or call 816-263-1230.

**New California FM** seeks stable chief engineer also strong in production. Live in mountain community near Tahoe. Salary open. Send tape and resume to KNXN, Box 1016-A, Quincy, CA 95971, or call 916-283-4070.

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**HELP WANTED NEWS**

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**West Palm Beach, Florida.** Morning anchor position open. Mature delivery, solid writing skills a must for this 100KW FM in top 100 market. Tape & resume to Garret Clancy, 2000 Palm Beach Lakes Blvd., Suite 640, WPB, FL 33409.

**News Director for SE** small market radio station. If you can gather and write with energy, send resume only, in confidence, to Box T-66. AA/EEO.

**Aggressive anchor/reporter** needed. Interest in sports is a plus. Good pay, excellent facilities. Minorities encouraged. Send tape, resume to Dick Cullom, WISE, 90 Lookout Road, Asheville, NC 28804, 704-253-5381.

**WCHS, News Radio 58,** needs full time news person. Minorities encouraged. Full information with air check to: News Director, WCHS Radio, 1111 Virginia Street, East, Charleston, WV 25301. EOE.

**WBEZ-FM, in Chicago,** Illinois, seeks a part time news reporter/anchor. Previous news experience necessary. Salary: \$7.50 per hour. Approximately 20 hours/week. Contact: Carolyn Grisko, News Director, 105 West Adams Street, Chicago, IL 60603. Send audition tape with newscast and example of produced piece or extemporaneous reporting. Materials not returnable.

**Florida network seeks** broadcast journalists. 3 to 5 years' experience. Strong delivery required. Prefer degree. No phone calls. Tape and resume to News Director, PO. Box 740, Orlando, FL 32802. EOE/M/F/H/V.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Program director** for top-rated medium market FM. Must have good announcing and production ability, knowledge of rock music, and have ability to plan promotions, motivate, and work with top consultant. Chain offers opportunity for advancement. Resume only to Box T-34.

**WHCN, Hartford,** needs a great production director with strong copywriting skills. Tapes and resumes to Daniel Francis Hayden, Program Director, WHCN, 1039 Asylum Avenue, Hartford, CT 06105. EOE.

**Program director-news/talk** pro for religious format station in major midwest market. Excellent opportunity for proven leader with stable work history and track record of getting the job done. Join a growing organization, be active in the community, talk issues and "get to the bottom" of them. Send resume and tape immediately and let's get acquainted. Bott Broadcasting Company, Attn: Gary Coulter, 10841 E. 28th Street, Independence, MO 64052.

**Program director.** No. suburban Boston. WLYT, light A/C (50KW FM) and WHAV(AM), contemporary/country seek PD with ear for quality. On-air, creative, production, promotions, leadership, a must. Resume, tape and requirements to Bill Gould, WLYT/WHAV, PO. Box 1500, Haverhill, MA 01831. 617-374-4733. EOE.

**Production/promotion director** for Alabama market. Have immediate opening for creative writer-producer to take charge of commercials and station promotions. Regular air shift also required. Top dollar for top talent. Send resume and written samples of work only to Box T-94.

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**SITUATIONS WANTED MANAGEMENT**

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**Fifteen-year professional** with mid-level management experience seeking GM opportunity in small/medium market. Available May 1. 314-586-7377.

**Group director of sales—15 years'** experience radio/TV newspaper sales and management. 5 years as consultant to station owners and groups throughout the U.S. A top leader who can manage with sound strategies. Solid, organized professional who achieves goals and a positive motivator. Believer in training, retail development and co-op. Sales intensive and bottom-line oriented. Southeast preferred. Reply Box T-7.

**Successful, enthusiastic,** experienced professional seeking challenging management opportunity in Midwest/Mid-Atlantic regions. Have built two great stations, one literally from scratch. Thirties, family, Christian. Randy Swingle, 703-743-4371; Luray, VA 22835.

**Small markets, west.** Country consultant seeks GM position. I know what has to be done: I do it. Bill Taylor, 213-791-4836.

**14-year contemporary** hit radio broadcaster including major markets. Innovative sales and programming techniques. Aggressive promotions, training, leadership. Delivers high billing, collections, profits. Desire general management. Write Box T-52.

**Outstanding credentials.** Successfully managed five major market radio stations and never failed to raise ratings and revenue. I know radio and how to get results. Southwest native, will relocate. Write Box T-63.

**Experienced AM/FM manager—11 yrs.** on the air, 5 yrs. in sales, 13 yrs. in winning management! Now free to relocate E. of the Mississippi. Box T-73.

**Uniquely qualified veteran** broadcaster with station, group, network and consultancy experience interested in operational or consultancy opportunity. Outstanding record of producing winners. Prefer Southeast. Replies in confidence to Box T-35.

**General Manager** with track record in small markets available for new challenge, turnaround or established property, AM, FM or combo. Sales, promotions, budgets, FCC, exceptional communicator. Reply Box T-82.

**Sales manager—now ready** for challenge for general manager's position. 23 years' experience in announcer-first phone-sales. Also involved in direct sales, retail sales. Will turn-around your station into profits. Community-minded and no "three B's". Prefer DC area, New York, California, Florida; other areas considered. Write Box T-87.

**Radio station manager.** Hands-on, 14 years' experience. Managed sales/programming. Now responsible for all station operations. \$3 million budget. Strong organizational skills. Street fighter. Presently employed. New East Coast challenge desired. New England preferred. Write Box T-89.

**Capitalist tool:** experienced GM waiting to be used in converting your problem station into profit center. Distinguished credentials and solid, documented record of performance. Box T-103.

**General manager:** dedicated professional with 21 years as achiever with logistical know how. Aggressively consistent in producing sales and profits. Take charge individual with strong organizational skills. Experience includes managing AM/FM, all size markets. Want an achiever with excellent credentials, write Box T-98.

**Ability, leadership,** hard work, dedication are what I offer. Twelve years' experience, last two as GM. Desire GM opportunity, lower Midwest. Pat Chambers, 314-431-6350. 431-3593.

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**SITUATIONS WANTED SALES**

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**Sales manager with** over seven years' experience in top ten market. Professional broadcaster with B.A. in communications, aggressive broadcast street sense, outstanding track record and the highest possible references. If you are looking for strong leadership with the proven ability to train, organize and sell creatively, let's talk about increasing your local, regional, co-op and/or national billings. Write Box T-58.

**Nationally known female** account executive/co-op expert. Ten years' radio and television experience. Six years major market. '73 college degree. Willing to relocate. Would consider group offer. Write Box T-104.

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**SITUATIONS WANTED ANNOUNCERS**

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**Dependable, hard-working** female air personality looking for good opportunity. Resume and tape available upon request. Morning drive or AOR preferred. Call Mary, 312-775-2819 or 312-763-7452.

**8 yrs.' experience.** Smooth communicator with slick production and sales exp. Knows the adult audience of the '80's. A total talent. 502-825-2997, or Box T-48.

**Enthusiastic, stable, single.** Professional sound. Trained beginner. Anywhere. Available now. Any shift. Troy Sass, 414-242-2033.

**10 year professional** announcer. Excellent reference checks. Very Dependable. All formats considered. Mike, 904-255-6950.

**Take advantage of that** strange amalgam, that marvelous pastiche that is me! Gal DJ, 5 years commercial radio (also public affairs). Have gusto, will travel. Audition on phone. Tammy James, 305-781-5666.

**Announcer/sportscaster.** 6½ years' experience, know rock format. Southern Rockies. West Coast respond anytime 303-651-3079.

**Workaholic DJ available** immediately! 4 years' DJ experience; A/C and CHR formats; most recently No. 1 middays in market of 250,000; also have 3 years of news and 2 years of sports PBP experience. Looking for a DJ, DJ/news, or DJ/PBP position. 801-394-1856.

**Available immediately,** Experienced announcer/DJ/production. Can work any music format, airshift. Relocate. References, aircheck, resume: Fred Lane, 612-777-9363. St. Paul, MN.

**Reliable and dedicated.** Small-market experience, good production. Will relocate. Al Doyle, 312-887-9529, evenings & weekends.

**Sportscaster/sales-after** 2 years in southern Colorado market. I'm ready to move up. PBP experience in football, basketball, baseball, sportscast. Currently carrying full account list-specializing in sale of sports programs, and do some of my production. Have also been news/public affairs director as well as DJ. Call Neal, 303-589-4579, evenings. Tape, resume, references, sales records and interview available upon request.

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**SITUATIONS WANTED TECHNICAL**

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**Chief Engineer—30 years'** experience, all phases: AM-DA-FM-stereo. PO. Box 22155, Knoxville, TN 37922.

**FM chief immediately** available. Experienced. First phone license. Will relocate. No board shift. 213-670-5390. Dick.

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**SITUATIONS WANTED NEWS**

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**Experienced, dedicated sports** announcer, seeks position with PBP opportunity. Hockey is my specialty. Available now. Call Marc, 612-253-2399.

## SITUATIONS WANTED NEWS CONTINUED

**Established sports writer**, substantial experience in PBP, would like a break in radio. Know sports, articulate, enthusiastic, strong voice. Call Kerry Smith, 513-831-0086.

**NCAA Division 2 FB&BB PBP man** seeks SD position. Contact Pat Foss, 912-537-9716.

**34 years' news experience**. 14 NYC, 9 LA. Anchor and/or reporter. 914-271-3267.

**Radio announcer, 25**. Aspiring newscaster. Degree in communications—two years in broadcasting. Take a chance on 216-861-7700, ext. 464, ask for Patrick. Able to relocate.

**Spruce up your sports department** with a pro. Six years experience, news and play by play. Contact Rich, 12831 Collins St., North Hollywood, CA 91607, 213-980-9039.

**I talk to people**, not at them. Enterprising, competitive, 3-year pro looking for challenging opportunity with news leader. Call Karl Brown, 304-599-3083.

**Attention Texas—Oklahoma**: award-winning news anchor, talk show host and interviewer, with some sales background. Looking for that last move and roots in small or medium market. If you want a mature pro and can offer top money and benefits, let's talk. Michael Troy, 405-226-4505.

**Newscaster with experience** and initiative seeks initial opportunity. Midwest, Great Lakes, East preferred. Larry, 313-732-1262.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**CHR/hot tracks programmer**. Bobby Christian, 8 years as PD/OM at WXXK (WHTX), WMET, KXKK (KPKE), KUPD. 16 years in radio. 10 years' experience in audience/market research. Excellent track record. Top references. 412-795-8296.

## TELEVISION

### HELP WANTED MANAGEMENT

**Chief executive officer—WHYY, Inc.**, seeks a chief executive officer to oversee its public TV and radio operations. Individual should have proven leadership ability. Experience in broadcast management is desirable. Interested individuals should forward resumes to: WHYY, Inc., Box 751, Norristown, PA 19494, by May 1, 1983. EOE, M/F.

**Television production manager** for top medium market station. Must be long on creativity and leadership ability. State of the art equipment, headlined by new Ampex AVC 3300 switcher. Tape, resume, salary history to Dean Howard, KARK-TV, P.O. Box 748, Little Rock, AR 72203.

**Creative service manager**. Talented professional with previous TV promotion experience. Must be accomplished in writing, visual concept skills and on-air production and knowledgeable in graphic art, layout and design. Send resume, tape and writing samples to WPEC-TV 12, Fairfield Drive, West Palm Beach, FL 33407. EOE, M/F.

**Director of Community Relations** for University of Alabama television services and instructor for department of broadcast/film communication. Responsibilities include field production and editing of segments for weekly black public affairs program, supervision of all UTS promotional and community relations activities, and instruction of one course per semester in the area of broadcast production or news. Annual salary: \$18,000 plus liberal university benefits. Requirements: two years' experience in TV production or public relations, with demonstrable ability in the other area and a BA degree (preferred in field of communication or equivalent). Preferred: MA, experience in producing black public affairs programming, and teaching experience. For further information, contact Judy Stone, 205-348-6210. To apply, send resume with references to—University Employment Office, P.O. Box 6163, University, AL 35486. Application must be received no later than May 6, 1983. Starting date for successful applicant must be August 15, 1983. AA/E OE.

**Executive director**, California Public Television (CPT). Fulltime contract position July 1, 1983 through June 30, 1984. \$35,000-\$40,000/year. Reports to President of Association of California Public Television Stations. Coordinates requests for proposals for TV programs on statewide issues; acts as executive producer of projects funded by CPT. Three year's producing and management experience required; knowledge of California issues preferred. Send resume, references and letter of recommendation to ACPTS, 1010 11th St., No. 300, Sacramento, CA 95814, by May 13, 1983, 5:00 p.m. (PST).

### HELP WANTED SALES

**Experienced lead sales director** is being sought for a low powered television station to be located in the Greenville-Sulphur Springs area of east Texas. If interested, send resume to TPC/Communications, 100 South College, Tyler, TX 75702, attention: Jim Runyan.

**WRCB-TV is seeking a sales representative** who is a self-starter, good communicator, and tough competitor who wants to grow with WRCB-TV and the market. Experience in sales and/or advertising extremely helpful. Send resume to Gary Rockey, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. A Sarkes-Tarzian station. An equal opportunity employer.

**KTHI-Television** has an AE opening in its sales department for an aggressive self-starter. We pay top commission for achievers. Prefer previous television or radio sales experience. Send resume and income requirements to James Otto, KTHI-Television, Box 1878, Fargo, ND 58107. No phone calls accepted.

**National sales manager**. Major market affiliate showing tremendous gains seeking to hire a bright, aggressive, motivator. Is that person you? There is an unlimited future with one of the best groups in the country. National or rep. experience a must. Reply Box T-90. EO/AEE.

