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Broadcasting Jun 13

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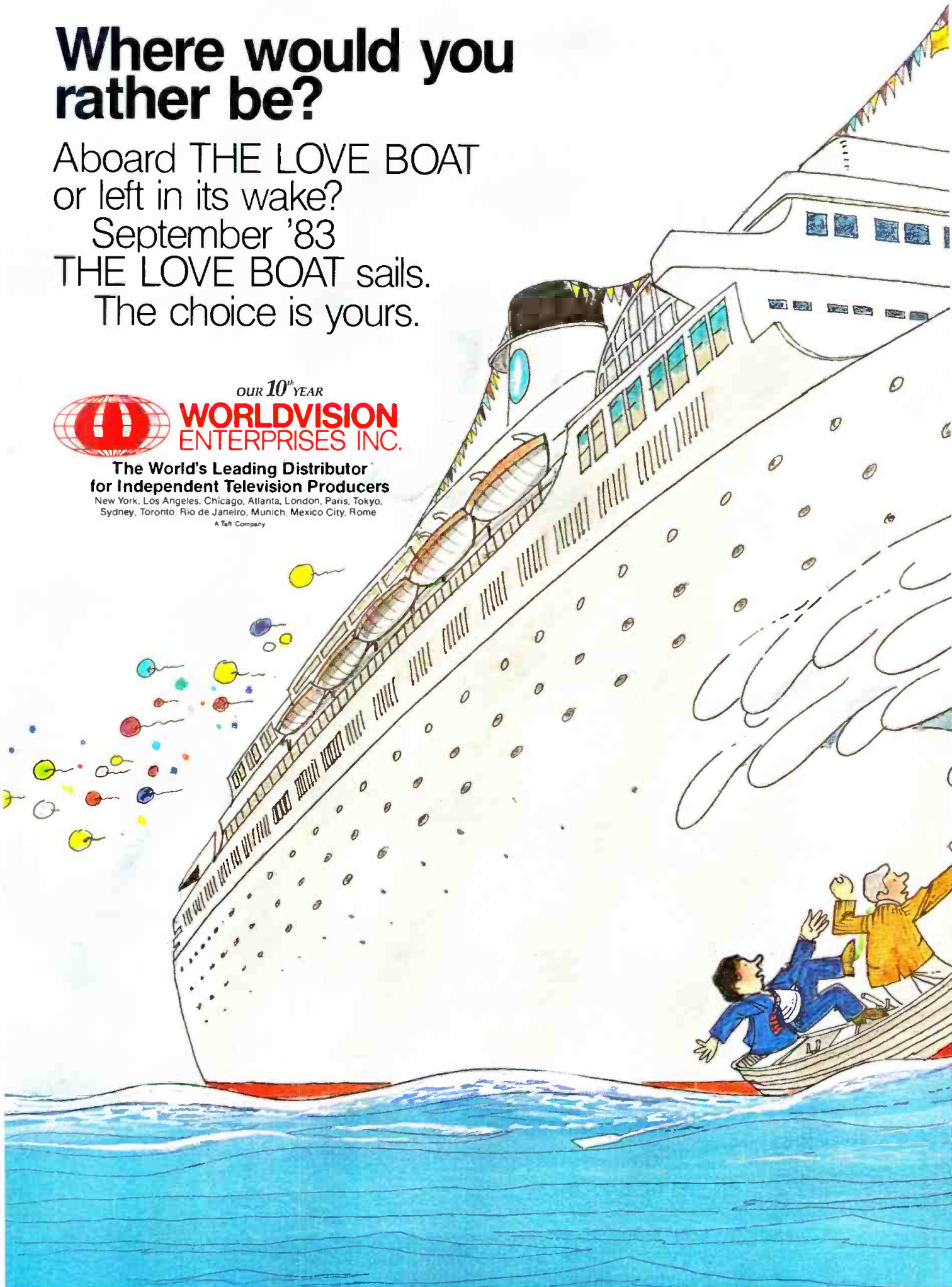


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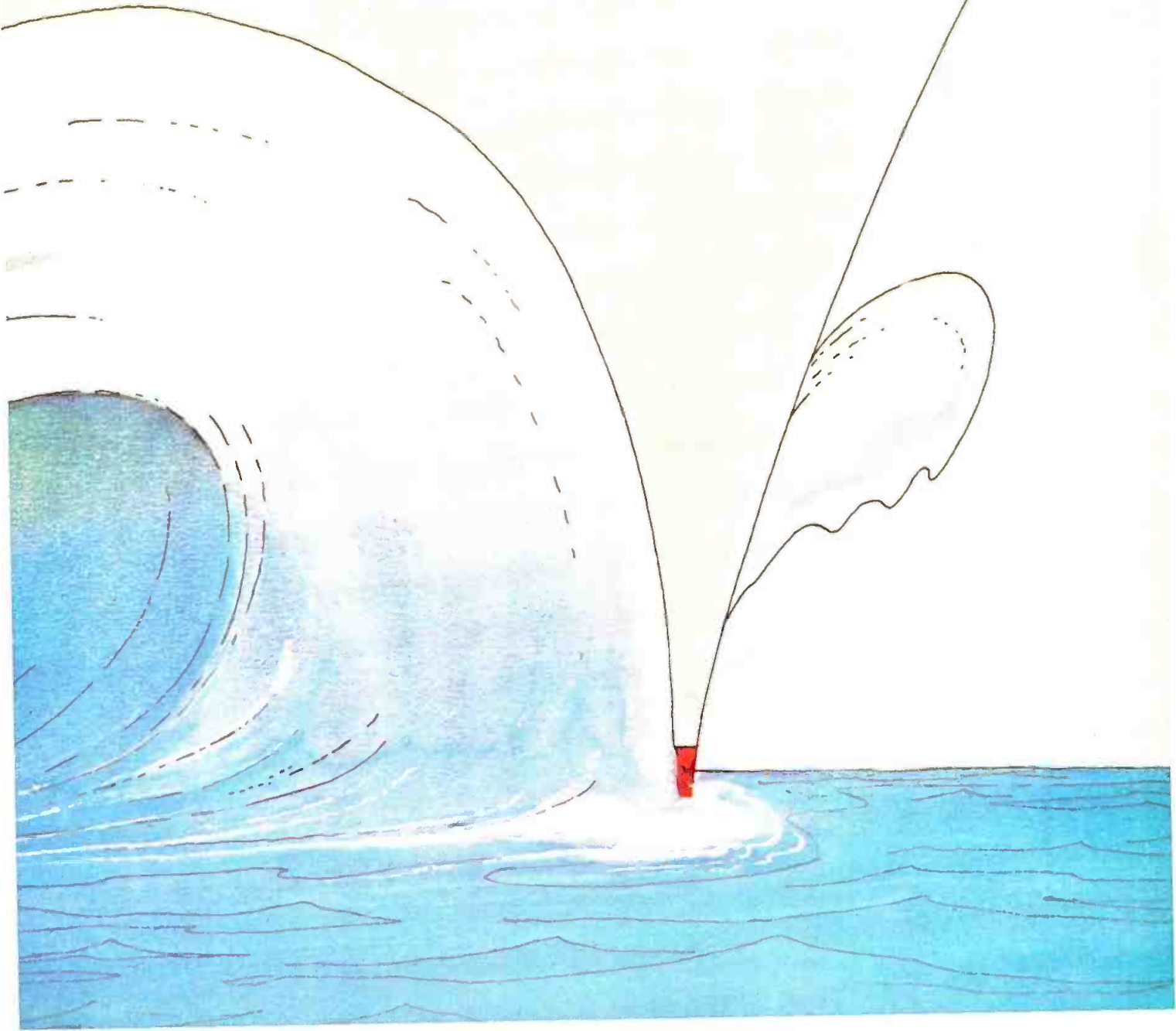
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Broadcasting Jun 13

NCTA's stars shine in Houston □ Focus on Warner Amex □ 'Summer of discontent' for the NAB boards □ Radio Marti musters steam with committee approval

MARKETING CHALLENGE □ Cable industry meets in Houston with regulatory eye on Washington where Senate is to vote on S.66 and operational eye on how to gain subscribers and make large franchises profitable. **PAGE 35.**

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MSO PORTRAIT □ Warner Amex has its hands in numerous areas in cable: franchising, system operation and programming. New chief Drew Lewis is confident that despite present losses, company is on right track and will turn a profit. **PAGE 114.**

INNOVATIVE IMPROVER □ During his tenure as FCBA president, Herb Forrest has exposed his colleagues to new technologies while continuing to improve the standards and procedures under which they practice, all of which has brought him the respect of his peers. **PAGE 143.**

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New starter

Interest in FCC vacancy is picking up. Latest name to be "mentioned" for post is that of Merrie Spaeth, director of public affairs for Federal Trade Commission. Spaeth, who is 35, has background that includes broadcasting and print journalism—she broke in with *Philadelphia Inquirer* in 1969 and was producer for ABC's *20/20* in New York before arriving in Washington in 1980 to serve as White House fellow. She received BA from Smith, where she graduated with honors in 1970, and MBA with honors from Columbia University in 1980. Spaeth is said to have support of Elizabeth Dole, secretary of health and human services.

Another name that keeps bobbing to surface is that of Karna Small, director of media relations and planning for White House. She insists she is not interested. Small, who also comes from broadcast journalism, is understood to feel FCC is not direction she should take.

Early fall

Upfront buying season is showing signs of getting under way at three television broadcasting networks. Ralston Purina, traditionally first advertiser to make annual purchase, has entered negotiations with all three networks and is expected to make first commitment this week. Other advertisers that have asked for proposals from networks, but are farther from negotiations, include Atari, Helene Curtis, General Foods, Chesebrough-Pond's and Miles Laboratories.

Although NBC is said to be trying to nudge market into early start this year, insider at competing network predicts buying won't begin in earnest until shortly after July 4 holiday.

Sports launch

Group W Satellite Communications was to announce details of its long-awaited pay sports service Sunday (June 12) at end of first day of National Cable Television Association convention in Houston. The Sports Network will be cooperative of regional pay sports networks, including Pro Am Sports Systems (Detroit), Wisconsin All-Sports Network (Milwaukee) and Sportsvision (Chicago) and perhaps two or three others.

Using four GWSC transponders on Galaxy 1, Hughes Communications' satellite, set for launch later this month,

and drawing from various games on regional networks, TSN will provide cable affiliates and subscribers with sports package tailored to their particular region. TSN also plans to complement games with "nonevent" programming described by one source as video *Sports Illustrated*.

Restless natives

Among some influential members of National Association of Broadcasters there's mounting dissatisfaction with staff. Members are complaining about what they call "old guard" at association and are suggesting that NAB President Edward Fritts rid association of "reactionaries." Staff is getting low marks from communications community in general. In light of formation of caucus of station group owners (see page 39) and other outside strains, Fritts may be pushed into cleaning house.

Summer itch?

Speculation at FCC is that Larry Harris, Mass Media Bureau chief, will be departing for private sector before end of summer. Harris was quoted as saying he had committed himself to serve "at least" two-year term when he stepped in as chief at beginning of 1982 (BROADCASTING, Jan. 11, 1982). But in wake of resignation of Gary Epstein, Common Carrier Bureau chief (see "In Brief"), Harris told BROADCASTING that he had committed himself only to "maximum" of two years. He added, however, that he hadn't "focused" on moving on.

Special cases

Network-owned TV stations are virtually only ones in U.S. not in all-industry group that won federal district court victory against ASCAP and BMI blanket music licenses, but they're getting rub-off benefit anyway. Under district court's order, other stations are paying ASCAP and BMI at 1980 levels (about 25% less than they paid in 1982) pending outcome of ASCAP/BMI appeals (BROADCASTING, Jan. 10). ABC, CBS and NBC asked ASCAP for same deal for O&O's but ASCAP said no thanks. With help of another court, however, they've reached compromise: O&O's will pay at 1980 levels but will put difference between 1980 and 1983 levels into escrow until appeals in other case are decided.

Networks' 1983 ASCAP payments for their 15 O&O's are believed to total \$9

million to \$10 million, including estimated \$2.5 million going into escrow. Escrow money will go to ASCAP if ASCAP/BMI win their appeals in other case; to networks if they lose. If appeals decision is mixed bag, judge will decide how escrow funds are to be divvied up.

June and January

June election timing of National Association of Broadcasters for radio and television board chairmen and vice chairmen is arousing concern among new board members, who take office at same time. Some are reluctant to vote during their first meeting this week (June 13-17) and feel forced to make what one called "uninformed choices." New radio board member, Dick Rakovan, senior vice president of radio group, Outlet Co., plans to suggest moving elections to January board meeting.

High flying opera

Texaco Inc., sponsor of Metropolitan Opera radio broadcasts for past 43 years, may soon finance receive-only satellite antennas for stations in its Metropolitan Opera Radio Network that do not already receive signal off Westar IV. Over 300 stations that carry weekly broadcasts each season from December to April are responding to questionnaire sent out by Texaco and Metropolitan Opera to gauge station interest in direct satellite delivery. Major reason for satellite switch: escalating cost of telephone line transmissions. Met officials also say that satellite broadcasts will give all stations, most which are noncommercial, stereo reception capability.

Global thinkers

U.S. Information Agency officials met last week with FCC Chairman Mark S. Fowler and chairmen of U.S. delegations to recent and upcoming International Telecommunication Union conferences on question of what position USIA should take on international telecommunications bill (S. 999) now being considered by Senate Communications Subcommittee. One source said nothing was decided, but others say Charles Z. Wick, USIA director, indicated he favors bill, which would establish special representative in White House to play lead role for administration in international telecommunications policy.

Cable castings

Cabletix

Like to attend a Denver Nuggets basketball game but worried that all the good seats have been sold or are priced too high? Ditto an event at the Denver Central City Opera, the Denver Center for the Performing Arts, Robert Garner/Center attractions, the Greeley Stampede or Denver University? For those who don't want to stand in line to find out what's available and for how much, Cabletix on channel 14 of United Cable of Colorado's system serving the Denver suburbs may be the answer.

Cabletix, developed by HITECH Enterprises of Greenwich, Conn., allows the subscriber to dial up seating layouts for individual concerts, theater performances and sports events. Computer-generated diagrams, with color coding, will indicate seat availability and prices. Viewers can order by dialing a toll-free number. If time permits, tickets will be mailed; if not, they can be picked up at the box office. Along with the seating information there will be time for local and national advertising.

Frank Scarpa, president of HITECH, said United Cable's Denver system will be the first in the country to offer Cabletix but that he has plans for adding Philadelphia, New York, Boston, Chicago and, eventually, other cities nationwide. In Denver it will be a basic service and is due to start in mid-June.

Growing finances

Financial News Network, serving both cable systems and TV stations, is expanding its program schedule from seven hours a day to 12—and has its eye on 24, and on international distribution as well. But first things first, says FNN President Norman W. Potter, and the present priority is to expand the current 10 a.m.-to-5 p.m. (NYT) schedule to one that runs from 7 a.m. to 7 p.m., giving viewers a chance to tune in before and after work.

That expansion (effective July 18), Potter says, will make FNN a "new" network, less



Announcers. Releasing details of FNN's new 12-hour daily broadcast schedule in New York are (l-r): Paul Steinle, vice president, news and operations; Robert Metz, managing editor and New York bureau chief; Arnie Rosenthal, vice president, marketing and affiliates, and Norman Potter, president.

because of the extra program time than because the service will be "more complete," providing "timely information from up-to-the-minute market news to analysis of issues and trends by leading economists and business observers." Ten of the 12 hours will be live, he said, and the schedule will extend from *FNN Morning Line* through *FNN Final*.

Among the new segments will be *The Market Today* at 9-10 a.m., *It's Your Money*, a consumer-oriented call-in program, at 4-5 p.m. (repeated the next day at 8-9 a.m.), and *FNN Final*, a one-hour wrap-up at 5 p.m., which will be repeated at 6-7 p.m. *Marketwatch*, running from 10 a.m. to 4 p.m., is being restructured and expanded to provide "play-by-play" coverage of the financial world, accompanied by a continuously running stock market ticker tape with listed companies alphabetized and, if the technical details can be worked out, identified by name rather than by symbol.

Potter says FNN, which commenced operation in November 1981, is currently car-

ried on more than 500 cable systems, including systems in 19 of the top 20 markets, and 17 UHF broadcast stations. He puts the network's current potential at close to 27 million homes—almost 20.6 million via broadcast and 6.3 million via cable. He says it's being priced to advertisers as a cable network, with the broadcast audience as a bonus.

He also said he's interested in going to 24-hour-a-day service and getting into international distribution as well but that getting the 12-hour day established comes first. He says he has a target for expanding to 24 hours, however: "early 1984."

Overbuild suit

Bexar County Cablevision has filed a \$10-million antitrust suit against the Canadian-owned UA Columbia of Texas Inc. Bexar County Cablevision says UA Columbia is guilty of antitrust monopolistic and unfair practices, in violation of the Sherman Antitrust Act. The purpose of the "predatory practices," according to Charles Lowe, vice chairman and general manager, is "to drive us out of business."

Bexar County Cablevision, in the suit filed in U.S. District Court of San Antonio, Tex., says UA Columbia, which has a franchise to provide cable television service within the San Antonio city limits, has chosen to "overbuild" in areas of Bexar county outside San Antonio, where Bexar County Cablevision is operating, for the purpose of eliminating it as a competitor. Texas counties are not authorized to grant franchises to cable systems.

The suit alleges that UA Columbia began its "overbuilding" after Bexar County Cablevision ignored a warning from UA Columbia to limit operations to four specific subdivisions then being served. Otherwise, the suit alleges, a UA Columbia executive said the company would use its resources to "squash



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West Wilson County and Woodbury, Tennessee

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April, 1983

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you like a bug."

Bexar County Cablevision contends that UA Columbia wants to eliminate competition in areas where it plans to expand, even though, it contends, UA Columbia is not providing adequate service where it is already operating. Bexar County Cablevision also alleged that UA Columbia wants to eliminate the possibility of competition when its franchise to serve San Antonio comes up for renewal.

The suit alleges that because of its size and the lack of competition in San Antonio, UA Columbia can use its income base to drive Bexar County Cablevision out of the market. Some 146,000 of the 280,000 homes in San Antonio and other incorporated areas of Bexar county are UA Columbia subscribers. Of the 23,000 homes to which its service is available, 13,000 homes are Bexar County Cablevision subscribers.