### HELP WANTED TECHNICAL

**Engineer/technician**—a Midwest CBS affiliate is seeking an engineer/technician to maintain studio, transmitter, and ENG equipment. If interested, send a resume and salary requirements to: Supervisor of Engineering, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE/M/F.

**Director, engineering/operations**, KUED TV. Bachelor's degree in electrical engineering or equivalent education and experience and FCC license required. 3 years' experience in engineering and technical skills, broadcast production and supervisory experience required. Responsibilities include developing goals, establishing, maintaining and reporting on standards for technical operations at KUED-TV and KUER-FM. Hires, trains and supervises twenty technical positions, maintains and administers department budget. Salary negotiable. Submit letter of application, two resumes and three letters of reference to: Patricia Baucum, University of Utah, Personnel Administration, 101 Annex Building, Salt Lake City, UT 84112, through May 1, 1983. An equal opportunity employer.

**Telemation Productions** is now searching for a chief engineer for our fourth facility in Phoenix. Candidate should be an excellent maintenance engineer who can also perform systems design. Hands-on experience with Sony one-inch, CMX, Grass Valley, and Ikegami helpful. Send resume to: Dan Rogers, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007.

**Engineering manager** for Northeast metropolitan PTV. Strong production and design background necessary. Minimum five years' experience, two years in supervisory capacity. Send resume and salary history to Engineering Director, WETA-TV, Box 2626, Washington, DC 20013.

**Maintenance engineer**. Maintenance engineer needed for CBS affiliate in Oklahoma City. Must possess a valid 1st class or general class FCC license and 2 years of specialized training in electronics. Must also have at least 2 years of television maintenance experience. Send resume to Trudy Wick, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

**UHF Station, network affiliate**, Southwest, looking for hands-on engineer, ready to move up to chief. Excellent salary, benefits and opportunity to grow. P.O. Box 27706, Houston, TX 77027.

**Wanted: qualified chief engineer** for medium market. Get in on ground floor of construction of brand new studios in the South. Send resume to Box T-65.

**Alaskan TV station** needs competent maintenance and development engineer with assistant chief engineer credentials. Send resume with recommendations to Box T-71. An equal opportunity employer.

**Chief engr./dir.** of engineering in sunny Hawaii. We are a group-owned CBS affiliate with an associated production facility. We do program as well as commercial production and maintain a 24-hour on-air operation. We are computerized, satellite oriented, with digital and ENG equipment. We need someone totally familiar with today's technology who also has one leg on tomorrow's. Must be planner, budgeter and administrator for a large technical staff, as well. We are an equal opportunity employer, M/F. Send resume and salary expectations to: KGMB-TV, Attention: Personnel, P.O. Box 581, Honolulu, HI 96809.

**Radio and television engineer/technician**. Maintain college non-commercial FM radio station (WFOV-FM) and color television instructional facility. Heavy on maintenance. Hitachi cameras, Sony 3/4" VTRs, 3M video switcher and related electronic equipment. Send resume and three letters of reference to Dr. Finis E. Schneider, Department of Mass Media Arts, Hampton Institute, Hampton, VA 23668. Equal employment opportunity.

**Immediate opening** in engineering for MCO (1-3 years' experience) in SE top 40 market. Send resume and salary requirement to Director of Engineering, WPTF-TV, Box 1511, Raleigh, NC 27602.

**Television station maintenance engineer**. Washington's newest TV station has a unique opportunity for a broadcast maintenance engineer. Must be qualified to install and maintain state-of-the-art equipment for channel ITFS facility. FCC licensure required. Salary commensurate with experience. Contact Ernest Teutschbein, 202-676-4452, GWTV, George Washington University, Washington, DC 20052. GWU is an EO/AA employer.

**Engineer technician** with 3/4"-2" Quad and TCR-100 maintenance background. So. Cal. location. RF a plus. EOE. Resume and requirements to: Frank Goddard, KEYT-TV, P.O. Drawer X, Santa Barbara, CA 93102.

**Throw that snow shovel away!** Use your talents to maintain our transmitter and studio equipment in sunny Phoenix! If you have a minimum of 2 years' experience with UHF transmitters, contact Bruce Sherman, 3722 East Chipman Road, Phoenix, AZ 85040. 602-243-4151.

**TV studio engineer** for ABC affiliate in West Palm Beach, FL. First phone required. Experience in videotape, camera control and switching. Send resume and salary requirements to Personnel, WPEC, Fairfield Drive, West Palm Beach, FL 33407. EOE, M/F.

**Technical operations manager**. WXYZ-TV, the ABC-owned and operated station in Detroit, Michigan, is seeking an individual to assume technical managerial responsibilities which may include the late afternoon and evening segment of the broadcast day. Your background should include: strong production and management skills, five to eight years' television engineering experience with broad technical news oriented responsibilities. Five years' experience in a major market a plus. A degree is preferred. If Qualified send resume and salary requirement, no calls please, to: Personnel Department, ABC, Inc., 20777 W. Ten Mile, Southfield, MI 48037. Equal Opportunity Employer, M/F/H/V.

**High atop the Prudential Building** in beautiful downtown Boston is a transmitter awaiting tender, loving care. If you have a minimum of 2 years' experience with UHF transmitters, contact Bob Colford, 390 Commonwealth Avenue, Boston, MA 02215. 617-267-1530.

### HELP WANTED NEWS

**News director**. New UHF station in southern New Hampshire seeks energetic, experienced news director endowed with sensitivity and a strong sense of cooperation. On-camera background necessary. Please submit confidential resume and tape to CTV of Derry, Inc., 36 Commerce Way, Woburn, MA 01801.

## HELP WANTED NEWS CONTINUED

**TV news photographer.** Shoot and edit ENG for top-rated station in South Carolina. One year minimum experience. Send resume and recent videotape to: Tom Posey, Chief Photographer, WIS-TV, Box 367, Columbia, SC 29202. EOE.

**Anchor. Experienced.** Authoritative. Friendly. Good writing/communicating skills. Group owned, Midwest network affiliate offers good salary, excellent fringes, stability. Resume, salary only to Box T-78. An EOE.

**Sports Director.** Experienced. Enthusiastic sports nut for mid-America network affiliate. Pay's good. Benefits great. Resume, salary only to Box T-80. EOE.

**News director**—experienced, good news judgment. To groom hustling reporter, 28. I shoot and edit. Write Box T-99.

**News co-anchor** and reporter with major Texas network television station. Must have two years' experience as reporter in television. Send resume and audition tape to News Director, P.O. Box 2190, Lubbock, TX 79408. Equal opportunity employer.

**Quality group, looking for quality people.** We're looking for fresh talent with a firm commitment to news. If you're currently a reporter, anchor, producer or meteorologist ready to move up to a 50's market with a top 10 mentality, then rush resume and salary requirements only to Box T-93. Equal opportunity employer.

**Anchors and meteorologists** currently being recruited for exceptional positions nationwide. Major & medium market opportunities available. No fee! Send tape & resume with salary requirements to: Bruce Williams, Broadcast Consultants, Box 60, W. Hartford, CT 06107. Employer's inquiries always invited.

**Orlando's dominant station** needs another reporter-anchor. If you're really good, rush your tape and resume to: WFTV, Box 999, Orlando, FL 32802. No phone calls, beginners, or agents, please. WFTV is an equal opportunity employer.

**Reporter/writer—ouch!** Just lost another up-and-comer to the number one O & O in a major market. Must replace her quickly at this dominant news operation in central California. Creative writing and professional delivery a must. Tapes and resumes to: Mike Schrist, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc., is an equal opportunity employer.

**11 PM producer** for a top notch news department. College degree and two years' experience in commercial TV news a must. Send resume, tape, and salary requirements to Candy Altman, Assistant ND, WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Assistant promotion director.** Station in top 10 market looking for a creative person with minimum two years' experience in TV promotion at a commercial TV station. Skills required: organization, copywriting, TV production, and knowledge of outside promotions. Send resume, video cassette and salary requirements to: Operations Manager, WCLQ-TV, 6000 West Creek Road, Cleveland, OH 44131. An EEO employer.

**Producer/director** for major television market. Seeking only creative and experienced individual with a minimum of 4 years directing background. Must possess strong news, specials and sports production skills. EOE. Resume/tape to: Galen Spielman, KDKA-TV, Westinghouse Broadcasting & Cable, Inc., One Gateway Center, Pittsburgh, PA 15222. No phone calls, please.

**Videographer/editor.** Dominant PM Magazine in top 60 market seeks creative, energetic videographer/editor to work with our highly-talented staff. Must know lighting and some EFP maintenance. Prior PM Magazine experience preferred. Send tape, resume and salary requirements to Ms. Jo-Allison Phillips, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

**Program director**—leading independent station in New England is seeking a program director with minimum 3 years' independent station experience. Send resume and salary requirements only to Box T-79.

**Local programming department,** WCCO-TV in Minneapolis, seeks creative photographer for PM Magazine, local programming, and special projects. Opportunities for professional growth. Send tape and resume to: Local Programming Photographer, 50 S. Ninth Street, Mpls., MN 55402, or phone 612-330-2558. An equal opportunity employer.

**Wanted-promotion manager** with editing skills for number one station in market. Where? Beautiful Colorado Springs. If you fit the qualifications, send resume to Anthony Maisel, 2200 7th Avenue, Pueblo, CO 81003. We need a winner to be a part of our winning team.

**Director**—minimum 3 to 5 years' switch-directing experience necessary. Dual anchor newscast experience also a must. Send tape and resume to Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. EOE.

**How do we find the best promotion director?** By process of illumination. We're the tenth market PBS station producing a spectrum of local and national promotion and we're looking for a hands-on writer/producer/director who can turn us on with highly creative, incredibly effective on-air promos. If you're good—really good—can work efficiently on your own and looking for a place to exercise some creative freedom, send a resume to: Gilda Jones, KERA-TV, 3000 Harry Hines Blvd., Dallas, TX 75201. EOE.

**PM Magazine photographer:** opportunities with a top 15 market station. Seeking top-notch photographer w/outstanding proven track record in news & feature photography—minimum 2 years' exp. Please send resume and tape to: Tim Garrigan, c/o KIRO, Inc., 2807 Third Ave., Seattle, WA 98121. EOE. No phone calls, please.

**Dominant station in 21st market** seeks program promotion coordinator. Responsible for production of on-air promotion for local programs and syndicated shows. Must have at least two years' experience in on-air promotion, knowledge of ENG editing, 1" and 2", studio and local production techniques, plus strong writing skills. Knowledge of DVE helpful. Send resume and tape to: Linda Bayley, Promotion Mgr., KCRA-TV, 310-10th Street, Sacramento, CA 95814. EOE M/F.

**Program director,** promotion manager or program/promotion combination. Individual with creative ideas and administrative abilities to coordinate programing and promotion for a dominant network affiliate in the Sunbelt. Program/promotion manager preferred but will consider individuals with television expertise in either area. Send resume to Box T-100. An affirmative action, equal opportunity employer.

**Commercial director.** Production company seeks creative director with a minimum of five years' experience in studio, remote, and CMX post-production. Send resume/tape to Frank Matson, Image 9—KBTB, 1089 Bannock, Denver, CO 80204.

**Senior scenic designer.** South Florida Public Television station, WPBT/Channel 2, needs a creative person for design and realization of studio sets for television. Duties include selection of materials (sets and props); supervision of construction and installation; and working with production staff in the visual requirements for television production. Required: five years' experience as a scenic designer of which two years were spent in design and execution of scenic elements for major television productions required. College degree with major coursework in art or the equivalent with formal training in scenic design for television. Competitive salary and benefit package. Send resume to: Manager for Administrative Services, P.O. Box 2, Miami, FL 33261-0001. An equal opportunity employer, M/F/H.

## SITUATIONS WANTED MANAGEMENT

**General Manager/General Sales Manager.** 23 years' management experience including GSM at WUAB, Cleveland, and WFLD, Chicago. Organized and aggressive. Can turn your station around. Write: Bruno Sardi, 381 Canterbury Road, Bay Village, OH 44140.

**Looking for a change.** 12 years' TV experience, past 6 years as GM. Young, aggressive, sales oriented, profit minded, superior people skills. Can turn around a bad situation or improve an already profitable station. Excellent references. Write Box T-39.

**Operations manager**—young, aggressive individual, experienced in post production/duplication facilities management, seeks mid-Atlantic state location. Strong in operational systems development and troubleshooting. Good technical background. Write Box T-106.

## SITUATIONS WANTED SALES

**Nationally known female** account executive/co-op expert. Ten years television and radio experience. Six years major market. '73 college degree. Willing to relocate. Would consider group offer. Write Box T-105.

## SITUATIONS WANTED TECHNICAL

**ENG/studio cameraman.** Experienced in news, commercials, sports, and talk shows. Contact Henry Goren, 213-961-1409.

## SITUATIONS WANTED NEWS

**Synoptic meteorologist** seeking television employment. Has seven years' experience in nationwide weather forecasting and radio broadcasting. Available July 1, 1983. Inquiries write Box R-125.

**Weatherman (20 years radio)** wants to make a move to full time TV, Southeast only. 404-231-1250.

**Solid anchorman**—40's. 8 yrs. Los Angeles UHF. Seeking quality situation, immediate challenge. Dean, 213-346-9522.

**Sports reporter/anchor:** eager, ambitious, love local coverage. Relocate anywhere. Degree, TV and radio experience. Award winner. 703-433-2093.

**Slightly used reporter**—worn around edges from 4 years of pounding pavement. Solid street work, exceptional features. A steal for major, medium markets. J. Davis, 919-876-7620.

**Reporting position desired.** Broadcast journalism degree, network experience, and excellent writing ability. Eisa, 619-698-2029.

**News photog**—top twenties market, looking for news or mini-doc position in East Coast market. Write Box T-77.

**Anchorman**—polished professional. Credibility, personality, looks, voice. Will make things happen in your market. 815-455-5797.

**Complete sports/anchor** with over five years' experience. Resume includes sports director, weekend anchor, reporter, and even photographer when necessary. Write Box T-83.

**Medium or major market news director** or major market support position with possibility for advancement. 15 years' experience. Award winner. Write Box T-86.

**Looking for a woman** who knows sports and how to report it? I'm the one for your team! Dedicated, experienced, attractive. Write Box T-95.

**Experienced news photographer.** Hard-working college grad. Tape available, willing to relocate. Larry, 714-898-7944.

**Vietnamese female reporter.** Dedicated. Good TV presence. Network background. On-air experience in medium/major markets. Seek reporting position in same. Write Box T-96.

**Anchorman, 38,** with reporting/producing skills wants to talk about your opportunity. Box T-97.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Freelance CMX editor** will travel. Major credits. Drama, comedy, documentaries, industrials, commercials, music, videodiscs. 213-851-1898.

**Ambitious RTVF graduate** seeks television production position. Have cable and educational television experience that includes live directing, producing, floor directing, studio/remote camera and editing. References and resume available. 405-624-2863, Troy Goodman.

**TV graphic designer.** 3 years' experience at major market station. Creative, versatile, industrious. Call Michael Irving, 215-642-8855.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Creative, hard-working female** seeking full time entry level position in television. No news. Strong production talents. Available now; will relocate. Call April, 203—794-0427 days; 203—744-4800 after 6:00 PM EST.

**Your station showing old movies?** Woody Allen type, versed in film trivia and history, will do intros or host your show. Gary Sanders, 728½ Oakland, Iowa City, IA 52240. 319—337-7739.

**Emerson College '83 grad**—seeks entry level position in production, programming, technical operations or syndication. 5 years' experience in major Northeast markets. Willing to relocate to California or elsewhere. Write or call Grad, c/o 617-389-5207, or reply to Box 1152, Chelsea, MA 02150.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Trade magazine editor.** Exceptional opportunity for editor with Midwest-based publisher. Will participate in the development, launch and direction of new electronics magazine. Publication will be the fifth magazine in group of high-growth electronics magazines. Must have substantial knowledge in one or more of the following or related areas: sound reinforcement, pro sound, electronic communications, broadcast audio, low-voltage wiring or technical magazine editing. Strong writing skills and familiarity with magazine production are also important. Strong industry contacts, all administrative and interpersonal skills a must since responsibilities encompass editorial travel, editorial planning, industry analysis, budget preparation and supervision of associate editor. We offer a top salary, benefit program of Fortune 100 company and continuing growth potential. Send complete resume and salary requirements to: Personnel Director, Intertec Publishing Corp., PO. Box 12901, Overland Park, KS 66212. EOE, M/F/H.

### HELP WANTED NEWS

**The Tobacco Institute** has an opening on its team of national spokesmen to represent it on controversial issues. Responsibilities include: active participation in media interviews, addresses to live audiences, and appearances on radio-TV talk and call-in programs. The successful applicant will be bright, articulate, attractive and quick to assimilate new knowledge. Experience required in radio-TV, public speaking, and/or advocacy work. Extensive travel in the U.S. required. Salary open. Excellent fringe benefits. Reply in confidence with 3/4" audition VTR, resume and writing samples to: Walker Merryman, Vice President and Director of Communications, The Tobacco Institute, 1875 Eye Street, NW, Washington, DC 20006. No telephone calls, please.

### HELP WANTED INSTRUCTION

**Mass communications** department at Xavier University of Louisiana is seeking three full-time tenure track faculty members. All are at assistant professor or instructor level depending upon qualifications. Position one requires teaching courses in radio-television, such as production, programming, management, writing, law; must have three years media, and two years teaching experience. Position two requires coordinating university produced documentaries and helping produce programs for new local PBS affiliate; acting as liaison between university and affiliate; teach combined course in TV production and directing; ENG experience necessary. Position three requires coordinating educational telecourses for PBS affiliate and possible syndication; conducting workshops to orient faculty and staff to scripting and studio performance; teaching two or three courses per semester in related areas: announcing, reporting, media history and criticism. All positions require M.A., Ph.D. preferred. Beginning date August 17, 1983. Salary competitive and dependent upon qualifications. Send letter and resume, and request transcripts and three references to be sent to Dr. Joe A. Melcher, Chairman, Communications, Xavier University, New Orleans, LA 70125 before April 25, 1983. Xavier University is a predominantly black, Catholic liberal arts institution. Affirmative action, equal opportunity employer.

**Broadcasting:** assistant professorship in broadcasting theory and practice, emphasis on TV/cable production. Beginning Sept., 1983. Master's required, Ph.D. preferred and media experience. Send resumes to: Richard F. Hixson, Dept. of Journalism and Mass Media, School of Communication, Information, and Library Studies, Rutgers University, New Brunswick, NJ 08903.

**Broadcasting assistant professor** specializing in broadcast journalism. Teaching, professional news experience, and Master's degree required. Ability to relate well to Kansas broadcasters required. Tenure track position, starting August 1, 1983. (\$18,000-\$21,000 for nine months, depending on experience.) An equal opportunity employer. Send resume to Paul Prince, Search Committee, Department of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506, by April 22, 1983.

**Manager, assistant/associate professor** to serve as director of university broadcast services, direct student-operated stereo FM noncommercial station to higher power and improved programming, and teach basic broadcast journalism course or two. Doctorate in journalism, broadcasting, communication, or mass communication preferred; Master's in appropriate field, two to five years of good professional experience, knowledge of FCC rules required. Unit and sequence are accredited. \$26,000 to \$32,000, depending on qualifications. This is a 12-month, tenure track position. Application letters and resumes by May 17 to Robert M. Ruggles, Dean, School of Journalism, Media and Graphic Arts, Florida A&M University, Tallahassee, FL 32307. FAMU is an equal opportunity/equal access institution.

**Television production.** Assistant professor of broadcasting. Fall, 1983. M.A. in Radio-TV required, with professional television production experience and previous teaching. Teach: beginning and advanced TV production, ITV, videography. Send letter, resume, list of references before April 22 or ASAP to: Search Committee, Dept. of Journalism and Broadcasting, University of Alaska, Fairbanks, AK 99701. University of Alaska-Fairbanks is an AA/EO educational institution and employer. Your application for employment with the University of Alaska may be subject to public disclosure if you are selected as a finalist.

**Seaton visiting chair** in media management. Management professional in radio, television, cable, or industrial video. Management experience required in some of the following: news, programming, sales, production and public relations. Must have at least a Bachelor's degree and outstanding professional credentials. Strong ability to share professional knowledge with students in the R-TV major. August 1, 1983 through May 31, 1984; \$35,000. An equal opportunity employer. Apply, including resume and references, to Paul Prince, Department of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506, by April 22, 1983.

**Telecommunications**—experienced professional sought to administer new graduate program in telecommunications, teach two courses. Some cable production expected. Ph.D. preferred. Send resume and supporting materials by April 25 to: J. Patrick Lee, VPAA, Barry University, Miami, FL 33161.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Instant cash-highest prices** for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**\$1,000 Reward** for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404—324-1271.

**Western Electric tubes, mixers, consoles, amps, telephones, microphones, tweeters, drivers, horns, speakers, parts.** 213—576-2642. David, POB 832, M.P., CA 91754.

**Wanted: TV station** interested in computer software for TV traffic and accounting. For more information, call or write: Don King, KLBK-TV, PO. Box 1559, Lubbock, TX 79408; 806—745-2345.

**Good useable broadcast equipment needed:** all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813—685-2938.

**Wanted: 1 kw—250 w AM transmitter**, in good condition. KFBR, PO. Box 1569, Nogales, AZ 85621.

**Raytheon KTR-100A** microwave manual or parts. Duane, 602—778-6770.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**Quad VTR's**—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**UHF transmitters**—GE TT59 (55 kw), Emcee 1 kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404—324-1271.

**Remote cruiser for lease or sale**—beautiful 40 ft. cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$5,000 per month. Can add 1" VTRs or modify entire unit to your specs. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**New TV Startups**—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Character generators**—Vidifont, 3M, and Telemation models available, under \$4,000. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Color cameras**—clearance on RCA TK 630, Phillips LDH 20 and LDH 1, Norelco, PC-70, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media, 404-324-1271.

**Film camera**—Fernseh KCP 40 film camera and multiplexer, unbelievable low price. Bill Kitchen, Quality Media, 404—324-1271.

**VHF transmitters**—several available, GE and RCA, hi and lo-band. Bill Kitchen, Quality Media, 404—324-1271.

**Time base correctors**—Microlime 2020 with image plus, Quantel DFS 1500, low price. Bill Kitchen, Quality Media, 404—324-1271.

**Complete rack mounted 7 meter Scientific-Atlanta satellite receiving system.** Comprised of one—8010A dish, two—6602 receivers, one—8840 antenna position controller, one—8240 deicing subsystem, one—8769 LNA power supply, and one—7630 LNA protection switch. Price—\$42,000. Please call Operations Manager at Golden West Broadcasters for further information. 214—988-3005.

**1 KW FM Sparta 601** w/latest exciter, new 6/80, mint condition. M. Cooper, 215—379-6585.

**5KW AM Collins 21E** (1962), also RCA BTA-5H. Both w/proofs. M. Cooper, 215—379-6585.

**1KW AM transmitters:** CSI T-1-A (one year old) & Gates BC-1G, both guaranteed. M. Cooper, 215—379-6585.

**Spring clearance sale**—make any ridiculous offer! Phillips LDH-1 camera, Ikegami HL 33 & 35 cameras, Ampex VR-3000 Quad recorder, RCA PCE-1 encoder, TEK 529 waveform monitors, Ball RM-21 waveform monitors, Grass Valley 771 enhancers, RCA Quad edit programmer, Conrac 9" and 14" color monitors (tube type), Panasonic 1/2" time lapse recorders, RCA TVM-6 microwave heads, Convergence ESC-1 editor, Telemet 3508 test generator, HFCH cam head, IVC 900 VTR, RCA BC-18 audio console. Take Advantage of Me! Bill Kitchen, Quality Media, 404—324-1271.

**Continental 510-R-1 FM exciter & Collins 310Z-2.** In stock. Less than 1 yr. old. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switches, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813—685-2938.

**For sale:** 1—890-foot Kline lower, 7'-6" face. Coming down now. Call 901—274-7510.

**FOR SALE EQUIPMENT  
CONTINUED**

**ENG unit:** Sony 300 camera, Fujinon lens, BVU 110 recorder, batteries. Call Videosmith, 201-467-5486.

**250w Collins 300G AM** transmitter out of service Jan '83, good condition. Spare tubes and parts 800.00. Ampex 601, good. Two others need repair. Make offer. Brian Tolby, WCCZ, New Smyrna Beach, FL 904-427-3492.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**CMX 340x** with Grass Valley 1600 switcher including all I squares and interface for Ampex 1". Available immediately. 1 yr. old. Complete now working. \$98,500. 213-467-6272.

**Lease a Quantel 5000 SP** single channel for \$8,500 per month, longer terms available. Other broadcast equipment, Chyron IV & IIB, Adda 150C frame store, Ampex VPR 2B with s/o mo controller available. For rates, call Television Graphics, 201-444-2911.

**COMEDY**

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

**CONSULTANTS**

**Why hire a production assistant** that can't troubleshoot when you could hire a VTI graduate? Video Technical Institute, Joe Clark-214-263-2613.

**New FM frequencies available.** Slash radio ownership costs. Sanford B. Cohen, P.O. Box 88864, Atlanta, GA 30338. 404-925-0055.

**MISCELLANEOUS**

**Sub-carrier for lease.** 100,000 watt FM, serving Phoenix and all surrounding areas. KNNN, 602-269-5666.

**RADIO PROGRAMING**

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

**RADIO**

**Help Wanted Technical**

**VOICE OF AMERICA**

Has opportunities in Wash., D.C., for qualified radio broadcast technicians. These positions require technical experience in professional radio, or the audio portion of television broadcasting. Applicants must qualify in two of the following areas:

- Studio Control
- Tape Recording
- Field Operations
- Broadcast Equipment Maintenance

Starting salary: \$12.94 per hour, (depending on qualifications). U.S. citizenship required.

Submit Standard Federal Application Form SF-171, or resume, to:

VOICE OF AMERICA  
Rm. 1341  
330 Independence Ave., S.W.  
Washington, DC 20547  
Attention: RBT-83-2  
Equal Opportunity Employer.

**Help Wanted News**

**KOY/PHOENIX**

Rare opportunity exists for an early evening talk show host at Arizona's original radio station, Mon-Fri. Prior talk show experience required. Send tape & resume to Charlie VanDyke, KOY, 840 N. Central, Phx., AZ 85004. EOE, M/F.



**Help Wanted Sales**

**LANSING, MICHIGAN**

powerhouse FM looking for self-motivated stable account executive. Experience in retail development a must. You will be effectively trained and motivated to use your talents and drive. Send letter and resume to General Sales Manager, 95 FM WVIC, 2517 E. Mt. Hope, Lansing, MI 48910.

**Help Wanted Management**

**SMALL MARKET FM STATION**

in Missouri has an opportunity for an assertive and sales-oriented GENERAL MANAGER. Excellent growth opportunity for right person—could presently be either a GM or a successful sales manager who wants to make the big step into top management. Send resume, income history, and salary requirements to Box T-107. Our personnel know of this ad.

**Help Wanted Programing,  
Production, Others**

**PROGRAM DIRECTOR**

Beautiful SW Virginia. Live and work near Virginia's largest university. C&W AM daytime with CP for 5 kw fulltime. If you can handle engineering too, more dollars in your pocket. Tape and resume to Mike Jarrett, WKEX, Blacksburg, VA 24060.