The lawyer for UA Columbia, Steve Ellison, said, "The suit has no merit." He said Bexar County Cablevision attempted, without success, to bring substantially the same charge in a state court last year. The judge denied requests for an injunction and damages. "We deny all allegations, and will take appropriate affirmative action—a counterclaim," he said. "We look forward to settling this in court."

TCI-Liberty exception

The National Black Media Coalition has asked the FCC to prevent Tele-Communications Inc. from acquiring Liberty Communi-

cations, ("In Brief," Feb. 7, BROADCASTING, Feb. 21) and prohibit either from engaging in further acquisitions "until their equal employment opportunity performance shows demonstrated improvement."

In a petition to deny at the FCC, NBMC asked the commission to hold hearings on the proposed acquisition and on both companies' employment practices; apply goals and timetables to all of Liberty's and TCI's operations; impose "appropriate" forfeitures on each company, and deny the merger.

According to NBMC, two-thirds of TCI's systems are "out of compliance" with current EEO guidelines. Also, according to NBMC, Liberty's six TV stations have only the "bare minimum" of an EEO program, and only one-third of its cable systems are in compliance with EEO guidelines.

Denver-based TCI is the number-one cable MSO with more than 2.2 million subscribers. Liberty, headquartered in Eugene, Ore., is an MSO with 250,000 subscribers as well as a station group. TCI is acquiring Liberty for stock worth \$132 million.

Quotable Quotetrader

American Communications & Television, a Gainesville, Fla.-based broadcaster and diversified communications company, announced that it has purchased 40% of the privately held stock of Quotetrader Corp., Cupertino, Calif. The two companies plan to market, late this year, a service providing stock and commodities markets information to the 25 million homes and offices that sub-

scribe to cable and receive superstatic WTBS(TV) Atlanta. The information will be sent over WTBS's vertical blanking interval (VBI).

According to Quotetrader's president Grant J. Renier, more than one version of the system, Quotetrader II, will be marketed. The economy model, comprising a "decoder attached to the cable, which in turn is attached to a computer with a keyboard," will sell for \$600, plus a subsequent \$20 monthly fee for the basic information service. The includes 15-minute-delay quotations, current bar charts on stock price changes, individual companies and a feature that prompts the computer to automatically produce a buy or sell order if the stock price reaches a given figure.

Customers will be able to choose from more than 6,000 companies by entering the company's name on the keyboard. The computer filters extraneous data, including information from other companies using the VBI.

More expensive versions of the model will be similar to the market quote system already provided by Quotetrader, also on the VBI of WTBS, for \$2,500 each to several hundred customers in the U.S. and Australia. The two companies are leasing the VBI space from Southern Satellite System, which also now rents space to UPI, AP, Dow Jones, Field Communications and Beet Data Systems, another financial data service.

Renier said that more than one tier of service will eventually be provided. Quotetrader will be able to control which tier of information customers receive before it is sent from SSS's satellite uplink facility. Renier said: "Each unit will be individually addressable. Each unit will have its own code number and we can tell our main computer the numbers of the units that the information is to go to," he said. UPI has started a version of its news service, fed over SSS on WTBS, which provides stories to cable operators only on subjects for which they have previously asked.

Renier said the lower price of Quotetrader II should "address the total market of the 3 million individual investors in the United States."

CATA backs Turner

In reply comments at the FCC, the Community Antenna Television Association has given its support to the Turner Broadcasting System's petition requesting a rulemaking aimed at repealing the must-carry rule (BROADCASTING, June 6). "We maintain that the must-carry rules violate both the First and Fifth Amendment rights of cable operators, and that the commission lacks the jurisdiction to impose such rules in the first instance," it said. "The opposition in the main takes the form of arguments that the commission need not look at the question because various presumed 'burdens' have not been met by Turner to 'force' the commission into such a re-examination. The principal argument is that Turner has not shown sufficient 'changed circumstance' to warrant consideration. This is nonsense. As the commission is well aware, it has the authority to question its own rules at any time. Put simply, the best reason to re-examine these particular rules is that they are wrong."

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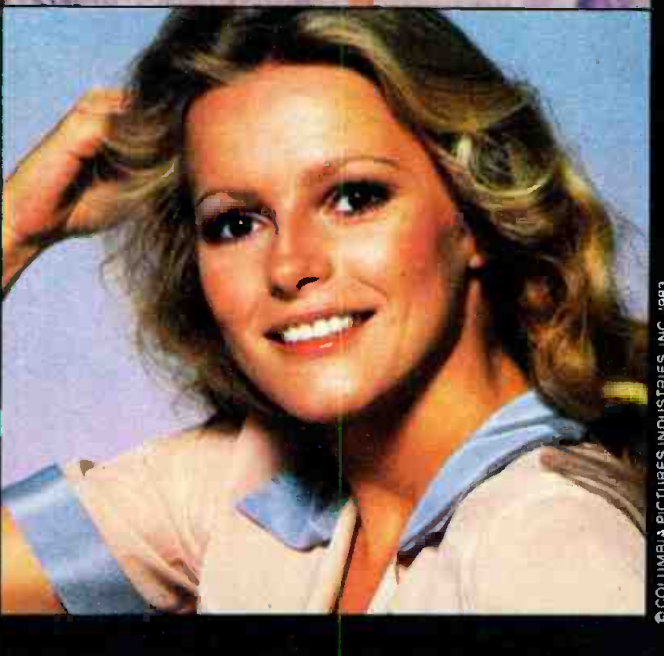
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WNEW-TV
KTLA
WGN-TV
WCAU-TV
KTZO
WSBK-TV
WJBK-TV
WRC-TV
WKYC-TV
KTXA-TV
WPGH-TV
KHTV
KMSP-TV
KPLR-TV
KCPQ
WAGA-TV
WTVJ
WFTS-TV
WJZ-TV
KMGH-TV
WRTV
KTXL
KGTV
KECH
WDAF-TV
WTTX-TV
WXIX-TV
WITI-TV
WIVB-TV
WZTV
KPHO-TV

MEMPHIS
CHARLOTTE
NEW ORLEANS
OKLAHOMA CITY
ORLANDO
RALEIGH
LOUISVILLE
CHARLESTON, WV
BIRMINGHAM
SALT LAKE CITY
HARRISBURG
NORFOLK
ALBANY, NY
SAN ANTONIO
FLINT
GREENSBORO
LITTLE ROCK
TULSA
RICHMOND
KNOXVILLE
MOBILE
FRESNO
DES MOINES
JACKSONVILLE
ROCHESTER
OMAHA
SPOKANE
ALBUQUERQUE
PADUCAH

WMC-TV
WCCB
WWL-TV
KWTW
WOFL
WTVB
WDRB-TV
WVAH-TV
WBRC-TV
KTVX
WSBA-TV
WTKR-TV
WNYT
KSAT-TV
WJRT-TV
WGGT
KLRT-TV
KOKI-TV
WXEX
WATE-TV
WPMI-TV
KSEE
KCBR-TV
WTLV
WROC-TV
KMTV
KREM-TV
KNAT-TV
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PORTLAND, ME
WEST PALM BEACH
CHATTANOOGA
JACKSON
FT. WAYNE
AUSTIN, TX
BATON ROUGE
COLUMBIA
BURLINGTON
WACO
ROCKFORD, IL
AMARILLO
CHARLESTON, SC
COLUMBUS
LAFAYETTE, LA
SAN JOSE
BEAUMONT
LAS VEGAS
TALLAHASSEE
RENO
McALLEN
BOISE
BANGOR
FT. SMITH
BAKERSFIELD
FLORENCE
ARDMORE
ALEXANDRIA, LA
LAKE CHARLES
PARKERSBURG
HONOLULU

WMTW-TV
WFLX-TV
WDSI-TV
TBA
WANE-TV
KBVO-TV
WBRZ
WOLO-TV
WVNY-TV
KWTX-TV
WREX-TV
KVII-TV
WCIV
WXTX-TV
KADN-TV
KMST
KBMT-TV
KVUU-TV
WTWC-TV
KAME-TV
KRGV-TV
KTRV
WABI-TV
KLMN-TV
KERO-TV
WPDE-TV
KXII-TV
KLAX-TV
KVHP-TV
WTAP-TV
KITV



A Spelling/Goldberg Production
distributed by



TV ONLY

Borden's □ Wise potato chips will be advertised in 10-week flight in six markets, starting June 27. Commercials will appear in early and late fringe, prime and daytime. Target: adults, 18-49. Agency: McDonald & Little, Atlanta.

Safeway Stores □ Corporate campaign will begin in 11 markets in late June for eight weeks in all dayparts. Target: adults, 18-54. Agency: W.W. Cherrill, Dallas.

Fayva Shoes □ Campaign will run in approximately 18 markets in early August, with number of weeks still to be determined. Commercials will run in all dayparts. Agency: Arnold & Co., Boston.

A.H. Robins Co. □ Company, which markets Robitussin cough/cold remedies, is introducing in fall new product, Extend 12, with heavy spot TV campaign in 85 markets. Television advertising will start in October and continue through March, with heaviest plays during November and December. Target: adults,

18-49. Agency: Popofsky Advertising, New York.

Golden Grains □ Campaign for spaghetti sauce begins Oct. 3 and runs for six weeks in San Francisco and Sacramento, both California. Flight will run in all dayparts, early fringe, news and weekend slots. Target: women, 18-49. Agency: Vantage Advertising, San Leandro, Calif.

Shasta Beverages □ Capri Sun fruit drink will be spotlighted in eight-week flight to begin in mid-July in 120 markets. Commercials will be carried in early fringe periods and in children's programs. Target: children 6-11; teenagers and women, 25-49. Agency: Needham, Harper & Steers, Chicago.

RADIO ONLY

Levitz Furniture □ One-week flight will begin in mid-June in more than 40 markets. Commercials will run in all dayparts during weekdays. Target: adults, 25-54. Agency: Lovett Advertising, Miami.

Magic Chef □ Kitchen appliances will be advertised in one-week flight to begin in late June in 33 markets. Commercials will run in all dayparts during weekdays. Target: adults, 25-54. Agency: Keller-Crescent, Evansville, Ind.

Delta Air Lines □ Campaign for passenger service starts July 4 for 20 weeks in 71 markets. All dayparts will be used. Target: men, 25-54; adults, 25-64. Agency: BDA/BBDO, Atlanta.

Farmland Foods □ Campaign for ham and bacon began June 6 in Wichita, Kan., and St. Joseph, Mo., and will run for four to six weeks. It begins later in Kansas City, Mo., Omaha, St. Louis, Dallas, Minneapolis, Milwaukee, Denver and Des Moines, Iowa. Spots will run Monday-Friday, 6 a.m.-7 p.m., and Saturdays, 10 a.m.-3 p.m. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

Ace Fireworks □ Campaign for fireworks begins June 28, and runs for one week in Las Vegas; Los Angeles; San Francisco; Honolulu; Sacramento, Calif.; Boise, Idaho; Salt Lake City; Spokane, Wash.; Seattle; San Bernardino, Calif.; Billings, Mont., and 14 other Western markets. Flight will run during all dayparts. Target: adults, 18-34. Agency: Evergreen Media, Edmonds, Wash.

International House of Pancakes □ Campaign for IHOP restaurants is set to debut July 4 and run through July 28 in one market, Chicago. Airtimes for radio spots are Monday-Friday, 6 a.m.-6 p.m. Target: adults, 25-64. Agency: Brooks Advertising, Palos Heights, Ill.

RADIO AND TV

Sanderson Farms □ Miss Goldy chicken

Rep Report

WGKX(FM) Memphis: To Eastman Radio from Christal.

□

WVAI(AM)-WDAO(FM) Dayton, Ohio: To Eastman Radio from Bernard Howard.

□

WwZE(FM) Johnstown, Pa.: To P/W Radio Representatives (no previous rep).

□

KLAF(AM) Salt Lake City: To P/W Radio Representatives (no previous rep).

"The person you describe is the person we'll deliver"

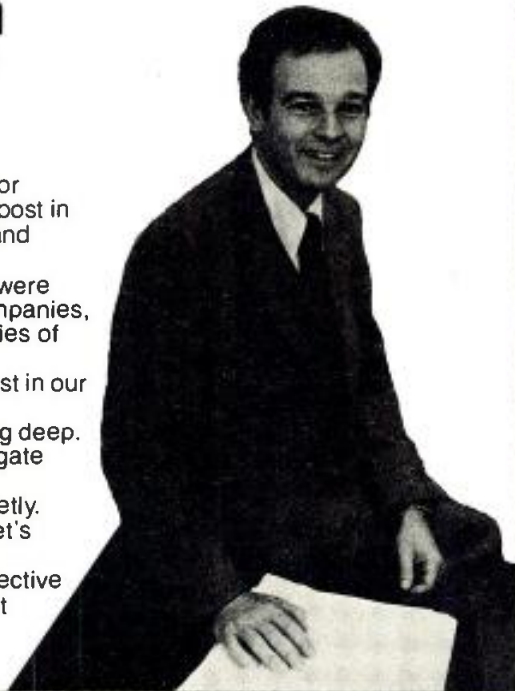
It's not a slogan.
It's our track record.
We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

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We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.

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Television's Ultimate Escape.

*Fantasy Island is a
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come true. Now available
in hours or half-hours
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GALAXY I

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A concept developed out of a commitment to quality and stability for the cable industry.

A collection of the strongest cable programmers, each bringing the finest in programming to subscribers.

With its launch into space, Hughes Galaxy I represents a new milestone in satellite communications.

Galaxy I—the standard against which others will be measured.

GALAXY I PROGRAMMERS

Home Box Office, Inc.

Group W Broadcasting Company

Times Mirror Satellite Programming

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Turner Broadcasting System

SIN Television Network

C-SPAN

Galaxy I. A promise that has been fulfilled.
A vision that became reality.



HUGHES COMMUNICATIONS

HUGHES

HUGHES AIRCRAFT COMPANY

will be featured on radio and TV commercials to start in late June for three weeks. All dayparts will be used on radio; daytime and prime time will be used for TV. Target: adults, 25 and older. Agency: Sawyer Advertising, Gainesville, Ga.

Kroger Co. □ Grocery chain launches spot radio and television flight in late June in approximately 45 markets for 13 to 16 weeks. Radio commercials will run

in daytime and TV in daytime and fringe periods. Target: women, 18-49. Agency: Campbell-Mithun, Chicago.

Chick-Fil-A Inc. □ Fast-food restaurant chain will be advertised on radio in approximately 57 markets and on TV in three markets for one month, starting July 18. On radio, commercials will run in all dayparts and on TV in prime and fringe periods. Target: adults, 18-49. Agency: McCann-Erickson, Atlanta.

Advantage

Star quartet. Four top-level executives have resigned from Wells, Rich, Greene, New York, to form their own agency, Fredericks Kullberg Amato Pisacane Inc., with offices at 575 Madison Avenue, New York, 10022. Phone: (212) 605-0300. Charles Fredericks, president of WRG, becomes chairman of new agency. Other principals are Gary Kullberg, president, who was senior vice president at WRG; Al Amato, executive vice president and co-creative director, who formerly was senior vice president at WRG and Nick Pisacane, executive vice president and co-creative director who served as senior vice president at WRG. Fredericks said new agency has three consumer accounts but declined to identify them.

Go ahead. Television advertising resumed last week for Boots Pharmaceuticals' drug, Rufen, said to be first commercials for prescription drug. Commercials began to run several weeks ago on four Tampa, Fla., stations, but were taken off air after Food and Drug Administration objected, charging commercials made false statements about antiarthritis drug, Ibuprofen. New commercials, approved by FDA, do not mention drug is used to treat arthritis or make claims about its effectiveness. Spots merely say that if patients are already taking Ibuprofen under brand name of Motrin, manufactured by Upjohn Co., they can purchase drug for "considerably less" by having physicians prescribe Rufen instead.



Happy holiday. Holiday Inns Inc. has launched multimillion-dollar advertising campaign using network TV, primarily, to buttress theme, "A Better Place to Be." Network TV commercials will appear on sports programs, prime time series, movies and early morning shows. Network radio will supplement television and local and regional radio adaptations of national themes are planned. Agency is Kenyon & Eckhardt, New York.

P&G reassigns. Procter & Gamble, Cincinnati, cited "competitive conflict considerations" in assigning four brands from Young & Rubicam to four other agencies. Combined billings in 1982 amounted to estimated \$15 million of which about 75% was in TV. Spic 'n' Span is moving to Wells, Rich, Greene; Dash detergent to Benton & Bowles; Ariel detergent to Tatham-Laird & Kudner, and Brigade toilet bowl cleaner to Dancer Fitzgerald Sample. P&G said Y&R would continue to work on overseas assignments, including 20 brands in 25 countries.

Don't Miss The Bargains!!

Call or write for your copy of our Mail Bid Auction Form . . .

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Phone: 212-599-2830.

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

TELEVISION. Cablecastings.

UNTIL WBZ, THERE WAS NOTHING ON TV.



UNCLE MILTIE, THE MAN WHO SOLD TV's.

35 years ago on June 9, 1948, there was something in the air. WBZ-TV broadcast New England's first television picture. The test pattern. Then came Boston's first TV star, Archbishop Cushing, who reverently gave television his blessing.

As New England's first station, WBZ-TV had to give viewers not just a reason to watch TV, but a reason to buy it. Tuesday nights, that reason was "Mr. Television," Milton Berle. Of course, "Miss Television" didn't hurt sales either. In one year the number of television sets in Boston skyrocketed to 50,000.



MISSTELEVISION, THE BEAUTY OF TV.



GREAT RECEPTION ON THE COMMON.

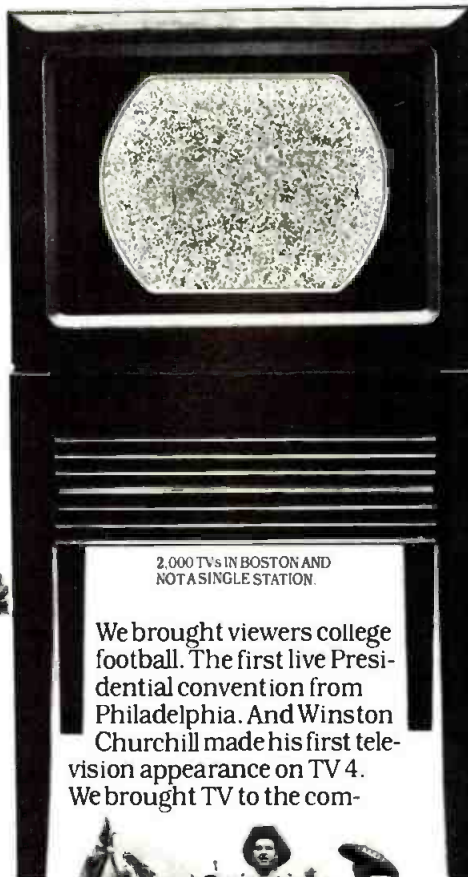
In 1948, the Braves played on the Boston Common, on WBZ-TV. 100 television sets drew more fans than the Fens.