**PROGRAM DIRECTOR**

Midwest radio station searching for an experienced major market PD. Must have proven ratings record, strong management skills & on-air capabilities. Send resume with references only to Box T-88.

**Situations Wanted Programing,  
Production, Others**

**EXPERIENCED A/C-COUNTRY**

Program director available for medium or large market. Good references. Contact Ron Dennington, 2609 Charlack, St. Louis, MO 63114. 314-427-4485, 2 p.m.-5 p.m. CST.

**TELEVISION**

**Help Wanted Sales**

**BROADCAST  
MARKETING SPECIALIST**

Have you ever wanted to:

- Consult leading broadcasters, nationwide, regarding sales/marketing strategy.
- Implement a "cutting edge" marketing/sales research concept at client stations across the country.
- Make key agency/retailer presentations.
- Grow with an expanding international company.
- Live in the "best spot" in this country?

If so, the opportunity is yours. But you must meet these requirements:

- A thorough understanding of marketing principles and their application to television sales.
- A working knowledge of market research techniques.
- A successful track record of local station sales/management.
- An ability to effectively communicate market research to station account executives and large groups.

Our need is immediate, so send confidential resume to Box T-24.

**Help Wanted News**

**WE'VE LOST OUR ANCHOR!**

... to a top-5 O&O, and we're looking for a first-rate replacement. We'll offer you:

- California's capital city
- Nation's 21st market
- One-hour nightly news show
- High visibility
- Warm summers/mild winters

What can you offer us? Send us a current air check along with your resume and salary history.

KTXL-TV  
4655 Fruitridge Road  
Sacramento, CA 95820  
Att: Don Ross, News Director

An equal opportunity employer, M/F



**KTXL-TV40**

**WE'RE LOOKING FOR AIR PERSONNEL**

We'll add at least one person with a strong delivery, personable demeanor and good appearance. Send tape, resume and references to: Jim Wise, News Director, KODE-TV, P.O. Box 46, Joplin, MO 64801. EEO.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

**Help Wanted Programing,  
Production, Others**

## CHILDREN'S PROGRAMING

A leading home video company needs an aggressive and talented programmer to head up a new venture. The person will be responsible for all acquisitions and marketing and will also be the public spokesperson for the venture.

Requirements for the position: marketing or programing involvement with children's or family programing and a self-motivated person with a sense of team play.

We are flexible in all regards. Write and tell us about yourself. Letter & resume only to Box T-81.

## PRODUCER/ ASSOCIATE PRODUCER

Network owned TV station has excellent opportunity due to expansion for individuals with a minimum of 3 years production experience in a live entertainment and/or magazine format. Technical equipment/editing knowledge in addition to excellent writing and communication skills will be viewed as a major plus. Interested parties should send resume and salary history to:

**Box T-85.**

equal opportunity employer m/h/v

## TALK SHOW HOST PEOPLE ARE TALKING

An already successful one hour, daily, studio audience talk show format offers a rare opportunity for a proven, mature, versatile host.

Send resume and tape to:

Jim Schmidt  
Executive Producer  
KYW-TV  
Independence Mall-East  
Philadelphia, PA 19106

**KYW-TV 3 W** GROUP

Group W is an equal opportunity employer

### TOP-RATED STATION NEEDS

creative writer/producer for PM show with high ratings. Experience/proven record in magazine format show required. Send resume and tape to Program Manager, WFMY-TV, Box TV 2, Greensboro, NC 27420.

### TELEVISION PROMOTION MANAGER

KTSP-TV, Phoenix. Group-owned CBS station looking for experienced promotion manager to head department. Supervises four-person department plus 3-person art/print staff. Creative, planning, budgeting and management skills vital to this new challenge. New ownership places heavy commitment to promotion in this very competitive, growing market. Prior management experience mandatory. Written resumes and tapes to Business Manager, KTSP-TV, 511 W. Adams, Phoenix, AZ 85003 EOE, M/F.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

### MAINTENANCE ENGINEERS

Sunbelt VHF station seeks applications from qualified maintenance engineers. Minimum 3-5 years' experience on ENG, microwave and studio equipment. General class FCC license required. Position involves supervisory responsibilities. Send resume to Box T-60.

## Help Wanted Technical Continued

### DIRECTOR ENGINEERING/OPERATIONS KUED-TV SALT LAKE CITY, UTAH

Bachelor's degree in electrical engineering or equivalent education and experience and FCC license required. 3 years' experience in engineering and technical skills, broadcast production and supervisory experience required. Responsibilities include developing goals, establishing, maintaining and reporting on standards for technical operations at KUED-TV and KUER-FM. Hires, trains and supervises 20 technical positions, maintains and administers department budget. Salary negotiable. Submit letter of application, two resumes and three letters of reference, through May 1, 1983, to:

Patricia Baucum  
Personnel Administration  
**UNIVERSITY OF UTAH**  
101 Annex Building  
Salt Lake City, UT 84112  
Equal Opportunity Employer

### ENGINEERING SUPERVISOR

For transmitter and studio maintenance. 5 years' experience. Openings in Dallas and Houston. Join fast growing chain. You will be given authority and support to build a successful operation. \$30,000. Call or write Ed Reid, Director of Engineering, 1712 E. Randol Mill Rd., Arlington, TX 76011 817-265-2100.

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London, WC1R 4EJ  
England

Name \_\_\_\_\_  
Institution \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

## Help Wanted Technical Continued

### ASSISTANT CHIEF ENGINEER

Assistant chief engineer with supervisory experience for southern New England VHF television station. Must be a self-starter with strong production/maintenance background. Career opportunity with company-paid benefits. Send resume to Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An equal opportunity employer.

### COMMUNICATION TECHNICIAN

Utah State University, Logan, Utah. Will assist with the installation, maintenance and repair of ENG/EFP equipment and perform related duties. Qualifications include comprehensive background in the areas mentioned above and knowledge of general electronic theory and practices. USU is located in a beautiful mountain valley, 80 miles north of Salt Lake City, and offers attractive salaries and benefits. For further information, call Ken Boutwell, 801-750-2709. An affirmative action/equal opportunity employer.

### ASSISTANT CHIEF ENGINEER

VHF station in central Texas. Must have strong maintenance and technical background, with supervisory ability. Experience in RCA VHF transmitter, Ampex Quad and one-inch VTR and RCA TK47 cameras required. Must have first class license. Send resumes to Box T-59.

## Help Wanted Management

### TV: DIRECTOR OF PRODUCTION

Responsible for coordinating and directing a complex technical production and distribution facility. Also responsible for operating personnel, budgets and general management of office of television and radio.

Bachelor's degree or equivalent with extensive experience in television at the creative or administrative supervisory level. Must be knowledgeable about television production and familiar with copywrite, clearance, liable laws and FCC regulations. Some engineering background desirable.

Salary: \$27,380. Excellent benefits package includes free health insurance and tuition remission for employe and children. Submit resume indicating Ref. No. 133, to:

THE STATE UNIVERSITY OF NEW JERSEY

# RUTGERS

Division of Personnel Services  
New Brunswick, NJ 08903

An Affirmative Action/  
Equal Opportunity Employer

## Help Wanted Management Continued

### RESEARCH PROJECT MANAGER

Experience in the design and supervision of television research projects from definition of problem to analysis and recommendations.

### RESEARCH ANALYST

Experience in the analysis of television ratings.

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Please send letter and resume to  
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TERRY SEGAL  
Director of Research  
Turner Broadcasting System  
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Atlanta, GA 30318

EOE



M/F

### TRAFFIC MANAGER

Top 25 market CBS affiliate seeking an experienced traffic manager to run Bias computer traffic system. Position answers to sales manager and coordinates between accounting, promotion and engineering. Pleasant northern California market. Excellent salary and benefit package. Contact Michael Fiorile, General Sales Manager, KXTV, P.O. Box 10, Sacramento, CA 95801. KXTV is owned by Corinthian Broadcasting, a subsidiary of the Dun & Bradstreet Corporation. EOE, M/F.

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### Help Wanted Management

### ASSISTANT DIRECTOR

Ohio University Telecommunications Center, Athens, OH 45701. Available immediately. Minimum \$24,247.

Responsibilities: develop regional telecommunications services, monitor financial systems, coordinate long range planning. Qualifications: MA or equivalent, 5-7 years R/TV management, knowledge and skill in working with personnel, services, technology and audiences/clients served. Contact Joseph Welling, 614-594-5134.

## Help Wanted Technical

### Join The Television Transmission Specialists

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### WALKER MEDIA & MANAGEMENT INC.

Three - station group, all in top 100 markets. \$1,400,000, with terms for all three.

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10,000 radio jobs a year for men & 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. Special bonus: 6 consecutive weeks, only \$14.95-you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

## Miscellaneous

### LPTV NEWS & REVIEW

Providing a comprehensive survey of LPTV stories as they appear in the national & industry presses. Examining products & services offered to station applicants, owners & operators. Offering information on trends & events monthly, in an attractive newsletter format. Publication date: May 31, 1983. Price: \$25/year.

LPTV News & Review  
PO Box 7225  
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## For Sale Stations

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### INSPIRATIONAL PROGRAMING

is the feature on this AM station in a top 100 market. Station has had excellent cash flow record; good real estate and EXCELLENT TERMS available. Asking \$550,000, with \$135,000 down and long pay-out available.

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Media Investment Analysts & Brokers  
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**UNITED STATES BANKRUPTCY COURT  
NORTHERN DISTRICT OF ILLINOIS - EASTERN DIVISION**

In re: Snyder Broadcasting Company Debtor, Bankruptcy No. 82 B 15894. Notice of proposed sale of Radio Station WKDC. To the creditors of Snyder Broadcasting Inc., the general public, and other parties in interest: take notice that a hearing will be held at 1:00 p.m. on the 29th day of April, 1983, by the Honorable Thomas James, United States Bankruptcy Judge, in Court Room 206, DuPage County Court House, Reber Street, Wheaton, IL, at which time the Court will consider the offer of Phoenix Broadcasting Inc. to purchase the assets, license, and assigned frequency of Snyder Broadcasting Inc., the owner and operator of Radio Station WKDC Elmhurst, IL. Radio Station WKDC is a daytime only, AM station located in Elmhurst, IL, with an authorized power output of 250 watts. The owner of WKDC, Snyder Broadcasting Inc., filed a petition under the Bankruptcy Code of the United States, on November 24, 1982. William A. Lester, of Lombard, IL, was appointed trustee for this estate, and was granted authority by the court to continue the operations of the station for a limited period of time. Phoenix Broadcasting Inc., of Nauvoo, IL, has submitted an offer to purchase all of the assets of Snyder Broadcasting Inc., including assignment of the license, for the sum of \$150,000. Earnest money in the amount of \$7,500 has been deposited with the trustee. The offer as submitted contains several conditions, being summarized as follows. (1) FCC approve the transfer of the license to Phoenix Broadcasting Inc.; (2) A valid lease for the transmitter site be available; (3) That WKDC be on the air at the time of closing; (4) That equipment be in good operating condition; (5) That clients continue to be served and sales efforts made on behalf of WKDC. Phoenix Broadcasting Inc. has also agreed to accept operating losses which might occur while the license transfer and application is being processed by the Federal Communications Commission. Phoenix Broadcasting Inc., has also agreed to furnish sufficient funds to pay all of the Trustee's current operating expenses until such time as the FCC approval of the proposed transfer of the license is obtained. The assets of the station, consisting of the transmitter equipment, studio equipment, music library and files, will be sold free and clear of all liens and encumbrances. Any person who desires to submit a higher bid may do so either at the hearing on April 29, 1983, or by letter directed to the Trustee at: William A. Lester, Attorney at Law, Post Office Box 1, Lombard, IL 60148, 312-627-7500. In order to equal or exceed the offer of Phoenix Broadcasting Inc., any offer made to the trustee must contain the following covenants: (1) That the offeree agrees to accept any operating losses which might occur while the FCC transfer application is being processed; (2) The offeree agrees to furnish sufficient funds to pay the trustee's current operating expenses until such time as the Federal Communications Commission approves the transfer of the license to the offeree; (3) That the trustee shall subject to approval of the Bankruptcy Court continue to operate Radio Station WKDC until such time as the Federal Communications Commission approves a transfer of the license. Offeree shall not exercise any authority over the Trustee prior to FCC approval. (4) The trustee is presently utilizing his best efforts to place this station in a profit making position. However, at this time, current operating expenses have exceeded revenues in two out of the four months that the trustee has operated the station. (5) The trustee believes that this station can make money under intelligent and prudent management, but cautions any potential purchaser that much promotion and public relations effort will be needed in addition to a concerted sales effort. Any potential purchaser may appear at the hearing on April 29, 1983, however, you are not obligated by law to do so. If a potential purchaser desires to submit a higher bid to the trustee, said higher bid will be conveyed to the Court and made known to all parties on April 29, 1983. Any person who desires to object to a proposed sale or to assert a lien upon the proceeds of sale shall appear on April 29, 1983, in Court Room 206, at the hour of 1:00 p.m. and show cause to the Court, if any they have, why said sale should not be approved, and why said sales should not be free and clear of all liens and encumbrances. Any person who desires further information concerning the status of Radio Station WKDC should contact the trustee, William A. Lester, 312-627-7500. Thomas James, Bankruptcy Judge.

**MDS STATION  
FOR SALE**

Park City, Utah, MDS station serving fast growing ski resort community. Start-up operation. ON TV affiliate. Good potential for year round subscribers and bulk condo sales. Contact Robert Ural, 801-649-4311.

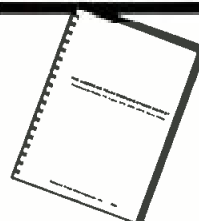
**FULLTIME AM SUNBELT CITY**

Best AM facility in top 50 market. Asking price in line with current AM multiples. Less than twice net revenues. Excellent coverage of metro. Write Box T-56.

**FOR SALE**

Upper Midwest medium market. AM/FM combination. Principals only. Write Box T-25.

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MW	Medium	CI.IV	\$995K	Cash	Peter Stromquist (612) 831-3672
R.Mt.	Metro	FT/FM	\$950K	\$250K	Greg Merrill (801) 753-8090
MW	Medium	FM	\$950K	\$300K	Jim Coursolle (414) 233-6222
FL	Small	CI.IV/FM	\$900K	\$300K	Bill Cate (904) 893-6471
SW	Small	Fulltime	\$575K	\$125K	Bill Whitley (214) 680-2807
MW	Major	AM	\$500K	Cash	Bill Lochman (816) 254-6899
NE	Medium	Fulltime	\$500K	Terms	Jim Mackin (207) 623-1874
MW	Small	AM/FM(CP)	\$395K	\$75K	Bill Whitley (214) 680-2807

To buy or sell, for appraisals or financing—contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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### CLASS A FM—KENTUCKY

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### SINGLE STATION MARKET

Small Midwest market. Exclusive county coverage, only station in the county. Population over 35,000. Excellent opportunity for owner/operator or small group operator. Asking \$410,000 with \$135,000 cash, with balance to be seller financed. Gross billing at \$250,000 annual level. Write Box T-46.

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"Specializing in Sunbelt Broadcast Properties"

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Class A. Needs owner-operator. Price app. twice billing—\$350,000. \$40-50M down. 10 years 10 percent. Must show financial responsibility before release of any information. Sale includes studio and office property. Write Packerland Consultants, Rt. 2 Box 1469, Wild Rose, WI 54984. Send financial statement or bank reference.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany all orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

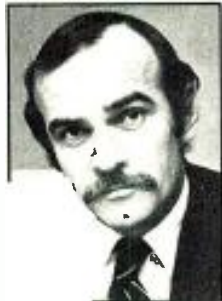
**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word Count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.

# Fates & Fortunes

## Media



Hogan

**William J. Hogan**, president, RKO Radio Sales, New York, named executive VP, RKO Radio division there.

**Ted Danz**, VP administration, Sterling Recreation Organization, Bellevue, Wash.-based owner of seven AM's and five FM's in

Oregon and Washington, elected president, succeeding his father, **Frederic Danz**, who will continue as chairman of board.

**Michael McGrew**, general sales manager, LIN Broadcasting's WAVY-TV Norfolk, Va., named president and general manager, succeeding **James Saunders**, who joins LIN's newly acquired WOYV-TV Grand Rapids, Mich., as president and general manager. **Jane Wallace**, program-operations manager, WAVY-TV, assumes additional duties as station manager.

**Gordon Anderson**, administrative VP, Fetzer Broadcasting Service, Kalamazoo, Mich., named senior VP and general manager of Fetzer's WKZO-TV there. **William Robbins**, secretary-treasurer and director, Fetzer Broadcasting, named executive VP.

**Robert Gould**, general sales manager, WNET(FM) Chicago, named general manager.

**Joseph Sabatino**, independent broadcast broker and consultant, joins WLVA(AM) Lynchburg, Va., as general manager.

**Bob Hamilton**, program director, KRTH(FM) Los Angeles, assumes additional responsibilities as operations director, KHJ(AM)-KRTH(FM) there.

**Tom Graye**, programing assistant, WLS-AM-FM Chicago, joins WROK(AM)-WZOK(FM) Rockford, Ill., as operations manager.

**Steve Stucker**, program director, KQIZ-AM-FM Amarillo, Tex., joins KHBJ(AM)-KHBQ(FM) Canyon, Tex., as operations manager and air personality.

**Robert McBride**, senior project manager, business systems, Media General, Richmond, Va., named director of business operations for Media General Cable of Fairfax, Va.

**Dennis Ellis**, VP, taxes, Viacom International, New York, named VP and controller.

**Lawrence Gunnels**, senior partner, Reuben & Proctor, Chicago, joins Tribune Co., there, as VP, legal affairs.

**Wayne Blick**, senior VP, secretary and treasurer, Palmer Communications, Des Moines,

retires.

**Louis Briskman**, general counsel, Group W, New York, named VP and secretary.

**Wayne Cozad**, from Williamette Subscription Television, Portland, Ore., and **Kathleen Thompsen**, coordinator, affiliate relations, Group W Satellite Communications, named Eastern regional affiliate representatives

**Sheldon Auerbach**, director of finance and chief financial officer, KCET(TV) Los Angeles, named VP, finance, and CFO.

**Jeff Hawkinson**, news director, WEEK-TV Peoria, Ill., named director of station development.

**Kim Hodgson**, general manager and program director, noncommercial KUOW(FM) Seattle, joins WETA-FM Washington as general manager.

## Marketing

**Marsha Badanes**, VP, director of project management, Kane, Bortree & Associates, New York, and **John Boyd**, senior VP, management supervisor, Benton & Bowles, New York, join McCann-Erickson there as senior VP's, management representatives. **Robert Gross**, VP, cost control supervisor, McCann-Erickson, New York, named senior VP, manager of broadcast operations, succeeding **Gina Gaylord**, resigned.



Cummings

**John J. Cummings**, VP, management supervisor, Ayerdirect, New York, named associate managing director. **Troy Ellen Dixon**, senior account executive, Ogilvy & Mather Direct, New York, joins Ayerdirect as account supervisor.

**Paul Murphy**, director of research, Young & Rubicam, New York, named senior VP. **Alison Danzberger**, manager, daytime network group, broadcast programing and purchasing group, communications services, and **Jeffrey Mahl**, manager, nighttime television, Y&R, New York, named VP's.

**Earl Gandel**, senior VP, account supervisor, Dancer Fitzgerald Sample, New York, named general manager, DFS-Australia, Melbourne. **Gary White**, from Crocker Bank, San Francisco, joins DFS there as senior project director.

**Neill Myers**, VP, SSC&B:Lintas, New York, elected senior VP, management supervisor.

**Al Martin**, from Booz, Allen & Hamilton, New York, joins Grey Advertising there as VP, manager of marketing research.

**Kathleen Pandak Bateson**, VP, client ser-

vices, Saffer, Cravit & Freeman Advertising, Chicago, joins W.B. Doner, Detroit, as VP, account supervisor, retail division.

**Constantine Pappas**, account supervisor, AC&R Advertising, New York, named senior VP.

**Roy Bergold**, from McDonalds Corp., Chicago, joins Needham, Harper & Steers there as assistant director of creative services. **Dorothy Denzler**, public relations manager, Needham, Harper & Steers/U.S.A., Chicago, named VP and director of public relations for that office.

**Teddi Gapske**, from Armco Midwestern Steel, Kansas City, Mo., joins Barkley & Evergreen there as creative coordinator.

**Frank Blossom**, from Stern Walters-Earl Ludgin, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as writer. **Karen Kolodzey**, broadcast negotiator, D'Arcy-MacManus & Masius, Chicago, named account executive.

**Allan Keir**, VP and office manager, Blair Radio, Los Angeles, named VP, sales manager. **Kenneth Miller**, VP and general manager, KMPC(AM) Los Angeles, succeeds Keir.

**SHERLEE SENDS HER BEST.**



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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NEW YORK CITY  
(212) 355-2672**

Appointments, Katz Communications, New York: **Nancy Williams**, director of personnel, to VP; **Barry Dunn**, senior accountant, to manager of accounting, and **Donna Moreau-Cupp**, executive secretary, to marketing assistant, Katz Probe/Marketing Services. **Benji Wolf**, account executive, Katz Television, Jacksonville, Fla., named sales manager of newly opened Miami office.

**Shelly Katz**, sales manager, Roslin Radio Sales, New York, has formed own representative firm, Shelly Katz Radio Sales, there.

**Deborah De Maria**, account executive, Group W Radio Sales, New York, named sales manager.

**Bruce Randall Hoban**, VP and director of research, Cabletelevision Advertising Bureau, New York, joins Warner Amex Cable Communications there as director of research, responsible for developing research strategies for local advertising sales.

**John Giebel**, network manager, McCaffrey & McCall, New York, joins Syndicast Services there as manager, advertising sales.

**Sue Swenson**, account executive, Mutual Broadcasting, Los Angeles, named manager, Western sales.

**Bill Bromley**, from WRIF-TV Freeport, Ill., joins WGBF(AM) Evansville, Ind.-WHKC(FM) Henderson, Ky., as general sales manager.

**Eric Land**, local sales manager, WAVY-TV Norfolk, Va., named general sales manager, succeeding Michael McGrew (see "Media" above).

**Kevin Driscoll**, national sales manager, WMAQ(AM)-WKQX(FM) Chicago, joins WMET(FM) there as general sales manager, succeeding Robert Gould (see "Media" above).

**Ed Wacker**, local sales manager, KSNT(TV) Topeka, Kan., joins WIBW-TV there as director of sales development.

**Carol Cleveland**, co-op advertising director, WBZ(AM) Boston, named national account manager.

**Greg Sher**, retail sales manager, WFYR(FM) Chicago, joins WAIT(AM)-WLOO(FM) there as local sales manager.

**Nancy Jackman**, national sales representative, KKTU(TV) Colorado Springs, named regional sales manager, in newly opened Denver office.

**Sheri Wish**, account executive, RKO's KRTH(FM) Los Angeles, named national sales manager, KHJ(AM)-KRTH(FM) there.

**Mike Gwartzney**, assistant business manager, KGMC(TV) Oklahoma City, named account executive.

**J. Donald Howe**, local sales manager, WCPO-TV Cincinnati, joins WLWT(TV) there in same capacity.

**Steve Lenox**, account executive, KDNL-TV St. Louis, joins Seltel there as account executive.

**David Alpert**, from WMGX(FM) Portland, Me., joins WEEI(AM) Boston as account executive.

**Judith Agism**, account executive, WNEW-FM

New York, joins WOR(AM) there in same capacity. **Theresa Beyer**, from RKO Radio Network, New York, joins co-owned WOR as account executive.

**David Page**, recent graduate, school of management, University of New York, Binghamton, joins WAVA(FM) Arlington, Va., as account executive.

**Susan Burgess**, account executive, WWSA(AM)-WCHY(FM) Savannah, Ga., joins WANX-TV Atlanta in same capacity.

## Programing

Appointments, Showtime, New York: **Leona Tenebruso**, director, sales strategy and planning, to VP, national accounts; **McAdory Lipscomb Jr.**, regional affiliate manager, and **Patricia Byrne**, marketing manager, Times Mirror's Hartford, Conn., cable system, to directors, national accounts, Western region, Denver, and **Jane Alexander Bulman**, district affiliate manager, Southeast region, to director, national accounts, Southeast region;

**Mitchell Sallitt**, Southwest sales executive, Columbia Pictures Television, Los Angeles, named West Coast sales executive. **David Mumford**, director, research, Los Angeles, named VP, research, syndication and network.



Kuechenmeister

**Kari Kuechenmeister**, VP, daytime sales, NBC-TV, New York, joins Telepictures there as VP, media sales. **Bonnie Adamson**, director of international operations, Telepictures, Los Angeles, named VP.

**George Merlis**, former executive producer, *CBS Morning News*, CBS News, New York, joins Entertainment Tonight, Los Angeles, as executive producer.

**Albert Collins Jr.**, from Pepsico, Purchase, N.Y., joins Home Box Office there as VP, information services. **Faith Wender**, senior counsel, original programing, HBO, New York, named senior counsel, West Coast programing, Los Angeles. **Viviane Eisenberg**, associate counsel, film programing, succeeds Wender.

**Suzu O'Hara**, head of regional marketing office, Walt Disney World and Disneyland, San Francisco, named manager of programing for newly opened East Coast office of The Disney Channel. She will be based at Walt Disney World, Orlando, Fla.

**Bill Sanders**, director of variety and late night programs, ABC-TV, Los Angeles, joins Warner Brothers Television there as director of TV development.

**William Loper**, assistant director of advertising, Universal Pictures, Los Angeles, joins MGM/UA Entertainment there as director of advertising, motion picture distribution and marketing.

**Pat Kenney**, from Columbia Pictures Television, Los Angeles, joins Lorimar TV Distri-

bution there as VP, general sales manager, syndication.

**Pat Liguori**, account executive, Seltel, New York, joins USA Cable Network there as director of research. **Linda Mauskopf**, manager, research and sales promotion, USA Cable Network, named director, sales promotion. **John Silvestri**, VP, national sales director, Hearst/ABC Video Services, New York, joins USA Cable Network, Glen Rock, N.J., as director of advertising sales, Midwest region, Chicago.

Appointments, Entertainment and Sports Programing Network, Bristol, Conn.: **Gregg Murray**, program planning coordinator, to studio program administrator; **Sharyn Taymor**, program administrative coordinator, to program planning coordinator; **Andy Starr**, marketing representative, New York office, to advertising sales planner there, and **Lisa Paulonis**, regional secretary, New York, to marketing representative there.

**Nana Greenwald**, manager, program evaluation, The Movie Channel, New York, named director, program evaluation.

**Cheryl Benton**, VP, marketing and operations, Video Station, Los Angeles, joins Embassy Home Entertainment there as sales administration manager.

**William Hewes**, from Lee Rothberg Productions, New York, joins Tulchin Studios/The Directors Center there as producer.

**Rupert Burks**, manager of systems and applications programing, ON TV, Los Angeles, joins ABC Video Enterprises' TeleFirst Entertainment Recording Service (formerly Home View Network) there as director of systems.

**Harry Coyle**, director, major league baseball coverage, NBC Sports, New York, named coordinating producer.

**Jim Vleck**, marketing consultant, Albuquerque, N.M., joins Radio Free America, radio syndication firm, there as VP, director of marketing.