Viewers of all ages sang along with Big Brother Bob Emory - "The grass is always greener in the other fellow's yard." And every day, Big Brother Bob Emory used to toast the President with a big glass of milk. Today we'd like to toast Big Brother Bob for making our grass a little greener.



THE BIG BROTHER NEW ENGLAND GREW UP WITH.

WBZ-TV crossed another frontier in programming by bringing New England its first cowboy, Rex Trailer.



2,000 TV's IN BOSTON AND NOT A SINGLE STATION.

We brought viewers college football. The first live Presidential convention from Philadelphia. And Winston Churchill made his first television appearance on TV 4. We brought TV to the com-



"BOOM TOWN" WAS A BOON.

munity. And the community to TV - with "Community

Auditions." Meanwhile, real celebrities were guests on "Swan Boat," the "Today Show," of yesterday.

Then there were the live commercials you loved to watch because you never knew what would happen. Like the time the refrigerator caught fire.



A WORD FROM OUR SPONSOR.

**WITHOUT SPONSORS,
THERE WOULD STILL BE
NOTHING ON TV.**

To show our thanks, we're going to make this a summer to remember. With specials looking back at the last 35 years of television. A host of parties and media events.

For our advertisers, we've produced 35 great "local moment" vignettes. And we're setting aside one day to air your pre-1970 commercials.

CALL (617) 787-7123.

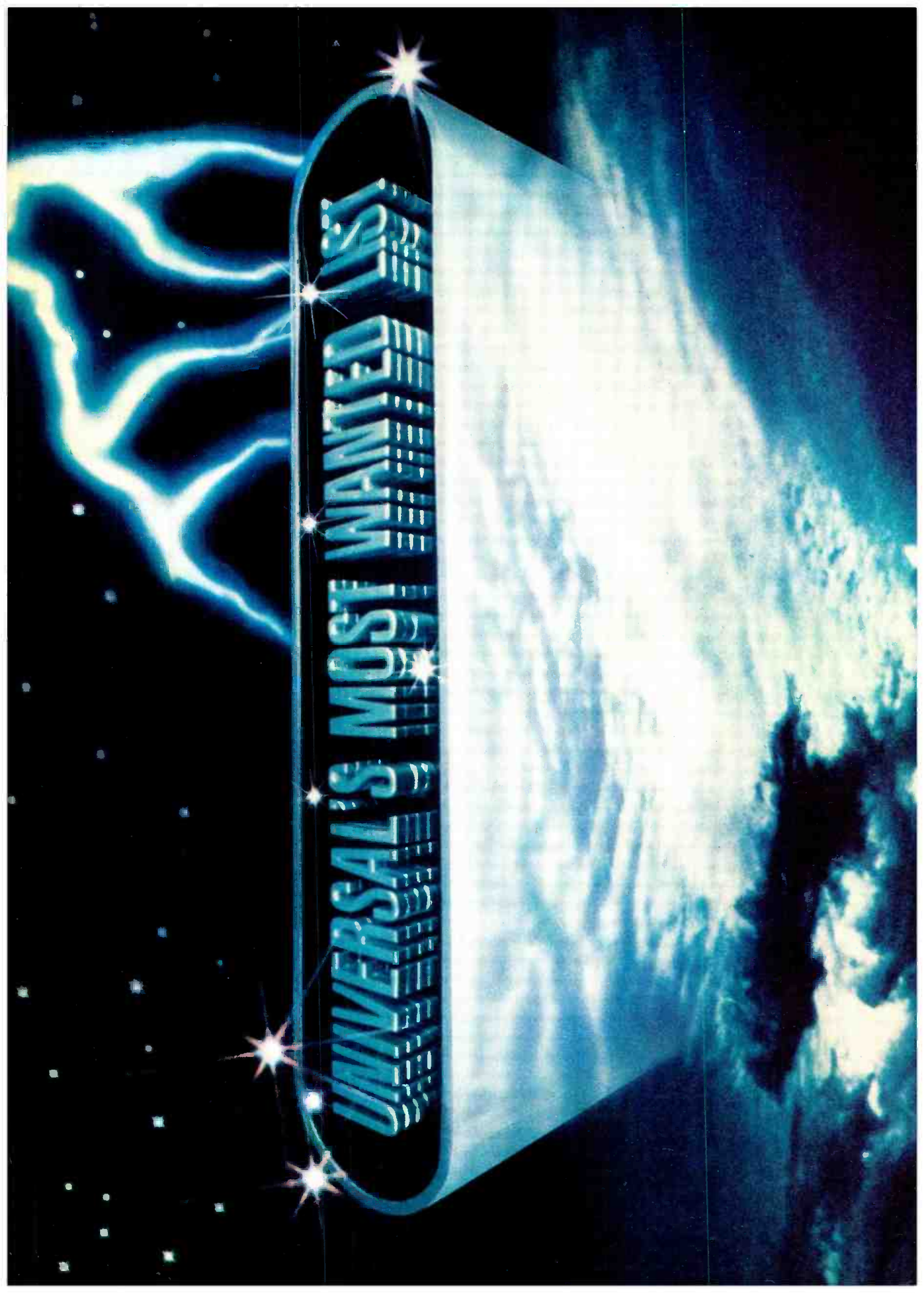
And join our summer long celebration starting June 9 when the "Today Show" broadcasts live from Faneuil Hall in Boston. Because of all the con-



tributions we've made to New England in the past 35 years, the thing we're proudest of is this: to be able to share the excitement of television with you for the next 35.

THE BEST BIRTHDAY CELEBRATION IN MEMORY.





Now it's our turn.

In the past 10 years, the Premium Line from ITC has seen refinements, but no major changes. Frankly, it hasn't needed any. The Premium Line has been a dependable workhorse that's found its way into more studios than its next two competitors combined.

But we couldn't leave well enough alone. So this year, the Premium Line gives way to the Delta Series, a new generation of cartridge machines that offers you more than ten years worth of improvements.

It's mechanically better. The cart guides are improved. There's a crystal-referenced servo capstan motor with a vapor-honed non-magnetic shaft. Modular construction makes alignment and service convenient. High-speed recue is standard.

And the Delta III gives you three

independently removable decks.

It's electronically better. There are new, high performance components, including NE5500 Series amplifiers. There's an exclusive ITC/3M playback head for smooth frequency response and improved signal-to-noise. We've added a toroidal power transformer with fully regulated and protected power supplies. And a digital cue tone detector controlled by a powerful microprocessor.

And it's physically better because it's smaller. The whole unit is only one-third rack width (5 $\frac{5}{8}$ ""). The enclosure is made of $\frac{1}{4}$ -inch milled or cast aluminum, for stability. And the panel inserts are made of Lexan[®].

Of course, we left in all the good things that made the

Premium Line so popular. The $\frac{1}{2}$ -inch tool plate aluminum deck. Durable, high quality switches. And a solenoid-actuated, chain-and-sprocket pressure roller assembly. All backed by our famous two-year warranty on parts and factory labor, plus a 30-day guarantee of satisfaction. If, for any reason, you're not completely satisfied, you can return the unit within 30 days of purchase and we'll refund your money in full.

The good things are still there. But what you'll notice are the improvements. We think they were worth the wait.

For more information, or to place an order, call us collect from Alaska, Hawaii or Illinois, at 1-309-828-1381. From the rest of the U.S., call the following.

Toll-free number:

1-800-447-0414.

1983

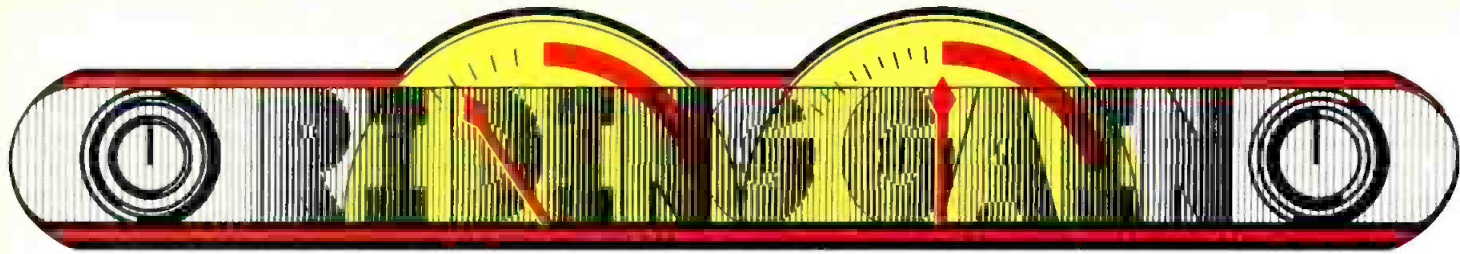
1973



INTERNATIONAL TAPETRONICS CORPORATION

3M hears you...

3M



New classic

CBS Radio Network is adding a new annual event to its lineup of play-by-play sports. The network has signed a three-year agreement with the New Jersey Sports Exposition Authority to air the first NCAA college football Kickoff Classic from Giants Stadium in New Jersey, on Aug. 29. The contest will pit pre-season favorite Nebraska against Penn State, the 1982 national champion.

The NCAA voted in January to create the Kickoff Classic to help benefit the National Football Foundation and the event is sponsored by the National Association of Collegiate Athletic Directors of America. Announcers for the classic have not yet been assigned.

Radio's best

The big winner from last week's Clio awards presentation for the best U.S. radio commercials was Chuck Blore and Don Richmond Inc., a Los Angeles-based commercial production company. It won top honors in seven categories, including best national campaign, for three AT&T long distance spots. Winners in 27 different categories were honored during ceremonies last Wednesday (June 8), hosted by WABC(AM)'s morning team of Ross & Wilson, at the Sheraton Center hotel in New York. Double category winners included Levine, Huntley, Schmidt & Beaver, a New York-based ad agency, for

best regional campaign and entertainment promotion on behalf of The Entertainment Channel.

The top corporate commercial belonged to another New York ad agency, Ogilvy & Mather, for its American Express Card spot. Among the winners in musical commercials, the D'Arcy, McManus & Masius agency's St. Louis office won best new arrangement of a commercial theme for Michelob's "Phoebe Snow" commercial. Best original music with lyrics was won by Twinstar Music of New York for Coca-Cola's "Coke Is It" jingle. The 27 U.S. winners were selected from a total of 3,015 entries.

Fifteen Clio awards were also handed out for top international radio commercials. Best campaign was won by League Delaney Partnership of London for its two spots on the Phillips Video Recorder and it also won the home appliances and humor categories for the same product. Top international automotive spot went to Doyle Dane Bernbach of Toronto for its Volkswagen Rabbit commercial.

Going after listeners

The majority of AM broadcasters in the Dallas-Fort Worth market are banding together in an effort to effectively re-market AM radio to the listening public. They have hired consultant Jon Coleman, president of Dallas-based Audience Analysts, to determine the local radio audience's perception of AM ra-

dio. Coleman will research the subject by conducting focus groups of 18-54-year-olds beginning this weekend and continuing into July. Once the results have been tabulated, the broadcasters will launch a major ad campaign, to recapture former AM listeners who have migrated to FM over the years, with each station contributing about \$50,000 to the effort.

Upbeat for classical

"It was a banner year for classical stations," said Tim Davidson, general manager of KING-FM Seattle and the new president of the Concert Music Broadcasters Association. At CMBA conference at the Executive House in Chicago, it was reported that the 24 CMBA member stations posted increases of between 15% and 45% in ad revenues in 1982. Also, classical stations last year raised more than \$2.8 million for local symphonies and orchestras with on-air marathons, reported Ray Nordstrand, president and general manager of WFMT(FM) Chicago.

Other topics at the CMBA gathering, which attracted 70 executives, included the increasing use of compact digital disks by classical stations and an emphasis on television advertising to create higher visibility in markets.

New officers elected by the CMBA's board of directors during the conference are: Davidson, president; Edward Keopke, KVOD(FM) Denver, vice president; Warren Boddow, WQXR-AM-FM New York, treasurer, and Steve Sheppard, KLFF(FM) Houston, secretary.

AM advocate

Among those who apparently would approve of FCC Chairman Mark Fowler's suggestion that AM daytimers be considered for preferences for new FM stations (BROADCASTING, May 30) is Edward Fritts, National Association of Broadcasters president. In a statement, Fritts noted that NAB had proposed the same idea to the commission on several occasions. "I'm asking the FCC to issue a policy statement at the earliest possible time affording a preference to daytime-only AM stations seeking an AM facility in their community of license," he said.

On target

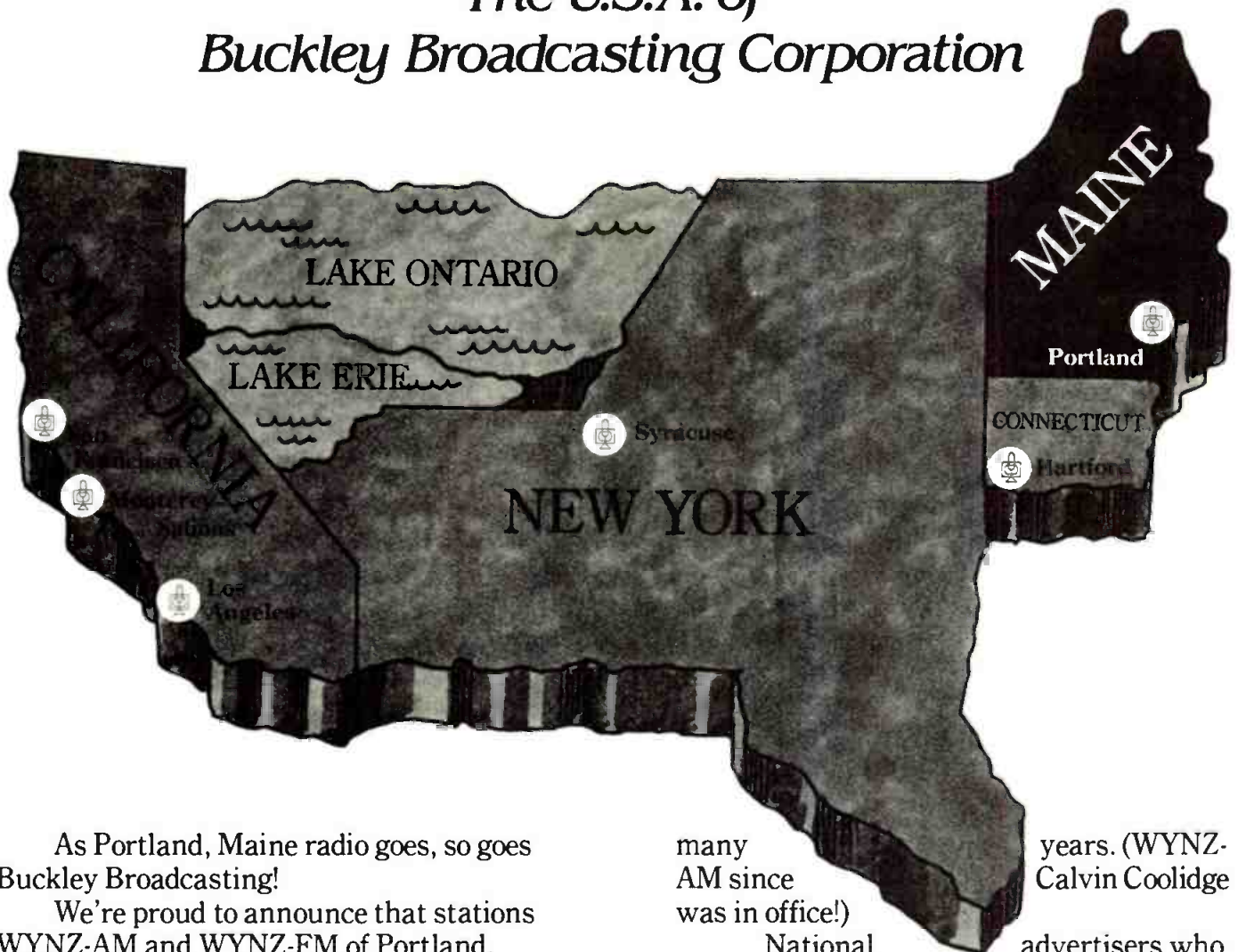
The campaign to sell advertisers and agencies on the "mature" 35-64 demographic for radio advertising continues in full swing. At a meeting of the Independent 35-64 Committee, headed by Ted Dorf, vice president and general manager of WGAY-AM-FM Washington, last Tuesday in New York, it was decided that research comparing the 35-64-year-olds with 25-34 demographic on brand



Afternoon delight. Classical WNCN(FM) New York and International Paper will jointly present a series of eight free, outdoor concerts beginning tomorrow (June 14) and every Tuesday at noon on the International Paper Plaza in midtown Manhattan. Making the announcements are: Matthew Field, general manager of WNCN(FM) (l), and John Georges, president and chief operating officer for International Paper. The station will broadcast the concerts each Friday evening at 9 p.m.

Now, "From Sea to Shining Sea."

*The U.S.A. of
Buckley Broadcasting Corporation*



As Portland, Maine radio goes, so goes Buckley Broadcasting!

We're proud to announce that stations WYNZ-AM and WYNZ-FM of Portland, Maine have joined the Buckley Broadcasting Corporation.

WYNZ AM and FM have served the great majority of radio listeners ably for

many years. (WYNZ-AM since Calvin Coolidge was in office!)

National advertisers who wish to influence citizens of the prosperous Portland market would serve their interest well to elect WYNZ-AM and WYNZ-FM.

They stand on their records.

BBC 

WYNZ AM & FM
Portland, Maine
Cole Wilkins,
Manager

Represented by
Eastman Radio

WDRG AM & FM
Hartford, Connecticut
Richard S. Korsen,
Manager

Represented by
McGavren Guild

WSEN AM & FM
Syracuse, New York
Michael C. Schaefer,
Manager

Represented by
McGavren Guild

KKHI AM & FM
San Francisco, California
James P. Hickey Jr.,
Manager

Represented by
Hillier, Newmark,
Wechsler & Howard

KWAV FM
Monterey, California
Terry W. Gillingham,
Manager

Represented by
Hillier, Newmark,
Wechsler & Howard

KGIL AM & FM
Los Angeles, California
James F. Mergen,
Manager

Represented by
Hillier, Newmark,
Wechsler & Howard

loyalty should be investigated. The committee is also working on a plan to offer local slide presentations in most of the top 10 markets on the salability of the 35-64-year-old listener. Spearheading all of the committee's projects is the Radio Information Center of New York and Landsman/Rivers Services, a consulting firm. To date, 133 stations have joined the committee and made contributions. In return, they receive sales support material. Rep firms involved with the committee include CBS Spot Radio Sales, Major Market Radio, Eastman Radio and RKO Radio Sales.

Down at last

The two remaining contestants of WSAN(AM) Allentown, Pa.'s, contest to see who could last the longest living in tents on a platform just below the station's billboard re-joined civilization at 9:11 a.m. last Tuesday (June 7). After 261 days, the contestants, Mike MacKay, 31, and Ron Kistler, 25, came down and were greeted by more than 500 people, including several town dignitaries, according to station manager, Rick Musselman. MacKay and Kistler will both be awarded first prizes: an \$18,000 mobile home, a car and vacations in both the Bahamas and Las Vegas. The decision to end the contest, which was launched last September to promote the station's format change from country to soft rock, was announced by station owner Harold G. Fulmer III on a *Good Morning America* broadcast about two weeks ago ("Riding Gain," May 30).

Starr quality

Former Beatle Ringo Starr is hosting a new 26-week series of one-hour programs tracing the history of the Beatles. *Ringo's Yellow*



Submarine... A Voyage Through Beatles Magic began airing over the ABC FM Network on more than 325 stations on June 4 (BROADCASTING, Jan. 3).

NPR rescheduling

National Public Radio's arts and performance division is restructuring itself for the remainder of this fiscal year in an effort to provide member stations a variety of programs for fiscal 1984, in spite of its drastical-

ly reduced budget. That was the word last week from John Bos, NPR's former director of performance programming, and now its director of project development. Bos will concentrate on coordinating NPR's efforts to produce shows with local public radio stations. Assuming the new position of acting coordinator for arts and performance programming is Dean Boal, music coordinator for NPR Plus, who will continue in that role as well.

Planned for next year is a shorter version of *NPR Plus*—a minimum of two days per week (BROADCASTING, May 30). Bos told BROADCASTING there was a "good possibility" that the popular *Jazz Alive* program would continue (mostly as repeats) for an additional 26 weeks starting in October. Also starting in October, NPR will air a new 13-week series, *Marian McPartland's Piano Jazz*, produced by the South Carolina Educational Radio through a \$35,000 grant from Exxon.

On the classical side, a 26-week series highlighting the Pittsburgh Symphony Orchestra is scheduled to begin in October followed by a 26-week series of the St. Louis Orchestra in April. There will also be four 13-week programs featuring the American Music Festival from the National Gallery of Art and a series of performances from the Kennedy Center, both in Washington; the Santa Fe Chamber Music series, and a Germar orchestra series made available through the European Broadcasting Union, of which NPR is an associate member. Commitments to the classical programming were made prior to the discovery of the network's financial problems.

During the yearend holiday season, the network will launch an 18-part choral series made possible through a \$55,500 grant from the National Endowment for the Arts. *NPR Plus*, which now offers classical and jazz programming, will continue at least through December, Bos added.

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Playback

A package of three radio specials, *The Sounds of Summer*, is scheduled for August and September by the RKO Radio Network. The first, slated for six hours during the weekend of Aug. 20-21, will be *Countdown Summertime*, featuring the top 50 contemporary songs of the past 10 summers. On Sunday, Sept. 4, at 8-9:30 p.m., it will offer *Live in Concert: Air Supply*, from the Holiday Star Theater in Merrillville, Ind., distributed over Satcom IR. The third is a 10-part series *Solid Gold Scrapbook*, set for Sept. 10 through Nov. 11, with each hour of the 120-minute segments chronicling a year of popular music from 1963 to 1982.

Solid Gold Country, a new three-hour weekly program highlighting past country hits, will be launched by the United Stations, New York-based radio program production and distribution company, over the Labor Day weekend. Plans call for the show, which has been in development for nearly a year, to be made available to stations in the top 17 Arbitron metro markets on a barter basis. Stations carrying the series thus far include WWWW(FM) Detroit; KSON-AM-FM San Diego; WNYR(AM) Rochester, N.Y., and WDSD(FM) Dover, Del. Host for the broadcast will be New York radio personality, Stan Martin.

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Keeping up the good fight for cable

These are busy days for the professional leadership of the National Cable Television Association. Both President Tom Wheeler (above right) and Executive Vice President Jim Mooney (at left) have been in high gear for weeks as the annual convention approached, their schedules complicated by the knotty policy and business issues discussed in this interview with BROADCASTING editors. They headed for Houston with spirits unfazed and optimism intact.

Do you approach this year's NCTA convention in a different mood or spirit than earlier years?

Wheeler: Yes. One of the exciting things about this business is that every year's convention is different from the preceding one. You're never stagnant.

In years past, we've talked about growing out of the cable industry and into other businesses. In years past we've talked about the fact that we have to wake up to new competition and realize that it's there. This year, I think, is a continuation on that theme; we've called it "Cable: The Competitive Choice." The theme recognizes the two essential ingredients of our business today—that there is competition for the kinds of services cable operators provide, but that cable is the preferable choice in that competition.

We will always have competition. We will never be a monopoly in the marketplace. But when you stack up the kinds of services that we offer and will offer, at the prices for which we offer them, against the kind of services that the competition is offering, we've got a very good mousetrap that can stand the competition.

There are really two parts to becoming the competitive choice.

The first part is to get to the marketplace. That's the issue that we're talking about in S. 66. Will we be on a level regulatory playing field with these other competitors? Or will we be prohibited from playing by the same ground rules?

Once you get to the marketplace—as I think we will, successfully, with S. 66—then the question becomes: What are you doing to make sure that you prevail? It's not good enough just to have the better mousetrap. You've got to tell the world you've got a better mousetrap. And that's why we will be rolling out at the convention the full announcement of the Consortium for Cable Information, to go to consumers with a coordinated campaign from national to local, saying: "Here's what cable television is, here's why you ought to be a subscriber."

We had begun to discern a new aura about cable that, if anything, was more downbeat than upbeat. There has appeared to us to be a sudden chill in the market's perception of cable, whereas a year ago all was upbeat.

Wheeler: I couldn't disagree more. That just isn't the situation. The

only thing that you've had on this topic in the last few weeks was the Tony Hoffman piece criticizing cable overbuilding (BROADCASTING, May 9). That was immediately countermanded by Drexel Burnham coming out with very bullish reports on cable stocks, by Goldman Sachs coming out and saying the same thing, by a "Heard on the Street" column in the *Wall Street Journal* and by the fact that cable stocks have once again begun to move.

I think the market is realizing that once we were out from under some of the heavy financial burden of building new systems, and once we began to get our marketing act together, the opportunities for cable and cable stocks were underappreciated and undervalued.

This is a maturing convention. This is a convention that says: "We are there, and this is what we do about it."

Mooney: My own perception is really 180 degrees different from that posed by your question. A year ago, I felt a real perception—particularly in the financial markets, and amongst some of our competitive industries, and certainly in the Congress—that was discouraging in the sense that people were discovering cable does have competition and were discovering that cable does not have magic, golden goose properties to it. But, lately, I have felt there's been a real turnaround on that. And while I did read what Hoffman said, I think it's much more instructive to look at what Wall Street is doing rather than what one analyst is talking about. Cable stocks, by and large, are up, and that's probably the best indicator as to what the broad perceptions of cable are.

In retrospect, do you think you overstated the competitive threat last year, perhaps to make Congress more sympathetic?

Wheeler: Well, I don't know if you can ever sound the alarm too loudly. That's what we were doing, and I have no regrets about that. There are messages that have to be gotten across. There was a message to the Congress and a message to the industry. And it was essentially the same message. And that is that there are new players in this ball game and they are going to force both of you to re-look at the way in which you approach the cable television industry.

We were accused of telling too much bad news last year. Some people even went so far as to attribute to us the decline in cable stocks last spring and last summer. I think that really is a shortsighted and indeed almost nonsensical position to take. The actual analysts, in the major brokerage houses, don't need us to tell them what kind of competition is going on among communications industries. Similarly, I don't think they need us to explain to them that there are going to be some very heavy construction costs associated with new franchises.

But I think that a lot of people in Washington, particularly, who should have known better, were a little surprised when we said that cable does have competition and we do have these heavy capital costs and it isn't simply a matter of installing these things and all of a sudden you've got a gigantic cash cow.

To some extent, we had to overcome the kind of hype and "gee whiz" attitude that came from pieces in the mass media, particularly in magazines like *Time* and *Newsweek* and some others that held up cable as something that was going to become the predominant communications medium in the next 10 months or so.

You know, there's a power curve. The interesting thing is that by the time the analysts really got hold of the fact that business had changed, cable was over the hump on the power curve.

Can you give us a few more details on the Consortium for Cable Information?

Wheeler: We are already half way to the goal of \$750,000 in seed money. And that's really the result of one day's visit and a couple of phone calls. Dan Ritchie [of Group W] and I were in New York in May making those first calls. We were back out in Denver the second of June, seeing the major players in the industry in Denver, and their support has been overwhelming. The support has been absolutely, "You're right, let's do it."

Whom are you trying to reach, the cable subscribers or the nonsub-

scribers? If you're going after nonsubscribers, what medium are you going to use to reach them?

Wheeler: We're going to use all kinds of things. One thing that's very successful in selling cable, apparently, is radio. Direct mail works, we know. I imagine we'll also be buying television time. But the important thing to realize is that I am not the marketing person. Neither Jim nor I are going to be running the marketing aspect of CCI.

But this is going to cost millions. Is cable going to be willing to do it?

Wheeler: I think everybody's aware that this is seed money and that really this is the ante to the gig, so they can play later on. And they're indicating—based of course on their rights to review what the program is and review the specifics and make their own determination—but they're all indicating yes. We recognize that this is an upfront commitment that will be called upon yet again.

How is the state of negotiations re S. 66? How enthusiastic will you be about favorable results? Are you just barely happy about it?

Wheeler: Well, as we testified, this is not deregulation. The first casualty of negotiations was deregulation. This is the creation of a uniform regulatory structure that makes sense, that is badly needed. And so long as it can remain within the constraints that are now in agreement, we'd be delighted if the bill passes. And cities should be delighted also because it would solve a lot of the threats that are facing them from Mountain States Legal Foundation and other judicial challenges.

But that's not to say that we'll sit idly by and see the compromise watered down. As I said to the Washington Cable Club, further compromises in this thing, further substantive compromises, are not compromises; they're surrenders.

Mooney: Let's understand what it is that we're talking about here. You can't directly compare a legislative effort like this to legislative efforts being undertaken by other communications industries in that they tend, already, to have established—for example, in the case of broadcast and telephone—their own organic statutes. The Communications Act of 1934 is there and it spells out in some detail what public policy is toward those communications media. We're up to the same thing. We're trying to establish, in a sense, cable's organic regulatory statute. And that, of necessity, doesn't mean it's going to be a little amendment here or a little amendment there. It's going to be something which is very broad, very complicated, which is very comprehensive.

And I think it's difficult to say that, oh, my, if this were the way I could have done it were I king, this is precisely the way it would have happened. There are going to be a lot of ups and downs in this. There will be things we like and things we don't like so much, but if we're out to obtain an organic statute and take it all the way to public law, I think it's only to be understood that this is going to be a long and very complicated struggle and not merely a series of border skirmishes around the edges. That's because it goes right to the very heart of how cable is to be regulated in the United States. And that is not the sort of thing that gets done either quickly or gets done easily.

Wheeler: Jim makes a very good point. We are engaged in a legislative struggle unlike any in which the industry has ever participated. This is not copyright, where you get all the parties together. This is not a pole attachment law. This is of a magnitude far greater than anything we've ever experienced before. It means that we have to understand that there will be an ebb and a flow in it and it's not something that you wire in advance and sit back and watch the legislative railroad run.

And I think we are prepared to do that. I think we understand what we're up against. I think the commitment from the industry is there to do what's necessary to face this challenge and to begin to deal with it and prevail. And I think also that it's important that we listen to what Jim said because there is also no one else in the cable television industry who has the kind of legislative experience in these kinds of major issues that Jim Mooney does. And when he talks about the fact that there'll be a give and a take and there'll be a life of its own in this thing, there'll be a lot of ups and downs, he's talking with the

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experience of a guy who ran the floor of the House of Representatives for four years and saw every major bill come through. And we are a major bill now. We just have to recognize we're in that kind of a position.

How will the House affect that legislation? What does Tim Wirth [chairman of the House Telecommunications Subcommittee] want?

Wheeler: Congressman Wirth has expressed two major concerns. One, he wants to see a regulatory environment created in which cable could flourish and bring service to the consumers. Second, he wants to make sure that cable delivers diversity. And we're doing that right now; no one offers the kind of diversity cable television offers.

There are some schemes, however, in terms of such other diversity mechanisms as mandatory channel leasing. We've got to take a good, hard look at them to see if they will really result in the kind of goals their proponents hope will result or whether they might not end up stifling the diversity which is there and flowering right now.

What did you feel that you gave up in the compromise with the League of Cities?

Mooney: Rate regulation, obviously, was something very difficult because if you reach a compromise that says there shall not be rate regulation of basic cable in a place where you have four over-the-air broadcast signals, then the conclusion being reached by both sides, obviously, is that rate regulation in such a place is not justified, period.

But when, as a matter of political necessity, you have to add on top of that a provision which says, however, deregulation shall not take place for five years or half the remaining life of the franchise, whichever is longer, you are, in essence, agreeing to something which both parties consider to be unjustified and that's terribly hard to swallow.

I might express my own feelings with respect, also, to franchise



Wheeler: "What they're after is to turn S. 66 into the Bell Bill of 1983. And we won't... let that happen."

fees. There is no industry in the United States that I can think of—never mind one as capital intensive as this—which is expected to hand over to somebody else, whether it be a taxing authority or whatever, five percent off the top. I mean, that almost betrays simple economics.

Yet, in order to get this bill, we had to agree to that. That, quite clearly, made a lot of our people deeply unhappy. On the other hand you have to look at the broad benefits that you will get from the bill. The most significant benefit you will get is a comprehensive, rational, regulatory environment, something that is dependable and capable of being predicted. And once you have that, I think the industry is going to be in a much better economic position. And economics ultimately, is what it's all about.

But, Tom, you mentioned the Mountain States Legal Foundation suit and I'm sort of confused. Assuming even that you are successful with S. 66, couldn't that suit wipe the whole thing out, because it's based on constitutional grounds?

Wheeler: Sure, but there are other ways that a court can decide. Courts are always reticent to decide on constitutional grounds if they can find another answer to the problem. And the Congress has just acted and said: Yes, we think there ought to be the right of cities to grant franchises and to grant multiple franchises and, yes, there ought to be the right of cities to decide about access, and a whole litany of issues. Then a court has an option to make a decision before getting to the constitutional issues. And that is the classic move, of course. Courts don't want to make constitutional judgments when they don't have to—when they can make statutory judgments. And hopefully, with this agreement, with this bill, they'll be getting the statutory guidance they need.

How are you going to take on as formidable an opponent as AT&T? How are you going to pull that off?

Wheeler: Well, you start with the fact that truly we have the facts on the issue on our side. I mean, this is a smoke screen by AT&T; I call it the "big lie." And I think it can be exposed for that. The more you know about the issue, the less you are susceptible to some of AT&T's entreaties. But that's not enough. I'm very mindful of the fact that AT&T put 100 local operating company officers in the Senate, lobbying their senator, the day the bill was up last time. Cable operators are going to have to meet that in kind. And we are prepared to do that. We are prepared to pay the price necessary in terms of our own physical commitment and our own commitment of resources to meet the challenge of AT&T. Because what they're after is to turn S. 66 into the Bell Bill of 1983. And we won't just sit back and let that happen.

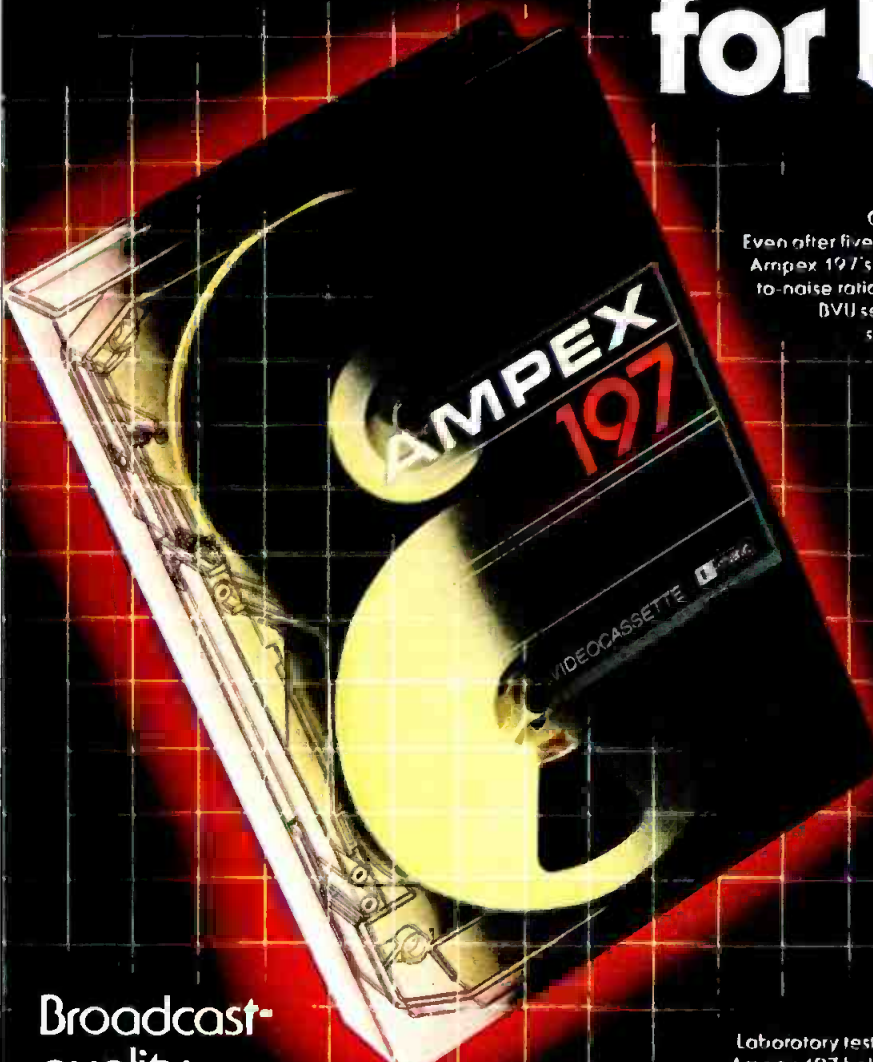
Mooney: You make a mistake anytime you underestimate the political effectiveness of an organization like AT&T. But you also make a mistake if you overestimate their effectiveness. They have been terribly effective on telephone legislation but they have rarely, very rarely, had to work legislation that was not a telephone bill, per se. And I think that, for one thing, should influence people's judgment significantly about whether AT&T is all-powerful and almighty and whether, indeed, it can accomplish legislative miracles on the Hill. I don't think there's anybody who can accomplish legislative miracles. And I think that no matter how powerful they are, for them to expect that they can assert that kind of political authority on a raw and naked basis, largely unsupported by any kind of persuasive analytical argument, is really to misjudge the times and to misjudge the Congress.