**Bob Briner**, president, ProServ Television, international sports marketing firm, Washington, elected to board of directors.

**Michael Brandon**, VP, programing, Videowest, San Francisco television production company, assumes additional responsibilities as production services manager.

**Stephen Kulczsky**, VP, broadcasting, KTCA-TV Minneapolis-St. Paul, joins KCET(TV) Los Angeles as VP, programing. **David Crippens**, VP, station manager, named VP, national production.

**Bill Dewert**, VP, programing and operations, WCSC-TV Charleston, S.C., joins WJXT(TV) Jacksonville, Fla., as program manager.

**Henry Boyce**, from WAWS(TV) Jacksonville, Fla., joins KHTV(TV) Houston as program manager.

**Terry Hanson**, executive sports producer, WTBS(TV) Atlanta, named to newly created position of director of sports. **Don Ellis**, producer, succeeds Hanson.

**Latie Kelly**, from WNBC-TV New York, joins ABC-TV there as entertainment critic.

**Scott Gibb**, music director, WPRW(AM) Massassas, Va., named program director.

**Kelly Jennings**, production director, VGXA(TV) Macon, Ga., named production manager.

## News and Public Affairs

**James Farley**, managing director, NBC Radio News, New York, named VP. **Jo Moring**, VP, NBC Radio News, New York, named general manager, affiliate news service.



**Betty Wolden Endicott**, assignment manager, Metromedia's Washington news bureau, named news director of Metromedia's WTTG(TV) there. **Philip Yzaguirre**, associate producer, WTTG Washington, named producer, weekend news programing, and *Segment Five*, weeknight investigative report.

Endicott

**Bruce Meyer**, editor, national broadcast department, UPI, Chicago, named broadcast features editor.

**Ron Wildman**, from WMAZ-TV Macon, Ga., joins WGXA(TV) there as news director.

**Bruce Edwards**, production director and air personality, WNOG(AM) Naples, Fla., named news director.

**Paul Ries**, news director, KCBY-TV Coos Bay, Ore., joins KMTR-TV Eugene, Ore., in same capacity.

**Jim Anderson**, assignment editor and assistant news director, WAAY-TV Huntsville, Ala., joins Palmer Cablevision, Naples, Fla., as TV news director.

**Katherine Couric**, producer, *Take Two*, Cable News Network, Atlanta, named correspondent, *Take Two*.

**Cynthia Collins**, public information officer, Massachusetts Department of Elder Affairs, Boston, joins WBZ-TV Boston as public service director.

**Leigh Anne Volas**, acting news director, KSDK(TV) St. Louis, named news director.

**William Skroko**, producer, WRTV(TV) Indianapolis, named executive news director.

**Hal Stopfel**, assignment editor, WHAS-TV Louisville, Ky., named assistant news director.

Appointments, KGW-TV Portland, Ore.: **Elliott Eki**, assignment editor, to assistant news director; **Matthew Shelley**, from KHQ-TV Spokane, Wash., succeeds Eki; **Kathy Kiyomura**, from KATU(TV) Portland, to reporter; **Patricia Krus**, from WTHI-TV Terre Haute, Ind., to consumer reporter, and **Grant Shirahama**, ENG technician, to news photographer.

**Mark Mohr**, weekend news producer, KABC-TV Los Angeles, named 11 p.m. *Eyewitness News* producer.



**Community kudos.** The first J.C. Penney-University of Missouri Television Awards for Community Leadership were presented to 11 stations at a reception in Las Vegas during the NAB convention. Elmer Lower, dean of the university's school of journalism, made the awards presentation to three top winners—large markets (1-20), medium markets (21-75) and small markets (76-plus)—and eight certificates of merit. The three top winners received a trophy and \$1,000 to be donated to a community organization or project of the winner's choice. The competition "is aimed at encouraging local television stations to spot a community problem and do something about it."

The first-place winners (l-r): Small markets—KOLD-TV Tucson, Ariz., represented by Paul Cassidy, sales manager, for *Crime: You Can Make a Difference*. Medium markets—KCMO(TV) Kansas City, Mo., represented by Philip Jones, vice president/general manager, for *The Heat for Life*. Large markets—WXIA-TV Atlanta, represented by A.G. Flanagan, president, for *11 Alive Holiday Can-A-Thon*.

The awards were announced last year, with the deadline for entries last January. Sixty-four entries from television stations were received.

Certificates of merit were presented to WFAA-TV Dallas; WTVJ(TV) Miami; WLS-TV Chicago; KGAN-TV Cedar Rapids, Iowa; WCMH-TV Columbus, Ohio; KOIN-TV Portland, Ore.; KAKE-TV Wichita, Kan., and KAIT-TV Jonesboro, Ark.

**Ed Eaves**, news director, KATV(TV) Little Rock, Ark., joins ABC News, Washington, as staff editor.

Appointments, WTOG(TV) Tampa-St Petersburg, Fla.: **Rick Stone**, from WSUN(AM) St. Petersburg, Fla., to executive producer; **Bill McQueen**, producer, to reporter, and **Ann Miller**, from WFTV(TV) Orlando, Fla., to reporter.

Appointments, KOCO-TV Oklahoma City: **Doug Crary**, 10 O'clock producer, to executive producer; **Ivy Thorpe**, special projects producer, succeeds Crary; **Lisa Nelson**, noon producer to 5 p.m. producer; **Jennifer Eve**, associate producer, to producer, and **Sjeri Hanson**, from editor to producer, *Daybreak*, early morning newscast.

**Jeffrey Prier**, news director, Charlotte Cable News, Port Charlotte, Fla., joins WGHP-TV High Point, N.C., as producer-anchor.

**Sharon Friedlander**, producer-reporter, non-commercial WXXI-FM Rochester, N.Y., joins WEBR(AM) Buffalo, N.Y., as feature editor.

**Ed Joyce**, anchor-reporter, KMTR-TV Eugene, Ore., joins KHQ-TV Spokane, Wash., in same capacity.

**Mark Sheerer**, news director, WMET(FM) Chicago, joins ABC Youth Networks, New York, in newly created position of "reporter on the road."

**Rick Benjamin**, from WDHO-TV Toledo, joins KSAT-TV San Antonio, Tex., as anchor.

**Tom Marshall**, from WNEW-TV New York, joins WDIV(TV) Detroit as medical and health

news reporter.

**Doug Adair** and **Mona Scott**, husband and wife news team from WKYC-TV Cleveland, join WCMH-TV Columbus, Ohio, as co-anchors, 6 p.m. and 11 p.m. news.

**Don Green**, from *Ag Day*, syndicated agribusiness news program, Carmel, Ind., joins KTIV(TV) Sioux City, Iowa, as news photographer.

## Technology

**Vincent Vacca**, acting director, broadcast control and communications, NBC, New York, named director. **Allen Brewster**, editor, on-air promotion department, NBC, Los Angeles, named manager, recording and post-production, operations and technical services.

**Richie Allen**, regional manager, TM Programming, Dallas, joins Station Research Systems there as VP and general manager. SRS specializes in microcomputer software programs for radio.

**Dave Friedley**, executive VP, Grass Valley Group, Grass Valley, Calif., subsidiary of Tektronix Inc., Beaverton, Ore., named general manager of Tektronix's communications division.

**Harley Radin**, from Radin Associates, Washington, joins Satellite Systems Engineering, Bethesda, Md., as VP, regulatory affairs.

**David Fairley**, director of engineering, Mose-

ley Associates, Goleta, Calif., joins Nurad Inc., supplier of antennas and microwave systems, Baltimore, as director of marketing.

**Bruce Blackwell**, executive assistant to president, Video Corp. of America, New York, named director of satellite services.

**Charles Wooten**, manager and chief engineer, WKGC-AM-FM Panama City, Fla., joins NPR Ventures, National Public Radio's for-profit subsidiary, Washington, as director of business engineering.

**Peter Prideaux**, manager of optical preform research and development, Valtec, Boylston, Mass., manufacturer of communications equipment, named director of optical fiber research and development.

**Tom Butler**, attorney, Rogers county, Okla., joins Radcom, broadcast supply firm, Eureka Springs, Ark., as district manager.

**Alice Soltsysiak**, director of national sales and marketing, T.A.C. Cable Services, Atlanta, joins Pioneer Communications of America there as Southern regional manager, responsible for line of CATV converters and addressable systems.

**Robert Moser**, VP, plant manager, wire, cable and telephone cord plant, Siecor, Hickory, N.C., named plant manager, optical cable facility, there.

**Patricia Rooney**, commercial markets sales manager, Scientific-Atlanta, Atlanta, named communications products group marketing manager.

**Albert Newell**, purchasing agent, Stromberg-Carlson, Lake Mary, Fla., joins Eletronics Systems Products Inc., Titusville, Fla., as materials manager, electronics systems projects.

**Vince Cupples**, director of engineering, CableScope, Buffalo, N.Y., joins Cablenet, Mount Prospect, Ill., cable system, as outside plant manager.

**Brian Gallagher**, senior engineer and engineering supervisor, Bonneville Productions, Salt Lake City, named director of engineering.

**Frederick Watkins III**, district manager, Eaton Corp., Baltimore, joins Jerrold division, General Instrument, Hatboro, Pa., as account executive, serving customers in Virginia.

**Jim Anderson**, general manager, Tidal Communications' Del Norte (Calif.) Cablevision cable system, joins McCaw Communications Companies' Yakima Valley cable system, Union Gap, Wash., as district engineer.

**Jeffrey Baker**, chief engineer, LIN Broadcasting's WBBB(AM)-WMIQ(FM) Rochester, N.Y., named director of engineering, radio, LIN Broadcasting.

**Charles Jones**, member of engineering department, WINZ-AM-FM Miami named chief engineer, WINZ-FM.

**Floyd Agnelly**, chief photographer, WDSU-TV New Orleans, named assistant chief engineer, news.

**Mark Howard**, assistant engineer, WAEV(FM) Savannah, Ga., joins WLTA(FM) Atlanta as

chief engineer.

## Promotion and PR

**Joseph Hayes**, VP, investor relations and corporate public affairs, American Can Co., Greenwich, Conn., joins Tribune Co., Chicago, as VP, corporate relations.

**Pamela Giddon**, manager of publicity, ARTS cable service, Hearst/ABC Video Enterprises, New York, joins Group W Satellite Communications there as manager of press relations.

**Edward King**, former governor of Massachusetts, joins Hill & Knowlton, Boston, as senior consultant.

**John Varvi**, administrative assistant, press/publicity and community relations, KNBC(TV) Los Angeles, named media coordinator, advertising and promotion.

**Kathy Lang**, assistant business editor, *Cincinnati Post*, joins Sive Associates there as public relations account executive.

**Brenda Blackwood**, from Time Inc., New York, joins ABC-TV there as supervisor, station advertising services.

**Michael Mischler**, director of production and marketing, KSL-TV Salt Lake City, joins KNXT(TV) Los Angeles as director of communications.

**Sally Salisbury**, freelance promotion writer-producer for WXFL(TV) Tampa-St. Petersburg, Fla., named promotion manager.

**John Bloodwell**, from Electric Factory Concerts, Philadelphia, joins WFIL(AM) there as promotion director.

**John Tischendorf**, director of advertising and promotion, KTVB(TV) Boise, Idaho, joins KOVR(TV) Sacramento, Calif., as advertising and promotion manager.

**Maggie Nye**, promotion assistant, KTTV(TV) Los Angeles, named publicist.

**Peter Nikiel**, TV production coordinator, Ellis, Singer & Webb Advertising, Buffalo, N.Y., joins WIVB-TV there as creative services writer-producer.

**David Smith**, promotion manager, WCMH-TV Columbus, Ohio, joins KUTV(TV) Salt Lake City as promotion director.

**Susan Wing**, senior publicist, KCET(TV) Los Angeles, named associate director of public information.

**Grace Urbaitis**, from 60-Second L.P., New York, joins WAPP(FM) Lake Success, N.Y., as promotion director.

**Ellen LaVoie**, account executive, The Communications Group, West Palm Beach, Fla., joins WPTV(TV) there as promotion assistant.

## Allied Fields

**E. William Henry**, former FCC chairman, and member of Washington law firm of Ginsburg, Feldman, Weil & Bress, has been named chairman of U.S. Advanced Television Systems Committee of National Association of

Broadcasters. Committee was formed to help coordinate development of voluntary technical standard for high-definition television.



Plotkin

**Harry Plotkin**, senior partner in Washington Communications firm of Arent, Fox, Kintner, Plotkin & Kahn, retires from active practice, but will remain of counsel to firm. Plotkin began his communications law career in 1940 when he joined FCC, where from 1943 to 1951, he was assistant general counsel in charge of litigation and broadcasting. He joined Arent, Fox, Kintner, Plotkin & Kahn in 1956.

**John Chancellor**, commentator, NBC News, named to receive 1983 Paul White award for "distinguished service to broadcast journalism," from Radio-Television News Directors Association.

**Robert H. Justus**, member of Broadcast Bureau, FCC, Washington, named staff engineer, office of science and technology there.

**Alan Secrest**, senior analyst, Peter D. Hart Research Associates, Washington, joins Market Research Bureau, division of Henry J. Kaufman & Associates, Washington, as senior project director.

Elected officers, North Carolina chapter, American Women in Radio and Television: **Gayle Rancer**, WQDR(FM) Raleigh, president; **Hatti Jackson**, WPTF-TV Raleigh-Durham, vice president; **Flo Avery**, WTVD(TV) Raleigh-Durham, secretary; **Barbara Price**, WPTF(AM)-WQDR(FM) Raleigh, Raleigh chairman, and **Evelyn Welch**, WSOC-TV Charlotte, Charlotte chairman.