What is AT&T's "big lie"?

Wheeler: Well, AT&T is going around and saying that because of the new competition in data services and other enhanced services from cable operators, they're not going to be able to be as much of a player in that because of the regulatory burden that they have that the cable operators do not. So as a result, local rates are going to go up for consumers—telephone rates are going to go up. And that's a smoke screen of the first order.

I mean, it's well known that for 10 years AT&T has had a plan it

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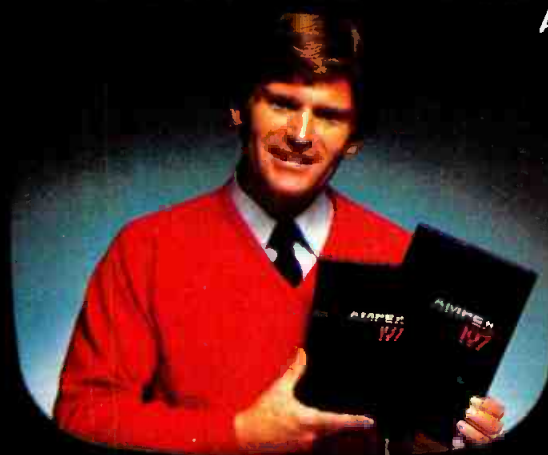


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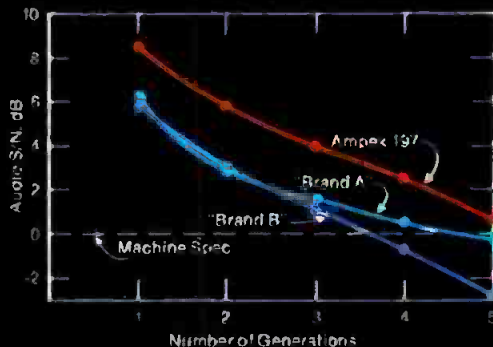
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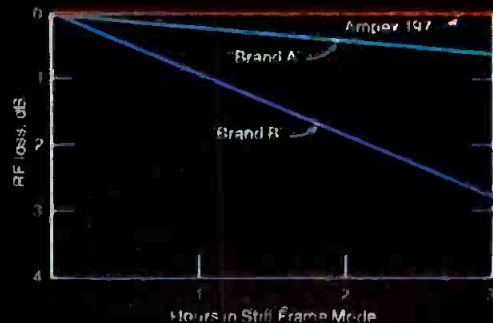
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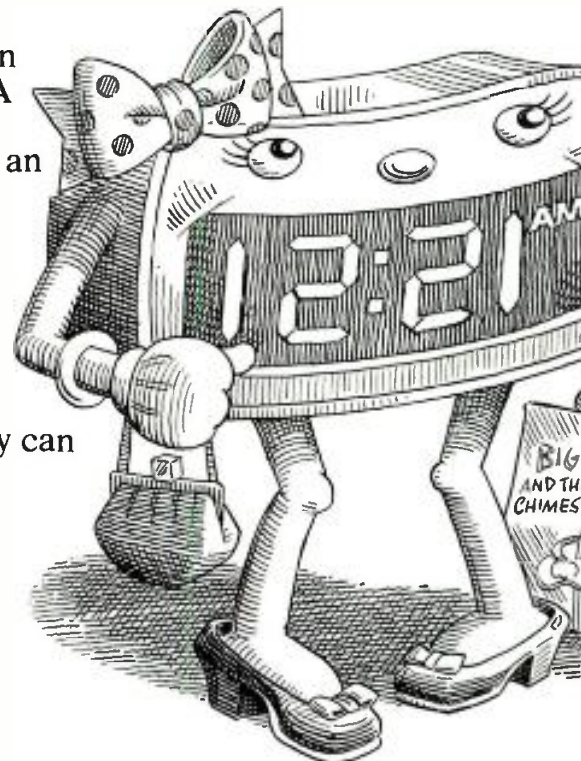
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slowly been putting into effect to make local operations self-sufficient and wean them from the cross-subsidies of long distance. That, in fact, ended up being accelerated by the consent decree to which AT&T agreed, which ended the long distance cross-subsidy. And it's also a little disingenuous on their part to hear them complaining so much about the impact on local rates when they're over at the FCC doing everything under the sun to get an accelerated depreciation schedule, which, as sure as we're sitting here, is going to mean higher rates to the consumer.

And I just don't think the Congress, when it looks at it, is going to be swayed by the fact that cable competition for data services, which now amounts to one-quarter of one-percent of the business, is really going to have a significant impact on local consumer rates. And if they do look at it, they'll see the solution is not to put shackles on the cable business. The solution is the kind of thing that Senator Packwood is proposing, and that's a universal service compensation fund where people who are doing these kinds of services make some kind of contribution to a fund which is used in lieu of the cross-subsidies that used to come out of long distance rates. That's the solution to the problem.

But AT&T doesn't want that solution because it's too complex. They'd rather wave that bloody shirt, avoid the real solution but claim, as a solution, the shackling of the cable operators' competitive services. That's the big lie.

One senator testifying on S. 66 said he was talking about rural areas, and he said, I think cable operates as a utility and should be subject to rate regulation to protect the consumers from the exercise of monopoly powers. How would you respond to that?

Wheeler: Well, the agreement says that where there is not effective competition, you have to be rate regulated. But where there is effective competition—and that's defined as four grade B signals—that then you should be deregulated. The same concept has proved very successful in Massachusetts. You don't see either the rural or the urban citizens of Massachusetts suffering under that kind of competitive environment test.

I have another question. It has to do with attempts to close down Playboy channels and the like. How do you feel about that? And what are you going to do about it?

Mooney: Well, I think it is obviously unpleasant to us, as a First Amendment medium, to have to accept any kind of an attempt to impose government restrictions on content of our programming. On the other hand, I think that it's apparent that there is a good deal of concern in this country, reflected by certain members of the Senate and the House, to the effect that X-rated, obscene programming is inappropriate in our society.

I think it's helpful to remember that "obscene" is a legal term of art. And I'm not terribly sure in my own mind that the Tribble amendment [to S. 66] goes very substantially beyond the present state of the law. It represents a position which historically is in line with our own, because we, too, have been opposed to obscene programming being offered on cable television.

How about copyright? There are now two bills, I believe, pending—the DeConcini bill and the Synar amendment. Are you going to support those and if you're going to support them, to what extent are you going to support them?

Wheeler: They are kinds of legislation that we obviously would support. There is a long path, however, between introduction of a bill and the passage of a bill. A lot of things can happen. I don't think either Senator DeConcini or Congressman Synar has, as his goal, the creation of a vehicle which can end up reopening all of the old copyright sores.

So the challenge of those bills, it seems to me, is to work with them in a manner that does not reopen the old copyright issues. They are clearly ideas, however, whose time has come and we're grateful to the senator and the congressman for introducing them.

How great is the risk of MPAA [the Motion Picture Association of

America] or the broadcasters using those bills for their own ends?

Wheeler: Well, that's something we've got to quantify as we go along. There still remains a significant sentiment in the Judiciary Committee that there shouldn't be a compulsory license. I'd hate to see the DeConcini bill or the Synar bill become the vehicle for the elimination of compulsory licensing.

In 1980, Turner Broadcasting System petitioned the FCC to drop the must-carry rules, and earlier this year it asked the FCC to expedite action on the petition. Why hasn't the NCTA supported TBS in its quest to eliminate the rules?

Wheeler: Well, first of all, it's a procedural issue that's going on in the commission right now. Our early concerns and why we didn't support the Turner petition going in were that we were then dealing with the issue of: should cable be a common carrier and all the ramifications of that—loss of must-carry, which may have led folks to believe that there ought to be common carrier status for cable. That is less of an issue today than it was then.

But we need to look at must-carry and copyright as intertwined issues. Must-carry is wrong, period. You talk about property rights when we talk about copyright? The same property rights accrue when you're talking about must-carry. The cable operator built that system, invested his own capital and now somebody comes along and says: "I want to use it for nothing." That's not right.

The reality of it is, however, that there is such an interconnection between the compulsory copyright law and must-carry, that you want to make sure that you handle them both together. And that's what our goal is.

Well, what happens if Mark Fowler [the FCC chairman] says, "Let's drop these rules"? What's that going to trigger?

Wheeler: Let me go one step further. At a meeting with BROADCASTING editors not too long ago, I put on the table a proposal to Eddie Fritts [president of the National Association of Broadcasters] that we go to Mark Fowler together and say, "Let's talk about a solution to the must-carry problem—one that we both can live with." And the NAB walked away from it.

I would hope that Mark Fowler would step up and do something about this. And I don't mean to single out the chairman. I would hope the commission would step up and do something about this. But to do it in a manner that recognizes all the things going on. I hope that we can get back with the NAB and work out an acceptable must-carry compromise. Because it's wrong. They're getting a free ride. They've been complaining for so long about cable getting a free ride. They're the ones.

But I want to know what you're afraid of. Does that mean you're going to lose the compulsory license or what happens?

Wheeler: There is, as I say, a gray area of the law. And we want to address it and we want to address it in a black and white manner, not a gray manner. But I want to know why, when the broadcasters had a proposal put on their plate that says if you meet basic minimum viewer standards, you'll be carried, why do they turn around and walk away from that? I never got a satisfactory answer from the NAB. We sat down and said: "Here's the way to address it. Let's go arm and arm." I mean, can you imagine what it would be like if the NAB and NCTA together went to the FCC and said, "Here is a coordinated package on how we can deal with must-carry"? My goodness, the walls of the FCC would shake.

We're here. We're ready to talk.

Would the broadcasters benefit?

Mooney: Certainly. They live in terror of the FCC repealing the rule. The NAB goes around announcing that must-carry is its number-one objective—although it seems to slip down below that slot. I think that there's some passionate desire to have a compromise.

Why was cable so reluctant to allow broadcast teletext a must-carry status?

Wheeler: Well, there are two reasons. First is the legal, philosophical

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without you...

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*(Number One for the week of May 2)**

MOTOWN'S 25th ANNIVERSARY SPECIAL

*(Number One for the week of May 16)**

*And a special thanks to Bob Hope on his 80th Birthday
and for all his years with NBC*

HAPPY BIRTHDAY, BOB!

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And congratulations to all of our regularly scheduled series
whose performances continue to grow.



Be There This Fall
as the fun continues.

*Source: Nielsen. Subject to Qualifications Available on Request.



Mooney: "You make a mistake anytime you underestimate the political effectiveness of an organization like AT&T. But you also make a mistake if you overestimate their effectiveness."

reason. The must-carry rules are based on the concept of providing the widest possible dissemination to the primary broadcast signal, that which serves the public interest in the community of license. That's why we are saddled with those ridiculous rules in the first place. That does not include airline schedules. OK? It's a different kind of beast. And you can't extend that to this different kind of beast.

The technical reality of the situation is that because there are no standards for teletext, you can ruin the cable system's signals by carrying a nonstandardized signal. You can wipe out the addressability of some of our new, addressable converters because they're using line 20 or line 15 or whatever to send the addressable messages down. And you can't invalidate five million converters overnight just because the broadcaster wants to carry airline schedules. That's the reality.

Mooney: I don't understand why we should have to carry it. If they want us to carry it, we'll lease them some capacity. There's no decent, public policy reason why we should do that. And indeed, it has nothing whatsoever to do with the public policy reasons that led to establishment of the must-carry rules in the first place. So why should they get a free ride? Who are they?

Wheeler: Should we have to carry paging devices on the VBI [vertical blanking interval]? There is no relationship between teletext service and the reason for the must-carry rules, in the first place. It does nothing to enhance the broadcaster's ability to meet the public interest in his market area. It's just another free ride.

I suddenly sense that you gentlemen are going to be as hard-nosed in the future as the broadcasters have been in the past, in addressing issues of this sort. The words you are using are right out of the broadcasters' vocabulary: Why should someone get something for nothing?

Mooney: It's a reasonable question.

Was it reasonable when they asked it?

Mooney: We're not getting something for nothing in cable copyright. We pay statutory fees, some of which have gone up very markedly in the last several months.

Wheeler: I take strong exception to that. I mean, the broadcasters are the people who have been over there trying to thwart cable, trying to thwart DBS, trying to thwart MDS. You name it and they're over

there trying to eliminate new technology. We're not saying we're against DBS. We're not saying we're against MDS. We're not going over there and trying to put a damper on the new technologies. What we're saying, though, is that we went out and we built a system with basic assumptions and you people, just because you happen to be the powerful, entrenched broadcasters, don't have the right to come along and invalidate that which we have built by changing those assumptions.

In addition, I don't think it makes much sense for the broadcasters to be pushing as they are for teletext must-carry. The important thing to recognize is that broadcasters are going to need cable operators as partners in the teletext business. Broadcasters have no relationship with consumers on a direct basis; cable operators have. The significant business hole in the broadcasters teletext proposals is that they somehow have to put the decoder boxes in each consumer's household, and they have never done anything like that before. They need some kind of local mechanism—some sort of local organization—to install the boxes, to repair them, et cetera. That local organization should logically be the cable operator.

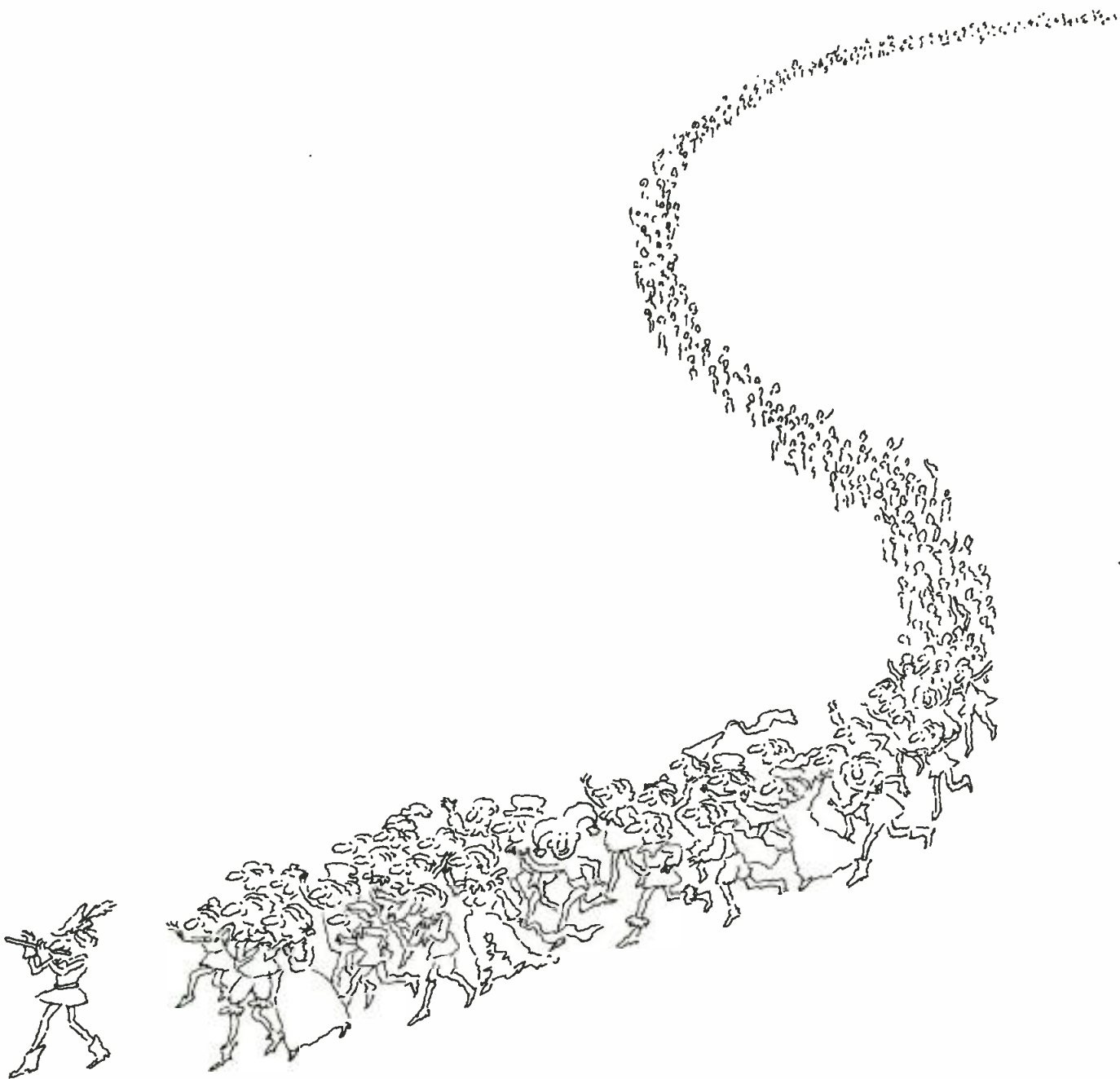
Now, the thing that amazes me is that here are the broadcasters over at the FCC saying, "We're going to shove teletext down your throat as a must-carry" and then after that they expect to turn around to the cable operator and say, "Now, friend, let's form a partnership and work together on this." That doesn't make any sense. That's not the way you attract friends or build business alliances. So if anything, I think it's the broadcasters' approach to teletext that is a fallback to the old days of the broadcast-cable relationship. I'd much rather see a situation where the broadcasters and the cable industry were working together to provide teletext services and videotext services, each building on its inherent abilities and its inherent advantages, in some kind of a partnership, rather than going to the government and saying, "Impose my new idea on cable operators."

But doesn't that present the appearance of a threat by the cable industry to the broadcaster, that if you don't cooperate with me I'll cut off your signal?

Wheeler: I think you can turn it around the other way. You have to ask, where is the incentive to go and be helpful to someone who just spit in your eye?

But we're talking about public policy; we're not talking about the finish of a historical grudge fight.

Wheeler: But let's realize that what we are talking about here are the



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property rights that broadcasters hold so near and dear and have for years and have asked the federal government to protect. Now they're saying let's take away the cable operator's property rights—and by the way, after you do that I want to turn to the cable operator and say, now, help me bring into fruition this thing that I've just imposed on you. It doesn't make logical sense. There seems to be a terrible inconsistency. Better that we spend our time working together, rather than asking the FCC to come in and impose one on the other. I think there are plenty of ways that broadcasters and cable operators can work on teletext together, but the well is being poisoned by the efforts of the major networks at the FCC to shove teletext down cable operators' throats.

Do you know of any cable operator who has made an initiative toward a teletext partnership with a broadcaster?

Wheeler: No, but I do know of broadcast networks that are hoping they can work with the local cable operator.

What do you have planned for the Houston convention?

Wheeler: The theme is "Cable: The Competitive Choice." And as we discussed at the outset, that relates to the fact that there is competition out there. We think that we've got a pretty good mousetrap that will stand up very well before the competition. There'll always be competition. We'll never be a monopoly. But we'll do all right in head-to-head competition with alternative providers.

There are two things that have to be done to make sure that prediction comes true. One, we've got to get to the marketplace. That means a level playing field in regard to the regulatory structure in which we operate. Second, once we get to the marketplace, we've got to tell the consumer what we've got. And those will be the two themes of the convention.

We have more exhibitors, both in terms of numbers and square

feet, than we've ever had before.

Do you anticipate that this will be your last NCTA convention?

Wheeler: I have a contract that runs through August of 1984. I have been fortunate enough to have been approached by some people about entering the communications business. I'm very interested in that. And also very interested in the kinds of responsibilities I have here at NCTA. I want to balance those two interests off. And what I am sure about is that the kind of staff that we have here at NCTA now—witness the fact that we are doing a convention, a House bill, a Senate bill and everything else we normally do simultaneously—the kind of a staff that we've got here right now is the finest that's ever been assembled. And if the person at the top moves on, he will be missed for about as long as the hole remains in a glass of water after you take your finger out of it.

There is a structure in place that has very able people ready to fill in this space.

Now, do not go out and write my demise based on that statement. I'm here. I intend to be here for the foreseeable future. I am grateful for other opportunities which are continuing to surface, and I'm always looking for growth opportunities, and I'm also very confident that should I leave, the association would be left in very, very good hands.

Does that mean Jim Mooney?

Wheeler: It does. And the others who are here as well. What we've been trying to do over the last 12 or 18 months is to build a team here and to have the kind of relationship that I had with [former NCTA president] Bob Schmidt when I was executive vice president. I think I have that with Jim. And I have also told the board that in my estimation Jim is the finest executive vice president this trade association has ever had. And I think I'm in a position to speak on that issue since there have been only two.



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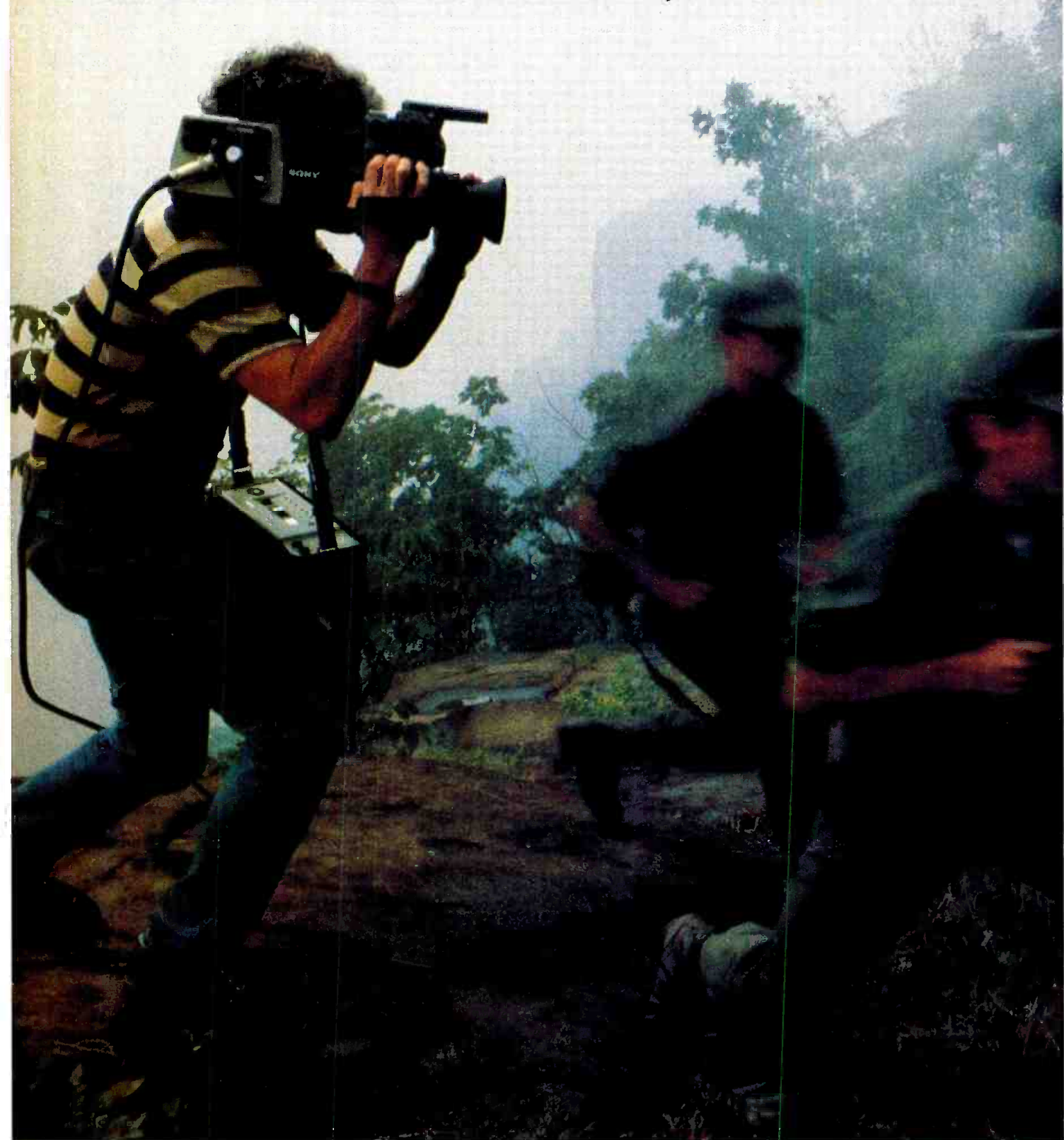
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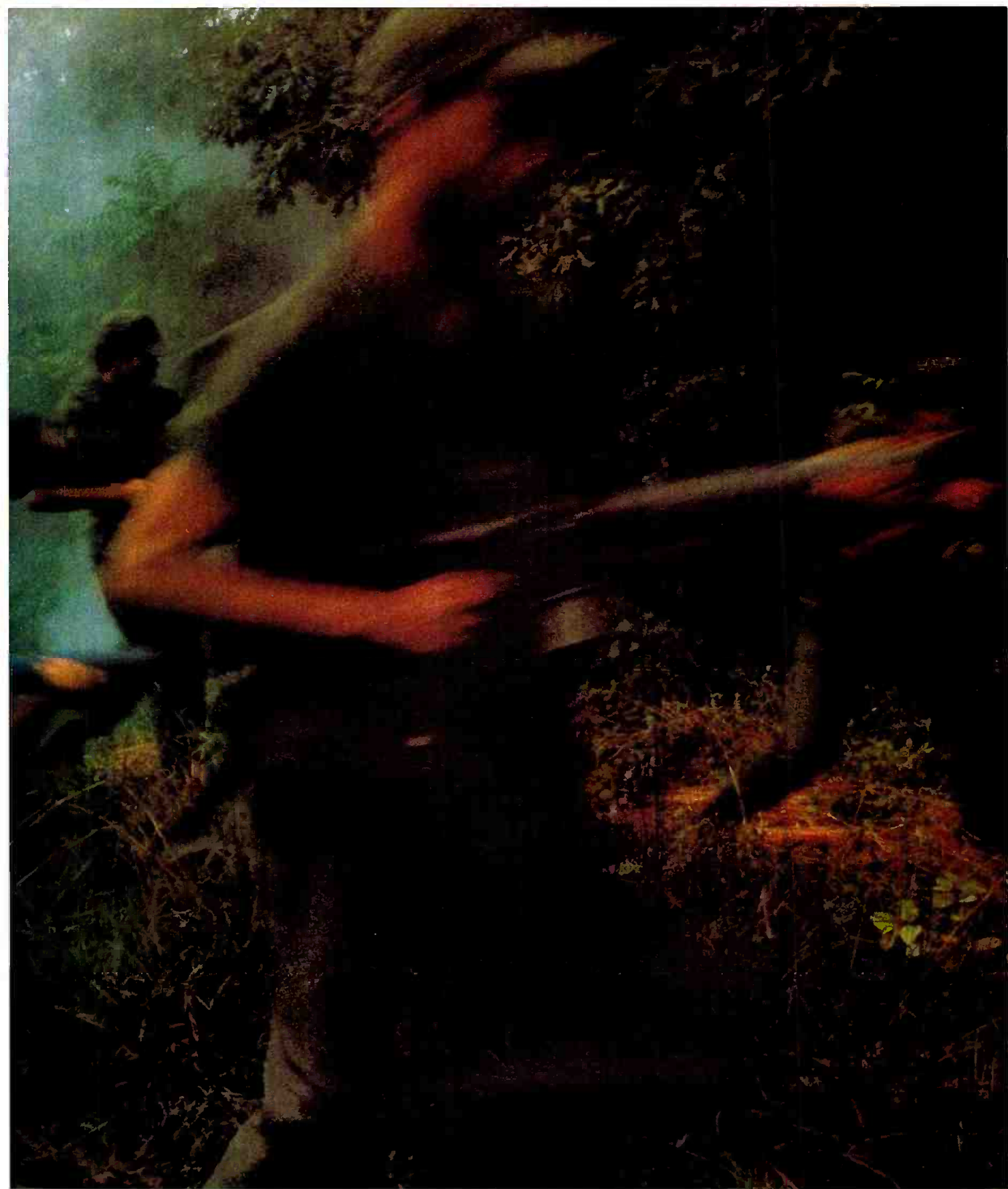
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Eyes of cable are on Texas

NCTA convention debuts in Houston; opening features multimedia presentation, speeches; session to be cablecast by Warner Amex

Cable subscribers from across the country will have an alternative Monday morning (June 13) to the usual television assortment of game shows, talk shows and reruns: the opening session of the 32d annual convention of the National Cable Television Association. Warner Amex Cable Communications will telecast the proceedings live via satellite to its Qube subscribers in six cities and to subscribers of any other cable system willing to downlink and carry the 90-minute program.

The opening session should make good television. Staged in a 65-foot-high, hexagon-shaped room in the middle of the convention's exhibition on the floor of Houston's Astrodome, the session will, according to NCTA, feature a "kaleidoscope" of 43 screens upon which the theme of the convention—"Cable: The Competitive Choice"—will unfold. The theme will be underscored in speeches by NCTA President Thomas Wheeler, incoming NCTA Chairman Monroe Rifkin, Rifkin & Associates, and outgo-

ing chairman John Saeman, vice chairman and chief executive officer, Daniels & Associates.

(NCTA had hoped to include a demonstration of Sony's high-definition television equipment in the opening session, but the logistics proved too difficult to overcome. Sony still plans to demonstrate the technology in a room off the exhibit floor throughout the convention.)

By the time the opening session begins, the convention will actually be a half-day old. To accommodate the exhibitors, who pay most of the bills, organizers will open the exhibit floor for four-and-a-half hours on Sunday (June 12) afternoon to give conventioners a "sneak preview" of the exhibition. According to NCTA, some 400 hardware and software companies have signed for 200,000 square feet of exhibit space.

The board of directors of the NCTA will have more than a new chairman by the end of the convention. The membership of NCTA, meeting Wednesday afternoon, will elect six at-large directors from a field of 10 nominees. They include Robert Bilodeau, vice president, Suburban Cablevision; William Bresnan, chairman and chief executive officer, Group W Cable; Douglas Dittrick, chairman and chief executive officer, Tri-

bune Cable Corp.; Allen Gilliland, president, Gill Industries; Drew Lewis, chairman and chief executive officer, Warner Amex Cable Communications; John Malone, president, Tele-Communications Inc.; Robert Miron, executive vice president, Newhouse Broadcasting Corp.; Gene Schneider, chairman and chief executive officer, United Cable TV Corp.; William Strange, vice president, Sammons Communications, and David Van Valkenburg, president, Cox Cable Communications Inc.

At a meeting on Sunday afternoon, the associate members (the hardware companies and programmers), which have two voting and two nonvoting seats on the NCTA board, will elect one of each. That there are only two nominees—Jay Levergood, vice president, Scientific-Atlanta (voting) and Terry McGuirk, vice president, Turner Broadcasting System (nonvoting)—going into the meeting doesn't mean they are shoo-ins. At last year's associates' meeting, nominee TBS President Ted Turner was narrowly defeated (19-18) by Larry DeGeorge, chairman and chief executive officer, Times Fiber Communications Inc., who was nominated from the floor. DeGeorge reportedly opposed Turner to make sure there would be an equal number of software and hardware as-



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On an Exclusive Investigative Exposé: Pam Zekman's reports on a citywide network of neighborhood clinics dealing drugs and defrauding Medicaid.

On the Environment: Warnings of nearby toxic waste dangers, by Mike Parker.

On Chicago's Mob: John Drummond's reports on expansion toward the West.

On Diet Clinics: Special reports from Susan Anderson's Factfinder Unit.

On Radio Ratings Wars: Bob Sirott's inside look at the battle among morning disc jockeys.

On Drunk Driving Laws: Dangerously easy courtroom attitudes toward cracking down, reported by Phil Ponce.

On National Defense: Bob Wallace's firsthand look at military readiness in the Caribbean.

On Entertainment: Special previews of Star Wars III, by critic Gene Siskel.

On Each Day's Top Stories: More Chicagoans turn to the experienced Channel 2 News team to be informed—and stay informed.



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CHANNEL 2 NEWS WBBM-TV CHICAGO

Audience information based on NSI Chicago Metered Overnights, Monday through Sunday, April 28-May 25, 1983, and Arbitron Chicago Metered Overnights, Monday through Sunday, April 27-May 24, 1983. Subject to qualifications available on request.

CBS

BROADCASTING's Top 50 MSO's

<i>Current rank</i>	<i>Company</i>	<i>Basic subscribers</i>	<i>Homes passed</i>	<i>Basic penetration</i>	<i>Pay subscriptions</i>	<i>Unpassed homes in franchised areas</i>	<i>Projected basic subscribers</i>
1	TCI 12/31	2,200,000	3,830,000	57.4	1,592,000	N/A	2,461,084
2	ATC 3/31	2,198,200	4,288,275	51.3	1,981,175	500,000	2,448,200
3	Group W 5/26	1,893,956	3,438,549	55.1	1,381,546	N/A	1,893,956
4	Cox	1,367,266	2,370,767	57.7	1,374,388	730,000	1,732,266
5	Warner Amex	1,300,000	2,793,600	46.5	1,186,200	259,400	1,429,700
6	Storer	1,229,000	2,319,000	53.0	1,300,000	1,054,000	1,756,000
7	Times Mirror	830,344	1,629,096	51.0	584,867	636,904	1,148,796
8	Rogers-UA	755,429	1,408,884	53.6	836,336	258,300	884,579
9	Newchannels	723,067	1,260,100	57.4	632,314	220,000	833,067
10	Continental	664,000	1,300,000	51.1	729,000	190,000	759,000
11	Viacom 3/31	640,083	1,292,927	49.5	495,454	337,530	808,848
12	United	569,076	1,025,958	55.5	482,938	293,042	715,597
13	Sammons 5/25	549,890	863,766	63.7	363,902	86,234	593,007
14	Telecable	372,000	629,100	59.1	390,100	N/A	372,000
15	Cablecom 5/31	334,107	507,916	65.8	224,940	14,753	341,483
16	GE 5/15	314,500	508,000	62.0	181,500**	N/A	314,500
17	Cablevision	308,000	707,000	43.5	844,000	439,000	527,500
18	Comcast	301,150	563,950	53.4	282,780	38,450	320,375
19	Daniels 3/31	292,414	587,118	49.8	254,919	359,482	472,155
20	Heritage	291,641	555,755	52.5	210,117	43,847	313,564
21	Liberty 5/31	263,317	506,000	52.0	146,386	N/A	263,317
22	Tele-media	251,414	325,000	77.4	125,501	60,000	281,414
23	Jones 5/31	246,832	402,176	61.4	153,505	166,693	330,178
24	Wometco	242,336	436,607	55.5	206,879*	N/A	242,336
25	TCA Cable TV	223,064	306,605	72.8	62,371	N/A	223,064
26	Multimedia	210,328	365,500	57.5	229,359	60,000	240,328
27	Service Elctr	210,000	300,000	70.0	75,000	N/A	210,000
28	Maclean-Hunter	205,103	420,416	48.8	270,775	71,084	240,645
29	Century	192,500	325,000	59.2	150,000	N/A	192,500
30	Colony 1/31	166,000	342,000	48.5	158,000	37,000	184,500
31	Centel 5/28	162,156	267,713	60.6	115,451	69,582	196,947
32	Western 3/31	154,100	188,000	82.0	58,600	12,000	160,100
33	Suburban	149,629	308,000	48.6	175,659	52,000	175,629
34	Harron	147,923	200,000	74.0	83,429	50,000	172,923
35	Prime Cable	146,579	265,763	55.2	119,220	34,237	163,697
36	Harris 3/31	144,708	274,521	52.7	98,333	185,479	237,448
37	Rollins	141,000	234,000	60.3	101,200	85,500	183,750
38	McDonald Group	139,585	179,789	77.6	87,028	23,371	151,270
39	Cableterntmt	139,006	194,298	71.5	49,609	N/A	139,006
40	Tribune 5/17	137,854	295,000	46.7	120,298	665,000	470,354
41	Cblvs. Indstr	131,336	163,438	80.3	102,600	5,000	133,586
42	Comm. Services	125,500	221,000	56.8	55,800	N/A	125,500
43	Cable America	124,370	322,727	38.5	193,172	85,000	166,870
44	Midwest	120,000	220,000	60.0	62,000	N/A	120,000
45	NY Times	105,295	210,679	50.1	110,383	5,000	107,795
46	Adams Russell	104,124	192,271	54.2	104,783	107,854	158,051
47	Midcontinent 4/1	103,264	171,707	60.1	51,615	N/A	103,264
48	McCaw Comm	102,250	162,850	62.8	55,350	N/A	102,250
49	Am. Cablesys	100,300	160,000	62.7	100,890	58,000	129,300
50	Gill Cable	97,250	194,000	50.1	49,300	36,000	115,250

BROADCASTING's top 50 multiple system operator chart finds Tele-Communications Inc. continuing its number-one reign. Although a count of unpassed homes was unavailable, TCI's pending acquisition of Liberty, adding 263,317 basic subscribers, should continue to insure their number-one position. The projected basic subscriber figure is derived from taking 50% (an average penetration figure) of the unpassed homes number and adding it to the basic subscriber count. Some figures in the unpassed homes column are BROADCASTING estimates.