**Lewis Klein**, executive VP, Gateway Communications, Philadelphia, will receive Person of the Year award from Philadelphia chapter, Broadcast Pioneers.

**Gayle Nelson**, attorney, Office of General Counsel, FCC, Washington, joins National Public Radio there as assistant general counsel.

Elected to United Press International's New England Broadcast Advisory Committee: **Don Huff**, WGAN(AM) Portland, Me., chairman, and **Norm Deragon**, WSAR(AM) Fall River, Mass., vice chairman.

**Morrie Warshawski**, executive director, Media Project, Portland, Ore., joins Bay Area Video Coalition, San Francisco, as executive director. BAVC provides range of services to independent video productions, including post-production facilities and workshops.

**R.C. Majors**, account manager, A.C. Nielsen, Northbrook, Ill., elected VP.

**Mike Stack**, senior research statistician, A.C. Nielsen, Chicago, named marketing representative, Nielsen Station Index, central territory, there.

**L Edward Mullins**, associate dean, school of communications, University of Alabama, Tuscaloosa, named dean of school of communication.

## Programing point man at Post-Newsweek Video

Somehow it doesn't sound trite when Alan Perris says about his career in television, "Where else can you work and get paid in a job you love?"

Seventeen years after leaving Ohio State University, Perris is president of Post-Newsweek Video, capping a career that has encompassed program director posts at a number of leading television stations. The challenge now facing Perris is to fashion Post-Newsweek Video into a front-running production company serving all facets of the video industry, cable television and other branches of the new media.

Perris has no illusions that the path to success in program production will be easy. He knows there will be formidable competition from long-established companies and from the scores of new entries cropping up to meet the programing needs of the burgeoning telecommunications industry. But he is counting on hard work and the resources of the Post-Newsweek organization to power Post-Newsweek Video to success.

Perris, 41, has had a love affair with the broadcast media ever since he was a youngster growing up in Cleveland. By the age of 8, he and a group of friends were acting out radio shows. It was at that age, also, that he first took an interest in television and decided he wanted to become part of that industry.

At Ohio State he was an announcer for the campus radio station. He majored in education at college, but took all the radio and television courses he could. He reasoned that the easiest route to his goal would be via public television, and his background in education would be useful. His reasoning proved sound as he found his first work in television with noncommercial WVIZ-TV Cleveland in 1966 as producer/director and traffic manager.

The following year he moved into commercial television as, successively, traffic manager, assistant program director and program director with WKBW-TV (now WCLQ-TV) Cleveland, remaining there for two years. In 1970, he moved on to WHTN-TV Huntington, W.Va. (now WOWK-TV) and later that year joined WKBW-TV Buffalo, N.Y.

Perris is particularly proud of the three hours of local productions he supervised at WKBW-TV, including children's and audience participation programs. He conceived a number of public affairs shows at the station, including a prime time entry called *Here and Now*.

In 1973, Perris began his association with Post-Newsweek when he was hired by Joel Chaseman, president of Post-Newsweek Stations Inc., as a corporate program executive. His mission was to visit the four Post-Newsweek stations and help them upgrade their programing by locating strong vehicles



Alan Edward Perris, president, Post-Newsweek Video, Miami; b. Jan. 15, 1942, Cleveland; BS in education, Ohio State University, 1966; producer, director, traffic manager, wvz-TV Cleveland, 1966-67; traffic manager, assistant program director, program director, wkbw-TV Cleveland, 1968-70; program director WHTN-TV Huntington, W.Va., 1970; program director, wkbw-TV Buffalo, N.Y., 1970-73; corporate program director, Post-Newsweek Stations Inc., Washington, 1973-76; VP and general manager, wjxt(TV) Jacksonville, Fla., 1976-78; VP and general manager WPLG(TV) Miami, 1978-81; president, Post-Newsweek Productions, 1981-82; president, Post-Newsweek Video, 1982; m. Terri Goldberg of Indianapolis, 1966; children—Jodi, 13; Jill, 11.

and attracting strong program directors. Chaseman said he hired Perris because he saw in him an "excellent programing man, hard-working and meticulous." But beyond that, according to Chaseman, Perris has turned out to be "a programing type who can manage."

After three "highly educational" years in this role, he was rewarded with the stewardship of his own P-N station, WJXT(TV) Jacksonville, Fla., where he was installed as vice president and general manager in 1978.

"WJXT always was a strong news station," he points out, "and I helped strengthen that position. We had a 41 share when I arrived and reached a 49 share when I left."

That was in 1978, when he was tapped by Post-Newsweek for a promotion to vice president and general manager of WPLG(TV) Miami. He spent more than three years with that station, and notes that it ranked third when he arrived and first when he departed.

Perris moved up again in 1981, when he was named executive vice president, programing and productions for the Post-Newsweek Stations, and president of Post-Newsweek Productions. Last summer the parent

Washington Post Co. consolidated Newsweek Video and Post-Newsweek Productions into a new division, Post-Newsweek Video, and tapped Perris as president.

The net effect of the move, Perris says, was to accentuate the production end and minimize the distribution role. He says Post-Newsweek Video has been accelerating its program development efforts in media and to acquire product for syndication.

"A case in point is the *Larry King Show*, which began in syndication a few weeks ago and is now on 111 TV stations," Perris says. "We are involved in the production but the distribution is handled by MCA TV."

Other programs under the Post-Newsweek banner are *Agronsky & Co.* (sold in syndication); *Sonya*, which spotlights psychologist Dr. Sonya Friedman and is carried on Hearst/ABC, and *Newsweek Woman*, also on Hearst/ABC. Perris adds that a pilot of the *Working Woman* series is being considered by Hearst/ABC.

In association with Merrill Karpf and George Schaefer, Post-Newsweek Video has completed a feature film, "Right of Way," starring James Stewart and Bette Davis, that has been sold for showing on Home Box Office. Perris envisions that Post-Newsweek will be involved in two to three made-for-TV movies a year.

Post-Newsweek Video recently entered into an agreement with a number of group station operators under which the production firm will produce about eight investigative specials a year for syndication sale. Perris adds that these reports will lend themselves to local follow-up stories by participating stations.

Perris believes there's a wealth of information to be mined from Post-Newsweek magazines and newspapers for use as television series, specials or mini-series. He cites a recent special issue of *Newsweek* that chronicled 50 years in the lives of a group of families in a midwestern city. Perris is toying with the idea of adapting the material in the article for a mini-series.

"Television is changing," he says. "There are going to be a lot more partnerships among syndicators, producers and stations. And I think that cable TV is going to be the place where many new series are going to start."

For the time being, Post-Newsweek Video has its headquarters in Miami, where Perris makes his home. He spends a lot of time on the road, however, visiting producers in Hollywood, New York and Washington. He relaxes from his arduous schedule by playing golf and reading, particularly mysteries and show business oriented volumes. Also in his spare time, Perris pursues a long-standing hobby—collecting tapes of old radio shows, like those he brought to life as a child. But he has grown from play acting radio's past to helping program television's future. ■

New York-based station representative **John Blair & Co.** announced it **bought**, subject to FCC approval, **WKAQ-TV San Juan, P.R., for \$55 million** cash. Seller is Telemundo Inc., owned by Argentina S. Hills and Angel Ramos Foundation (Ramos is late husband of Hills and founder of *El Mundo*.) Seller also owns co-located **WKAQ-AM-FM**, which they will keep. Buyer owns four radio stations and three TV's. Blair said that "San Juan market offers a growth potential similar to the high growth rate of Tampa, Fla., where Blair recently purchased two radio stations" (WFLA-AM-FM for \$14 million from Media General). In terms of TV households, San Juan market would be 23rd largest U.S. market if it were located on mainland, Blair said. **WKAQ-TV** is on ch. 2 with 11.9 kw visual, 2.36 kw aural, and antenna 2,830 feet above average terrain. Howard Stark, New York, acted as broker in transaction.

**Oak Industries** said it would **shut down two of its five ON TV subscription TV operations, those in Phoenix and Dallas.** Oak wouldn't discuss details until decision is formally approved by each operation's management committee this week, but subscriber base is down significantly at both stations. Dallas operation, which is broadcast over **KTXA-TV**, licensed to Channel 21 Inc., counts 21,000 subscribers, less than half what it was at peak. Phoenix system, broadcast over **KNXV-TV**, licensed to New Television Corp., posts 25,000 subscribers, down from peak of 39,000. Both operations are currently embroiled in lawsuits with licensees of stations over STV contract agreements. Suits involve ON TV's right to expand subscription time and show adult programming. Channel 21 Inc. stopped running adult programming Feb. 1 over the Dallas system, but spokesman wouldn't relate what effect it had on subscriber losses. However, spokesman said 90% of Dallas subscribers also subscribed to optional, free adult programming with separate scramble at time Channel 21 Inc. stopped carrying it.

Official attendance at **National Association of Broadcasters 61st annual convention** in Las Vegas last week was at all-time high at **33,000**. Convention in Dallas, last year, attracted roughly 28,000 Fifth Estaters. Number of exhibitors attending three-day event also rose from 481 reported last year, to about 600. Traffic on exhibit floor was heavy. This year number of hospitality suites grew to 275—180 were reported last year.

**Field Enterprises**, owner of **WKBS-TV Philadelphia** and **WKBD-TV Detroit**, *Chicago Sun-Times*, Field Syndicate and seven cable franchises in Southern California, said last Friday that family corporation **will be dissolved**. Negotiations underway to sell TV stations will not be affected, said Don Curran, president of Field Communications. Newspaper will likely be put up for sale, according to Field. Remaining properties will either be sold or formed into new company within one year.

**Alberto-Culver** seems on its way toward acceptance of its **proposal for linking two 15-second piggybacks in 30-second commercial adver-**

**Hospitality.** Thanks to a provision in the Communications Amendments Act of 1982, the National Association of Broadcasters will pick up \$11,157.25 of the transportation, food and hotel bills run up by 15 of the 23 FCC representatives attending the NAB convention last week. On the association's tab: FCC Chairman Mark Fowler, \$832.50; Willard (Randy) Nichols, Fowler's chief of staff, \$921.50; Daniel Brenner, legal assistant to Fowler, \$566.50; Commissioner Joseph Fogarty, \$956; James Graf, legal assistant to Fogarty, \$951.50; Commissioner Henry Rivera, \$969; Commissioner Stephen Sharp, \$899; Laurence Harris, chief, Mass Media Bureau, \$529.50; William Hassinger, Mass Media Bureau engineering assistant, \$480.50; Molly Pauker, Mass Media Bureau legal assistant, \$714; Roderick Porter, chief, policy and rules division, Mass Media Bureau, \$749; John Reiser, assistant chief, technical and international branch, Mass Media Bureau, \$500; Peter Pitsch, chief, Office of Plans and Policy, \$454; William Russell Jr., director, Office of Public Affairs, \$974, and Raymond Seddon, chief, emergency communications division, Office of Managing Director, \$660.25.



**Shake on it.** Record-breaking \$245 million sale of independent **KTLA-TV** Los Angeles from Golden West Broadcasters and The Signal Companies to Golden West Television Acquisition Co. was finalized last week (BROADCASTING, April 4). Buyer is new corporation formed by Kohlberg, Kravis, Roberts & Co., private investment firm. Present at closing were (l-r): Gene Autry, chairman and 50.1% owner of Golden West Broadcasters; Anthony Cassara, Golden West Television division president, and George Roberts, general partner in new owner of KTLA.

**ting two unrelated products.** NBC-TV said last Friday (April 15) it now reviewing group of commercials submitted by A-C but add none has been accepted as yet. ABC and CBS both say they are opposed to 15-second spots but, ABC will consider acceptance advertisers make approach. CBS says it is discussing matter but "has nothing else to say at this time." Earlier, spokesman for A denied reports that company planned to sue networks if they continued to refuse to accept twin 15-second spots.

No Sooner had RCA Americom launched **Satcom I-R**, last Monday than **Netcom International** announced it had **leased four transponders** on bird. According to Robert Patterson, president of Netcom Enterprises, marketing and operation division, Netcom will take control of two of 8.5 watt, C-band transponders on June 1, while satellite is scheduled to become operational, and other two in future. Netcom has leased each transponder for five years, at \$62,500 per month, bringing value of deal to approximately \$14 million. According to RCA, satellite was boosted from initial—elliptical trans orbit into its geostationary orbit with firing of its solid-fuel motor engine rocket on Friday afternoon and began drifting towards permanent orbital slot. In addition to Netcom, satellite will have program distribution for four radio network: RKO, NBC, CBS and ABC.

**John Jay Hooker**, who said he paid \$1 for 30% in **UPI**, three months ago, last week **sold interest back** to co-venturers Managing Director Douglas Ruhe (chief executive) and Vice President William Geissler, after management differences—he wanted to expand quickly into new media ventures, they want to rebuild UPI firm. Backing out price also was \$1; Hooker, who was UPI's chairman, said he offered to buy Ruhe and Geissler out for "millions." They now own 45% each. Treasurer William Ahlhauser and Financial Vice President Thomas Haughney own 5% each.

National Institute of Mental Health's controversial report on **relationship between TV violence and real-life aggression** (BROADCASTING, May 10, 1982, et seq.) was alternately attacked and defended hearing last week before **House judiciary subcommittee on criminal** Social research executives Alan Wurtzel of ABC, Ronald Milavsky of NBC and Philip Harding of CBS/Broadcast Group maintained that research—either in report or elsewhere—does not justify conclusion that TV violence leads to aggression in real life. David Pearl of NIMH defended report, while Professor Thomas Cook of Northwestern University indicated he could go along with it—but not very far.



r witnesses included Cable News Network's Correspondent El Schorr, who raised questions about possibility that way TV is crime news might lead to copycat crime.

Westinghouse Electric Corp. reported its first quarter 1983 consolidated revenues fell 2.5% from \$2.34 billion and profit dropped 19% to \$123 million over period year before. Last quarter's profit included \$12.7 million after-tax gain (\$12.7 million before tax on sale of certain systems). Westinghouse said decline was principally due to drop off in industrial electronics orders, but that **broadcasting and cable division posted revenues were "sharply up"** over same period before—about 20%, according to spokesman. In 1982 annual report, Westinghouse reported broadcasting and cable revenues of \$212 million for year, increase of 68% over revenues year before. 1982 division profits were down to \$52.3 million from \$78.1 million in 1981. Report said profit decline was "result of heavy start-ups associated with cable TV and cable programming services." Part of the spotlight in report is spelling out of liabilities Westinghouse assumed in Teleprompter acquisition. Besides \$646 million in debt for stock, Westinghouse assumed \$174 million in short term debt, \$95 million in long term debt, and \$115 million in other net liabilities for total of \$384 million.

Mass Media Bureau has ruled that **KGW(AM) Portland, Ore., did violate personal attack rule** in airing advertisements critical of representative Les AuCoin (D-Ore.). AuCoin had complained that station's airing of advertisements sponsored by political action committee before last November's general election had constituted personal attack in characterizing him as "fiscally irresponsible." In ruling on AuCoin, however, bureau said personal attack rule applied to attacks that impugn "honesty, character, integrity or like personal qualities." While "fiscally irresponsible" is unfavorable remark, not every disparaging or unfavorable remark constitutes personal attack, bureau said.

**Cable television, at present, does not pose threat to network television** as to coverage of major sports events. That was message of top network sports executive panelists at seminar on sport rights at National Forum of Broadcasting in New York April 13. Arthur Watson, president, NBC Sports, said boxing is sole major sport to have moved some attractions on pay or basic cable. Jim Spence, senior vice president, CBS Sports, concurred, and added that special sports events eventually move to cable. Neil Pilson, president, ABC Sports, said only limited number of events over next five years will shift to cable TV, perhaps on regional cable. William Grimes, president, NBC Sports, agreed that, for present, advertiser-supported cable network is as his could not compete in rights areas for professional baseball or basketball.

**National Broadcasting is seeking repeal of NCAA football radio broadcast rule on post season bowl games** which gives individual university regional networks equal broadcast rights with national rights holders. Speaking before spring meeting of NCAA post season football committee last Wednesday (April 13) in San Diego, Mutual Broadcasting's Vice President John Chanin noted effects of multiple rights on his network. "We are forced to share markets" with result "we cannot clear a maximum number of stations nor can we generate the maximum revenues to cover our considerably higher costs fees."

**American Cable TV Investors (ACT-1), \$25 million public limited partnership** headed by Bill Kingery, has **purchased Thoms Cablevisi-system in Asheville, N.C., for estimated \$12 million-\$15 million.** The system is also owned by Mrs. Harold Thoms; who also owns three radio stations. Managing general partners of ACT-1 are Inter-Regional Resources Inc., New York financial services company, and Denver-based MSO and cable broker Daniels & Associates Inc., who brokered this sale.

**Best results of public television's advertising experiment** are generally **upbeat.** According to report released by National Association of Public Television Stations, three-quarters into fiscal year, nine public TV stations participating in experiment are experiencing

overall "steady advertising sales, minimal community reaction and a stronger national sales profile." First three quarters of fiscal 1983 show gross advertising/billings for seven stations selling conventional advertising totaled \$2,883,033, with direct sales expenses running at roughly 25% to 30% of gross.

Total of **68 stations**, 37 of them network affiliates, plan to carry one-hour special on **Boston Marathon**, to be fed tonight (April 18) via satellite at 9 p.m. EST by Metromedia Producers Corp. Special, airing same day as marathon itself, is advertiser supported, with six minutes national time and six minutes reserved for local sales. National sponsors are General Foods, Goodyear, Xerox, United Airlines, Block Drugs and Thompson Medical. Lineup includes Metromedia stations in New York, Los Angeles, Chicago, Houston, Washington and Boston plus WTAP-TV Philadelphia, WPGH-TV Pittsburgh, KXTX-TV Dallas, WUAB(TV) Cleveland and WPLG(TV) Miami.

Sweden, France, Hong Kong, Chile and Japan are among **early purchasers of PM Magazine** released for international syndication in preparation for official debut at MIP-TV, opening Thursday in Cannes, France (see story, page 60). Initial package includes 2,000 six-minute shows from which buyers may choose 100. Celebrities headlining this year's event include actress Ali McGraw and Miss Universe.

**Richard S. Salant**, who will depart as advisor to NBC at end of month, has been **named president and chief executive officer, National News Council**, nonprofit, New York-based organization dedicated to strengthening public support for press freedom by advancing accuracy and fairness in journalism.

House Telecommunications Subcommittee is holding **FCC authorization hearing**, Tuesday, for fiscal 1984 and 1985. All six FCC commissioners and FCC Chairman Mark Fowler will testify. Topics likely to be addressed include FCC's **syndication and financial interest rules**, access charges and newly authorized services.

Responding to seven petitions, **FCC Office of Science and Technology has extended comment period** on Docket 83-114, which is re-examining how FCC will conduct itself on technical standards questions in future. Comments are now due Aug. 5; reply comments are due Sept. 30.



**Shifting roles.** ABC News took steps toward preparing for coverage of 1984 presidential election last Thursday (April 14) by naming Jeff Gralnick, vice president and executive producer, *World News Tonight*, vice president and executive producer of political broadcasts, effective July 1. Replacing Gralnick at *World News Tonight* will be Robert E. Frye, executive producer, *World News This Morning* and executive producer of news, *Good Morning America*. Richard Kaplan, senior producer, *World News Tonight*, will move into Frye's current position. Working with Gralnick on election coverage will be Robert Siegenthaler, ABC News vice president of production.

# Editorials

## Where are standards?

The NAB's annual convention serves many useful purposes, but few more valuable than bringing to the attention of many those concerns that had previously occupied only a few. Such was the case in Las Vegas last week when what had begun as a muttering among the engineers became at least a muted roar among management delegates as well. The joint concern: that the growing reliance on "marketplace" criteria to make—or, as often, to avoid making—decisions about technical standards threatens the medium's technological integrity. Already subjected to marketplace solution: AM stereo and teletext. Next in line: multichannel sound for television. And after that: such things as transmission standards for direct broadcast satellites and the specifications for high-definition TV.

The quality and intensity of last week's debate should persuade all in the Fifth Estate to keep close watch on what happens next, and to make their opinions heard. The FCC was wise to extend to Aug. 5 its deadline for comments in Docket 83-114, which re-examines how it will conduct itself on standards questions in the future (see "In Brief," this issue). The line of those wanting to be heard appeared to lengthen last week in Las Vegas.

## The broadcasters' baby

The legislative future for broadcasting in this country clouded over last week during the annual convention of the National Association of Broadcasters. The guess here is that dense fog will set in before there is a change in the Washington weather, and the change, when it comes, could be for better or worse.

Conflicting messages were delivered to the NAB. From Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, came a promise of radio deregulation and repeal of Section 315 for most radio broadcasters—in exchange for spectrum fees of unspecified but clearly significant amounts.

From Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, came disillusionment and challenge. Broadcasters are lousy lobbyists, he said, and they dumped on his constitutional amendment to give them First Amendment rights. But if they change their ways, he will lead a campaign for statutory elimination of government controls over radio and television content. What about fees? He has no "moral objection" to them, but he is against fees for spectrum use. He suggested consideration of a fee equaling the economic savings that broadcasters would realize from deregulation.

It just may be that the concept of exacting some kind of fee from users of the spectrum is developing a life of its own among Washington legislators. If so, it becomes an issue by itself and must be dealt with.

Broadcasters have had reason on their side in their adamant opposition to a fee for spectrum use. Wirth may compare the spectrum to government lands for which grazing rights are leased, as he did in his speech last week, but the analogy is silly on its surface. The spectrum is neither created nor maintained at government expense, neither damaged nor depleted by use. It is nothing until signals are put into it and would revert to nothingness if the signals ceased. No one on the Hill should be surprised if asking something for nothing evokes an unfavorable response.

That said, it must be added that the government plays the

useful role (or at least has played it so far) of preventing destructive interference in the spectrum. Recovering from the regulated some or all of the cost of necessary regulation is a principle that most sophisticated broadcasters have accepted. That is the kind of fee contained in S. 55, the deregulation bill that passed the Senate but is hated by Wirth.

Is there something to be said for fees that go beyond the cost of regulation? In the policing of the spectrum, the government necessarily confers privileges to some and denies them to others. Would a reasonable percentage of revenue, deductible as a business expense, be a realistic reflection of the value of the privilege that all generators of signals, broadcast and other kinds, enjoy?

These are questions that can no longer be dismissed out of hand. As Mark Fowler said after Wirth and Packwood had addressed the broadcasters. "It seems to me that there is a historic opportunity available here. . . . Whether anything happens or not really depends on the broadcasters."

He's probably right.

## Free at last

At a session during the NAB convention last week, the Television Bureau of Advertising recruited six seasoned and respected broadcasters to do the work that the disbanded Code Authority used to do for them. The broadcasters were asked to accept or reject commercials that would have at least been questioned under the discarded code. The exercise proved that although the convenience of central screening may no longer be available, the responsibility is back where it belongs, with the individual broadcaster.

The session also demonstrated, probably unintentionally, the fundamental defect in the very concept of a national code authority. Time and again, the group station operators said that a given commercial would be acceptable in some of their markets but not in others. That one would go in New Orleans, but not in Columbia, S.C., said Jim Siefert. OK in Washington, said Tom Cookery, but forget it in Lynchburg-Roanoke.

In the old days, if it were judged unsuitable for Columbia and Lynchburg by the Code Authority, Washington and New Orleans were simply out of luck. The withdrawal of the code was a gift to a pluralistic society.



Drawn for BROADCASTING by Jack Schmidt

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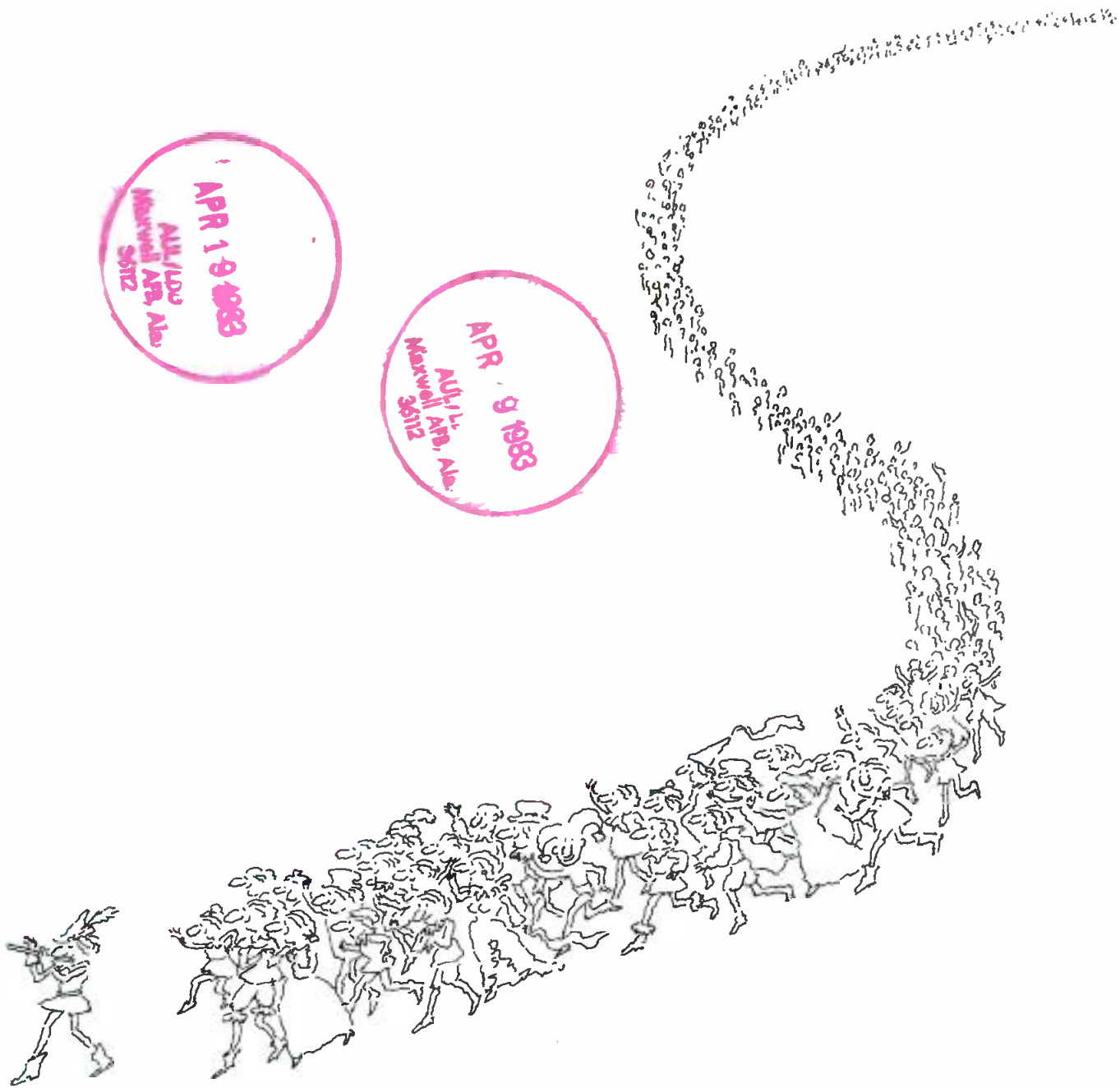
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