Franchises that are joint ventures are split. For instance, part of Tribune Cable's unpassed homes figure includes the 155,000 homes of its share of joint ventures with United Cable in Montgomery county, Md.,

and Oakland county, Mich.

Franchise contracts that have not been officially signed are not included in the unpassed homes count. Cities which have designated franchise winners but remain in negotiations with them include New York (Warner Amex, Cablevision Systems, ATC and Cox), Denver (ATC and Daniels in Mile Hi Cablevision) and Sacramento city and county (United and Tribune).

*Does not include additional 170,489 additional premium service units for Wometco.

**Does not include a 26,500-extra basic tier for General Electric Cable. All figures are for April 30, unless noted otherwise.

sociates on the NCTA board.

For a time on Tuesday, the attention of many of the cable operators will shift from the exhibit floor and the convention program to Washington, where the so-called cable deregulation bill (S. 66) will be brought to the Senate floor for debate and a vote. The timing will require Wheeler, NCTA Executive Vice President James Mooney and other NCTA lobbyists to return to Washington in mid-convention to do what they can to see the bill safely through the Senate. It has also caused the cancellation of a reception in Saeman's honor and a panel session on telco-

cable crossownership, which featured two senators who want to be on Capitol Hill for the vote, Arlen Specter (R-Pa.) and Charles McC. Mathias (R-Md.).

Following the convention, the newly constituted NCTA board will meet on Thursday. According to NCTA spokesman Edward Dooley, the board will hear reports from NCTA staff on multichannel sound, cable copyright legislation that has been introduced to take some of the sting out of the compulsory license rate hike last March, changes in the NCTA awards program and the on-going negotiations between NCTA

and the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

The board will decide whether to support Communications Bridge, a Black Entertainment Television proposal to interconnect several black colleges together by satellite to permit the exchange of instructional programming.

The agenda for NCTA appears below. A listing of exhibitors begins on page 76. Station Business Systems, appearing on page 94, has changed its name to Magnicom Systems. The address remains the same. □

NCTA 83 AGENDA

NCTA's daily diet in Houston

Registration for the NCTA convention will be open from 9 a.m. to 6:30 p.m., Sunday, June 12; 8 a.m.-6 p.m., Monday, June 13, Tuesday, June 14, and Wednesday, June 15. The exhibit hall will be open from 2 to 6:30 p.m. Sunday, 11 a.m.-6 p.m. on Monday and 9:30 a.m.-6 p.m. on Tuesday and Wednesday. A welcoming reception will be held Sunday evening, June 12, from 5 to 6:30 p.m. in the Astrohall.

Monday, June 13

Opening session. 9:30-11 a.m. General session room. *Cable: The Competitive Choice.* Speakers: Monroe Rifkin, Rifkin & Associates; Representative Mickey Leland (D-Tex.); John Saeman, NCTA chairman and vice chairman and chief executive officer, Daniels & Associates; Thomas Wheeler, NCTA president.

Two concurrent technical sessions. 11-noon. "No-Loss" *Studio Transfer Techniques.* Room 300. Moderator: Ann Muller, Bertman Corp. Panelists: Dom Stasi, Warner Amex Satellite Entertainment Co.; Richard Wolfe, 20th Century-Fox Telecommunications.

Signal Leakage: Maintaining Detente. Room 307. Moderator: Wendell Bailey, NCTA. Panelists: John Mattis, Raychem Corp.; William Down, LRC Electronics; Thomas Lovern II, Comm/Scope Co.; Robert Luff, Rogers UA-Columbia; John Wong, FCC.

Luncheon. Noon-1:30 p.m. Astrohall ballroom. Speaker: Representative Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee.

Two concurrent technical sessions. 2-3:30 p.m. *Today's Cable System Architecture—Design and Theory.* Room 300. Moderator: Harold Katz, Stern Telecommunications. Panelists: Robert V.C. Dickinson, E-COM Corp.; William Evans, Manitoba Telephone System; Archer Taylor, Malarkey-Taylor Associates; Steve Westall, Times Fiber Communications; John Kelly, NABU.

Data Communications on Cable: Applications & Practices. Room 307. Moderator: Geoffrey Gates, Cox Cable. Panelists: Thomas Polis, Communications Construction Group; Heinz Wegener, Wegener Communications; Michael Quelly, E-COM Corp.; Michel Dufresne, Videotron Communications; David Slim, Scientific-Atlanta.

Eight concurrent breakout sessions. 2:30-4 p.m. *Wired World: Cable Opportunities Around the World.* Room 100. Moderator: Sidney Topol,

The cable connection. BROADCASTING's editorial, advertising and circulation departments will be represented at the NCTA convention at booth 1308. On hand will be: John Andre, Dave Berlyn, Gene Edwards, Kira Greene, Kathy Haley, Doug Halonen, Harry Jessell, Quentin Keenan, Steve McClellan, Charles Mohr, Larry Taishoff, Tim Thometz, Pat Vance, Don West, Dave Whitcombe, Ruth Windsor and Len Zeidenberg.

Scientific-Atlanta. Panelists: Patrick Whitten, Communications and Information Technology Research; Bruce Fireman, Charterhouse Japhet PLC Claus Detjen, Anstalt Fuer Kabelkommunikation; Bernard Schreiner, Mission Interministerielle pour Development Reseaux Cable.

Deregulation: Congress on Cable. Room 107. Moderator: Ralph Baruch Viacom. Panelists: Senator Daniel Inouye (D-Hawaii), and Representatives James Bates (D-Calif.), Matthew Rinaldo (R-N.J.), Thomas Tauke (R-Iowa), Dennis Eckart (D-Ohio), Billy Tauzin (D-La.). Reactor: Patrick Gushman, *Cablevision.*

Copyright: Its Hold on the Industry. Room 111. Moderator: James Mooney, NCTA. Panelists: Senator Patrick Leahy (D-Vt.) and Representatives Daniel Glickman (D-Kan.), Robert Kastenmeier (D-Wis.), Thomas Kindness (R-Ohio), Romano Mazzoli (D-Ky.), Harold Sawyer (R-Mich.), Patricia Schroeder (D-Colo.). Reactor: Norman Black, Associated Press.

Through the Looking Glass: Trends in Television Viewing. Room 114. Moderator: Kathryn Creech, Hearst/ABC. Panelists: Dick Montesano ABC; Vivian Horner, Warner Amex Cable; Allen Banks, Dancer, Fitzgerald Sample; Charles Townsend III, United Cable. Reactor: Donald West BROADCASTING.

The Muske-Tiers: All on One and One for All. Room 118. Moderator: Jordan Rost, Warner Amex Satellite Entertainment Co. Panelists: Gary Weik, Harte-Hanks Cable; Jerry Maglio, Daniels & Associates; Gary Bryson, ATC; Ajit Dalvi, Cox Cable. Reactor: Jonathan Banner, *View.*

Must-Carry: How Heavy is the Burden? Ballroom A. Moderator: Harry Greenberg, Cable Communications of Iowa. Panelists: Senator Robert Kasten (R-Wis.), Representatives Michael DeWine (R-Ohio), Henry Hyde (R-Ill.), Carlos Moorhead (R-Calif.), Henry Waxman (D-Calif.) and William Lilley, CBS. Reactor: Arthur Hill, *Cable Television Business.*

Federal, State and Local Regulations: The Changing Regulatory Mix. Ballroom B. Moderator: William Bresnan, Group W Cable. Panelists: Representatives John Bryant (D-Tex.) and Ralph Hall (D-Tex.); California Assemblywoman Gwen Moore; Ronald Onufer, Lansing, Mich., cable administrator; Daniel Shields, United Cable. Reactor: Lucy Huffman, *Multi-channel News.*

Should Washington Mandate the Leasing of Cable Channels? Ballroom C. Moderator: Brian Conboy, Time Inc. Panelists: Senators Ted Stevens (R-Alaska), Larry Pressler (R-S.D.) and Paul S. Trible Jr. (R-Va.), Representatives Cardiss Collins (D-Ill.), Jack Fields (R-Tex.), James Florio (D-N.J.), Mike Oxley (R-Ohio). Reactor: Steve Tuttle, *Television Digest.*

Two concurrent technical sessions. 4-5:30 p.m. *Hardware Design and Failsafe Performance Techniques.* Room 300. Moderator: Bert Henscheid, Texscan-Theta Communications. Panelists: Joseph Preschutti, COR Electronics; Alan Schlenz, Scientific-Atlanta; Vern Coolidge, Scientific-Atlanta; Robert Plow, Lorain Products; Donald Groff, General Instrument; William Homiller, General Instrument.

Measurements: Process and Principle. Room 307. Moderator: Paul Bee-man, WASEC. Panelists: Sydney Fluck Jr., Wavetek Indiana; John Huff, Times Mirror Cable; Harold Katz, Stern Telecommunications; Bradford Kellar, Raychem Corp.; Rezin Pidgeon Jr., Scientific-Atlanta.



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Tuesday, June 14

Five concurrent eyeopener sessions. 8:30-9:30 a.m. *Reach Out and Touch Someone: Alternative Sources of Financing.* Room 118. Moderator: Keith Cunningham, Prime Cable Corp. Panelists: Julian Brodsky, Comcast Corp.; Bill Kingery, Daniels & Associates; Kenneth Anderson, Combined Cable Corp.

Cable Deregulation: Clearing the Path. Ballroom A. Moderator: John Evans, Arlington (Va.) Telecommunications. Panelists: Randy Nichols, FCC; Christopher Coursen, Senate Communications Subcommittee counsel; Tom Ryan, House Commerce Committee staffer; David Aylward, House Telecommunications Subcommittee chief counsel; Rodney Joyce, House Telecommunications Subcommittee general counsel; Howard Symons, House Telecommunications Subcommittee counsel; Ward White, Senate Communications Subcommittee senior counsel.

Cable Copyright. Ballroom B. Moderator: Brenda Fox, NCTA. Panelists: Tom Mooney, House copyright subcommittee general counsel; Mike Remington, House copyright subcommittee general counsel.

Program Content: Who's Got Control? Ballroom C. Moderator: Ed Allen, Western Communications. Panelists: William Johnson, FCC; Thomas Rogers, House Telecommunications Subcommittee counsel; Arnold Havens, House Commerce Committee minority counsel; Stephen Ross, FCC.

Selling That Sizzle: Increasing Ad Sales Through Audience Promotion. Ballroom D. Moderator: Whitney Göt, Warner Amex Cable. Panelists: Ray Klinge, Tulsa Cable; Marcella Rosen, N W Ayer; Gary Smith, GE Cablevision.

Two concurrent technical sessions. 8:30-10 a.m. *Satellites: A New Earth Station Universe.* Room 300. Moderator: Joseph Stern, Stern Telecommunications. Panelists: James Grabenstein, Microdyne Corp.; R.J. Hall, Southern Pacific Satellite; Karl Poirier, Triple Crown Electronics; Norman Weinhouse, Hughes Communications.

Videotext and Teletext, Delivering on the Promises. Room 307. Moderator: William Thomas, Zenith Radio Corp. Panelists: Pedro Barros, Time Video Information Services; Walter Ciciora, ATC; Gary Stanton, Southern Satellite Systems; Sharon Earley, National Captioning Institute; Heinz Wegener, Wegener Communications.

Seven concurrent breakout sessions. 10-11:30 a.m. *Digging for Gold: Tuning In to the Untapped Opportunities.* Room 100. Moderator: Douglas Ditrack, Tribune Cable Communications. Panelists: Michael McCruden, ATC; Roger Turner, Colony Communications; Dennis Leibowitz, Donaldson, Lufkin & Jenrette; C. Thomas Rush, Warner Amex Cable; Brian Thompson, MCI Communications. Reactor: Ronald Wolf, *Philadelphia Inquirer*.

Deciding on Addressability: A Smorgasbord of Choices. Room 107. Moderator: John Goddard, Viacom Cablevision. Panelists: Robert Hosfeldt, Gill Cable; Rodney Weary, WW Communications; Scott Kurnit, Warner Amex Cable; Barry Marshall, TCI. Reactor: Steven Rosenberg, Paul Kagan Associates.

On the Line: Cable/Telco Relationship. Room 111. Moderator: Jerry Lindauer, Prime Cable Corp. Panelists: Senators Charles McC. Mathias (R-Md.) and Arlen Specter (R-Pa.), former FCC Commissioner Anne Jones and Gustave Hauser, Hauser Communications. Reactor: Merrill Brown, *Washington Post*.

A Diamond Is Forever...But What About a Cable Customer? Room 114. Moderator: Susan Denison, Showtime. Panelists: Mark Handler, Cox Cable; Gretchen Frank, Rogers UA Cablesystems; John Charlton, TCI; Alex Papagan, Colony. Reactor: Nicolas Furlotte, *Cable Marketing*.

The Critics' Choice: On the Record. Room 118. Moderator: Barbara Ruger, Group W Satellite. Critics: David Crook, *Los Angeles Times*; Ben Brown, *USA Today*, and Sally Bedell, *New York Times*. Questioners: Mary Alice Dwyer, Hearst/ABC; Greg Nathanson, Showtime; Robert Pittman, WASEC; Brigitte Potter, HBO.

The Urban Challenge. Ballroom A. Moderator: June Travis, ATC. Panelists: Robert Clasen, Rogers Cablesystems; Barry Washington, Connection Communications Corp.; Janet Foster, Group W Cable; Craig Startt, Cox Cable. Reactor: Jonathan Landman, *Chicago Sun-Times*.

Children and Family Programing. Ballroom B. Moderator: Kay Koplovitz, USA Network. Panelists: Cy Schneider, Warner Amex Cable; Arthur Dwyer, Cox Cable; Peggy Charren, Action for Children's Television; Peggy Christianson, Disney Channel. Reactor: Ethel Booth, *Cable Television Business*.

Two concurrent technical sessions. 10:30 a.m.-noon. *Fiber Optics—Now.* Moderator: Paul Polishuk, Information Gatekeepers. Panelists: E. John Powter, British Telecom Research Laboratories; Garold Tjaden, Cox Cable; Masahiro Kawahata, Visual Information System Development Association; William Evans, Manitoba Telephone System; F. Ray McDevitt, Warner Amex Cable.

Off-Premises Addressable Subscriber Equipment. Room 307. Moderator: Joseph Preschutti, C-COR Electronics. Panelists: Charles Palmer, C-COR Electronics; Robert Dickinson, E-COM Corp.; Israel Switzer, Media General; Larry Fox, Texscan Corp.

Luncheon. Noon-2:30 p.m. Astrovillage Ballroom. Speaker: Senator Barry Goldwater (R-Ariz.). Special address: FCC Chairman Mark Fowler.

General session. 2:30-4 p.m. Astrohall. *Marketing Magic: Cable's Consumer Power Expands.* Moderator: Trygve Myhren, ATC. Panelists: August Hess and Howard Horowitz, Opinion Research Corp.; Kenneth Probst, Campbell-Mithun.

Two concurrent technical sessions. 4:30-6 p.m. *Operations.* Room 300. Moderator: William Petty, Capital Cities. Panelists: Jonathan Ridley, General Instrument; Jay Staiger, Magnavox CATV Systems; Jack Koscinski, Warner Amex Cable; Dean Fredriksen, Scientific-Atlanta.

Audio—Optimizing the Medium. Room 307. Moderator: Dom Stasi, WA-SEC. Panelists: Ned Mountain, Wegener Communications; Joseph Van Loan, Viacom Cable; Craig Todd, Dolby Laboratories; Steve Forshay, Dolby Laboratories; Gary Stanton, Southern Satellite Systems.

Wednesday, June 15

Eyeopener session. 8:30-10 a.m. *Theft of Service: How to Keep Hands Off Yours.* Room 118. Moderator: Frank Scarpa, Valley Video Cable. Panelists: Robert Zitter, HBO; Frederick Cluthe, Suburban Cablevision; Robert McRann, Cox Cable.

Four concurrent eyeopener sessions. 8:30-9:30 a.m. *The Retail Game: Can Cable Go Boutique?* Ballroom A. Moderator: Richard Erwin, Cable TV of Puget Sound. Panelists: James Dock, Heritage Communications; Ben Reichmuth, Gill Cable; Scott Campbell, American Cable Connection.

Unions in Cable: Making It Work. Ballroom B. Moderator: William Oldaker, Epstein, Becker, Borsody & Green. Panelists: William Shaw, Turner Broadcasting System; Henry Magers, UA Columbia Cablevision of New Jersey; John Dawson, ATC.

Who, What, When and Where: Understanding Cable Consumers through Research. Ballroom C. Moderator: Stephen St. Marie, Viacom Cable. Panelists: Frederick Livingston, Continental Cablevision; Hazel Kahan, Warner Amex Cable; Jeff Berman, Cox Cable.

Independent Operators: Taking on the Competition. Ballroom D. Moderator: Bryan Blow, ATC. Panelists: Sally Davison, Staunton Video; Dick Loftus, Trident Communications Group; James Mooney, NCTA; Char Beales, NCTA.

Technical session. 8:30-10 a.m. *Using Feed Forward.* Room 307. Moderator: Vic Tarbutton, Century III Electronics. Panelists: Donald Dworkin, NYT Cable TV; Georg Luettgenau, TRW Semiconductors; John Pavic, C-COR Electronics; Dan Pike, Prime Cable Corp.

Molly Granger on KHTV in Houston.

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Molly Granger is Vice President-Media Director/Southwest, Eisaman, Johns & Laws Advertising, Inc., Houston.

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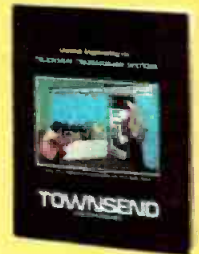
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General session. 10-11:30 a.m. *Programming: Sources and Revenue.* General session room. Host: Charlie Rose. Panelists: Allen Gilliland, Gill Cable; William Grimes, ESPN; Herb Granath, ABC Video Enterprises; Burton Stanier, Group W Cable; Frank Biondi, HBO.

Technical session. 1-2:30 p.m. *Scrambling: Cable and Satellite Security.* Room 300. Moderator: William Riker, NCTA. Panelists: Michael Hayashi, Pioneer Communications; Paul Heimbach, HBO; Patrick Dillon, General Instrument; Elliot Kohn, RCA Laboratories.

Six concurrent sessions. 2:30-4 p.m. *Right on the Money: The Facts on Cable Financing.* Room 100. Moderator: Thomas Marinkovich, Daniels & Associates. Panelists: Brion Applegate, Burr, Egan and Deleage; Michael Connelly, First National Bank of Boston; Leon Black, Drexell, Burnham, Lambert. Reactor: Paul Kagan, Paul Kagan Associates.

Quid Pro Quo: Franchise Renewal. Room 107. Moderator: Daniel Aaron, Comcast Cable. Panelists: Norval Reece, Group W Cable; David Wicks, Warburg Paribas Becker; Thomas Steel Jr., Boston cable commission; Kenneth Beier, mayor of Fostoria, Ohio. Reactor: Robert Enstad, *Chicago Tribune.*

Uncrossing the Wires: Is the Consumer Ready for Electronic Information? Room 111. Moderator: Gary Tjaden, Cox Cable. Panelists: Petef

Gross, Time Video Information Services; Selman Kremer, SSS; Clarence Selin, American Bell. Reactor: Gary Arlen, Arlen Communications.

The Voice of Experience: Making Pay-Per-View Work. Room 114. Moderator: Edward Bennett, Viacom Cable. Panelists: Frank Nuessle, Rogers Cablesystems; Kazie Metzger, Group W Cable; Don Carroll, Oceanic Cablevision; Sheldon Perry, Warner Amex. Reactor: Richard Kulis, Pay Per View Association.

Does Mass Mean More? Strategies to Serve the Audience. Room 118. Moderator: Marty Lafferty, Group W Cable. Panelists: Robert Wussler, Turner Broadcasting System; S. William Scott, Satellite News Channel; Robert Johnson, Black Entertainment Television; Jeffrey Reiss, Cable Health Network; Paul Klein, Playboy Channel; Anthony Hoffman, Cralin and Co. Reactor: Edmond Rosenthal, *CableAge.*

The Bottom Line: A Successful Ad Sales Force. Ballroom A. Moderator: Robert Alter, Cabletelevision Advertising Bureau. Panelists: William Bernard, *TV Watch*; James Heavner, The Village Cos.; Virginia Westphal, Viacom Cable; Geri Duckworth, Monterey Peninsula TV Cable. Reactor: Maurine Christopher, *Advertising Age.*

Gala dinner and Ace awards presentation. 8 p.m. Grand ballroom. Entertainment: Burt Bacharach & Carol Bayer Sager.

NCTA 83 EXHIBITORS

Exhibitors listing

The following is a list of NCTA exhibitors showcasing their wares in the Astrohall in Houston. An asterisk indicates a product new to the market this year.

A.C. Nielsen Co. 1618
1290 Avenue of the Americas, New York 10104

Nielsen code cable on-line data exchange. **Staff:** David Harkness, Susan Whiting, Kip Vanderbilt, Paul Lindstrom, Muriel Carter, Drew Hamre, Bob Hewes, Kyle Vallar.

Accu-Weather 4015
619 W. College Ave., State College, Pa. 16801

Weather text and graphics for cable, teletext, videotext and electronic publishing. **Staff:** Joel Myers, Evan Myers, Walter Gilbride, Barry Myers, John Kling, Maria Myers.

Acme Ladders 2006
Box 26593, Houston 77207

Fiberglass stepladders, extension ladders, combination ladders, platform ladders and accessories. **Staff:** Bob Plyler, Paulette Plyler, Dave Estep, Tom White, Frank LeClair, Bernie Ray, Vonda Frerichs.

ACSN, The Learning Channel 3411
1200 New Hampshire Ave., Washington 20011

Adda Corp. 3606,07
130 Knowles Dr., Los Gatos, Calif. 95030

Still store and retrieval system, graphics, dual channel time base corrector and synchronizer*, digital effects system, frame synchronizer/TBC. **Staff:** Jon Teschner, Harry Gladwin, Emerson Ray, Duane Tuttle, Gary Youngs, Sheila Ross, Walter Werdmuller.

Adrian Steel 3033,34
906 James St., Adrian, Mich. 49221

Service van interior equipment and ladder racks. **Staff:** Mark Hassel.

ADT Security Systems 1504
One World Trade Center, New York 10048

Residential burglary, fire, emergency and medical security systems. **Staff:** Robin Weber, Richard Simonetti.

Aegis Systems 4322
3736 N. High St., Columbus, Ohio 43214

Automated cash collection service utilizing electronic funds transfer. **Staff:** Suzanne Kull, Ed Williams.

Allied Steel & Tractor 3624
5800 Harper Rd., Solon, Ohio 44139

Underground piercing tool—Hole-Hog. **Staff:** Greg Smith, Tom Murphy, Mike Camp.

Alpha Technologies 3022,23
1305 Fraser St., D-6, Bellingham, Wash. 98226

Standby power supply with microprocessor remote status, monitor and standard power supplies. **Staff:** Fred Kaiser, Johan Dooyeweerd, Steve Miller, Les Forwood, G.L. Borsari, S. Wong, L.M. Black, Randy Pattison, Dick Grasso, Greg Stanwood, Dick Williams, Dale Bock, Jerry Quinn, Jim Farquharson, Mitch Anderson, Terry Jones, Al Laughlin, Art Whltaker.

Aitec Industries 1403
Box 10264, Birmingham, Ala. 35202

Vans with aerial lifts. **Staff:** Harry House, Doug Finch.

AM Cable TV Industries 2104
Box 505, Quakertown, Pa. 18951

Full turnkey construction services, aerial

and underground, 450 mhz directional taps, off-premise addressability service.* **Staff:** Mac Qurashi, Lee Zernick, Bill Ross, Bob Ford, Joe Cadile, Dennis Anelli, Tom Burka, Ben Benefield, Leo Borin, Jerry Evans.

American Bell 2508
22 Cortlandt St., New York 10007

American Spliceco 2409
Box 3367, Morehead City, N.C. 28557

Cable construction services. **Staff:** Mlke Brakefield, Skinner Chalk, Don King, Doug Gilchrist, Eric Herbert, Mike Thompson, Mike Callahan, Tom Fenner.

Amperex Electronic Corp. 1043
Providence Pike, Slatersville, R.I. 02876

CATV and MATV hybrid modules, RF semiconductors. **Staff:** H. Hench, T. Perry, C. Hack, J. Ramaekers, P. Lok, F. Timmermans, J. Cagle, L. Arpino, E. Hoefgeest, C. Kooij.

Andersen Laboratories 1041
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Andrew Corp. 3010,11
10500 W. 153d St., Orland Park, Ill. 60462

Anixter Communications 2401
4711 Golf Rd., Skokie, Ill. 60076

Antenna Technology Corp. 2602,03
8711 E. Pinnacle Peak Rd., Scottsdale, Ariz. 85255

Aritech Corp. 2626-28
25 Newbury St., Framingham, Mass. 01701

Burglar and fire alarm equipment and systems. **Staff:** David Cohen, Jim Synk, Albert Janjigian, Charles Darsch, John Paderson, Sid Smith.

Armex Cable TV Hardware 2014
2700 E. Nine Mile Rd., Warren, Mich. 48091

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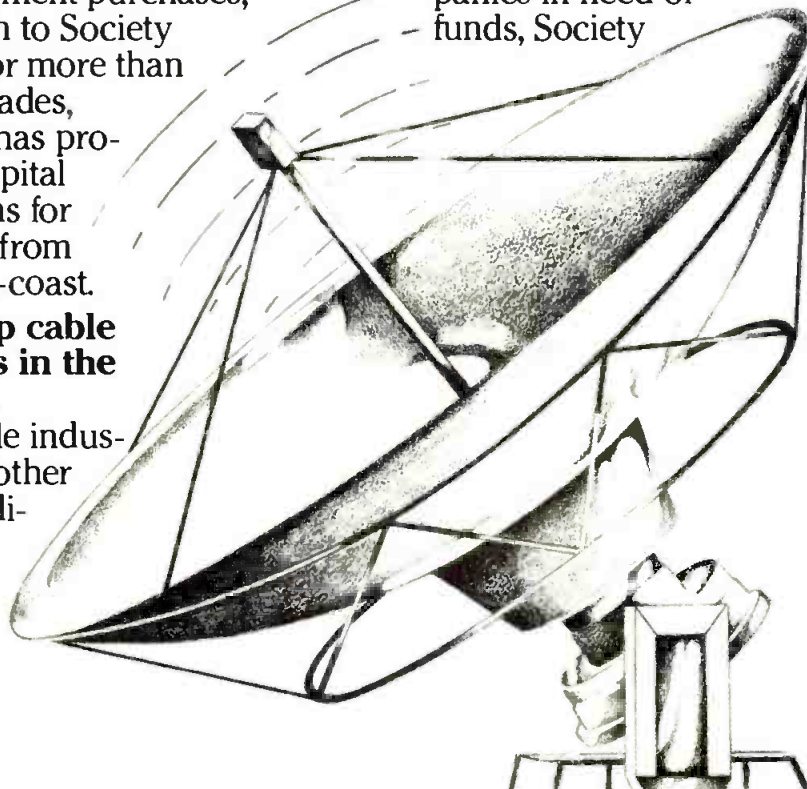
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Cable connectors. **Staff:** Stephen Mitich, Leslie Day.

Army Reserve 3625
Pentagon, Rm. 3E384, Washington 20310

Public service announcements. **Staff:** Fran Rhodes, Gene Sexton, Elizabeth Graves.

Arrowhead Enterprises 2638
Anderson Ave., New Milford, Conn. 06776

Associated Plastics 2002,03
18140 Euclid St., Fountain Valley, Calif. 92708

Associated Press 2304
50 Rockefeller Pl., New York 10020

AP NewsCable. **Staff:** Roy Steinfort, Greg Groce, Don Blohowiak, Steve Crowley, John Willis, Jack Pace, John Strachan, Tom Rizzo, John Schweitzer.

Astoria Corp. 4111,4206
2200 Patchen, Hannibal, Mo. 63401

Augat CATV Group/Broadband Engineering/LRC Electronics/Vitek 3302
Box 111, Horseheads, N.Y. 14845

Amplifiers, upgrade modification, replacement components, repair service, dual sealed F connector quantum reach and cable flex connectors*, addressable tap system*, descrambler/traps, RF leakage detectors, pay TV security traps. **Staff:** Ken Wood, Keith McIntosh, John McQuaid, Colleen Boudreau, Dave Chavez, Bill Ellis, Chuck Wise, Peggy Isaacson, Peggy Sharp, Debbie Sheldon, Jeanne Trivision, Jeannine Kraunich, B.E. Duval, Carl Rodney, Glen Duval, Art Bodner, W.S. Webb, Paul Zauner, Dick Prybyl, Harold Faulkner, Arthur Epley, Richard Bordeaux, Gail Bertha, Richard Paynting, Frank Raymond, Jerry Pulice.

Automation Technologies 4326,28
1550 N. 105th E. Ave., Tulsa, Okla. 74116

Satellite receiving system. **Staff:** Ted Anderson, Frank Tackett, Ed Covington, Bill Johnson, Dale McCallie.

Avantek 2407
481 Cottonwood Dr., Milpitas, Calif. 95035

Earth stations, low level sweep for mid-band split systems, digital signal level meters, cable fault locators, LNAs, LNC's, line splitters and drivers and other TVRO accessories. **Staff:** Phil Halamandaris, Anne Monson, Dave Stogner, George Sears, Rich Davis, Jerry McCoy, Jeff Thomason, Rob Corrao, Bill Reardon, John Maly, Billy Emery, Art Ford, Steve Schoen, Eric Landau.

Belden 3304
2200 Hwy., 27 South, Richmond, Ind. 47374

Staff: Phil Pennington, Len Cebol, Paul Miller, Steve Groves, Ed Cheney, Dave Berg, Kanda Kelly, Ken Rueth, Bill Dona-

hoe, Mike Mullery.

Bell & Howell 3204
6800 McCormick Rd., Chicago 60645

Fully automated mail handling equipment for cable industry. **Staff:** Jack Padian, Bill Wise, Bill Weeks, Ruth Johnson, Mike Chepolis, Bob Bell, Bill Brandon, Del Stroud, Ken Morgan, Ed Navarro.

Beston Electronics 2404
15315 S. 169 Hwy., Olathe, Kan. 66061

Character generator: message center, weather information. **Staff:** Barry Kenyon, Bob Barnes, Rod Herring, Jim Shaw, Marvin Douglass.

Biddle Instruments 1614
510 Township Line Rd., Blue Bell, Pa. 19422

Portable digital TDR radar cable test sets, fiber optic cable test sets. **Staff:** C. Schmidt, B. Peterson, B. Griffin, R. Krause, P. Pousson.

Black Entertainment Television 2509
1050 31st., NW, Washington 20009

BET programing. **Staff:** Robert Johnson, Edward Maddox, Carol Coody, Paulette Johnson, Alexis Piper.

Blonder-Tongue Laboratories 3404
One Jake Brown Rd., Old Bridge, N.J. 08857

Headend signal processing equipment, modulators, low noise amplifiers, professional antennas and support programs for stocking cable distributors. **Staff:** Isaac Blonder, Martin Siskel, Dan Altieri, Glenn Stawicki, George Bahue, George Freeman, Andrew Rybicki, Martin Eggers, Jim Fitzpatrick, Walter Joswick.

Brad Cable Electronics 3008,09
1023 State St., Box 739, Schenectady, N.Y. 12301

Staff: Ben Rhodes, Bob Price, Ben Price.

BROADCASTING Magazine 1308
1735 DeSales St., NW, Washington 20036

Budco 2029
4910 E. Admiral Pl., Tulsa, Okla. 74115

Burnup & Sims 2203
1333 S. University Dr., Planation, Fla. 33324

Total management system. **Staff:** Michael Goldwire, Gene Struhl.

Business Systems 1109
2720 Wade Hampton Blvd., Greenville, S.C. 29615

C & C Cable TV Enterprises 3628
1707 Rt. 130 South, Burlington, N.J. 08016

Cable sales, construction and installation, both aerial and underground. **Staff:** David Cihocki, James Cihocki, Richard Cihocki.

C-2 Utility Contractors 3615,16

Box 683, Eugene, Ore. 97440

C-COR Electronics 2301
60 Decibel Rd., State College, Pa. 16801

SCAT 10 off-premises addressable converter*, 450 mhz amplifiers, feedforward amplifiers*, status monitoring system*, main line passives, LNA amplifiers*, system design. **Staff:** J. Palmer, S. L. Dance, J. Preschutti, J. Pavlic, J. Hastings, F. Kummer, J. Dowdell, S. Davidson, T. Malson, J. Stehman, C. Palmer, N. Friedrich, R. Schulin.

C. Itoh & Co. 4207,09
270 Park Ave., New York 10017

CATV Services 3509
3270 Seldon Ct., Fremont, Calif. 94539

Distribution of new and used CATV equipment, molding, underground and test gear. **Staff:** Richard Richmond, Greg Francis, Mick Ferolito, Dana Newhall.

CATV Subscribers Services 1619,20
108 State St., Suite 102, Greensboro, N.C. 27408

Contract services including mapping/design, construction, door-to-door sales/marketing, installation, turnkey packages and special support services. **Staff:** Raymond Galtelli, Josephine Galtelli, T. Rocky Orrell, Fred Robertson, Jerry Haisman, Penny Martin.

CATV Telex 1002
10616 St. Xavier, St. Louis 63074

CBN Cable Network 1205
CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour cable network of entertainment, information and inspirational programing; benefits package of up to 20 cents per subscriber. **Staff:** Tim Robertson, Tom Rogeberg, Ted Norman, Tom Hohman, Ron Harris, Bill Miller, Clay Boudreaux, Howard Williams, Craig Sherwood, Shirley Pritchett-Hill, Mark Slow, John Fernandez, John Roos, Jim Watson, Doug Greenlaw.

CCS Cable 2306
5707 W. Buckeye Rd., Phoenix 85043

Staff: Duane Crist, Dick MacMillan, Bill Terrill, Ron Scott, Bob Peckrul, Sherry Reed.

CWY Electronics 2008,09
405 N. Earl Ave., Box 4519, Lafayette, Ind. 47904

Cable Com 2203
6440 Hillandale Dr., Box 756, Lithonia, Ga. 30058

Designs, engineers, constructs and installs of cable systems. **Staff:** Billy Jones, Dean Hill.

Cable Communications Media 1014,15
203 E. Broad St., Bethlehem, Pa. 18018

Program guides. **Staff:** Carl Kehler, Russ

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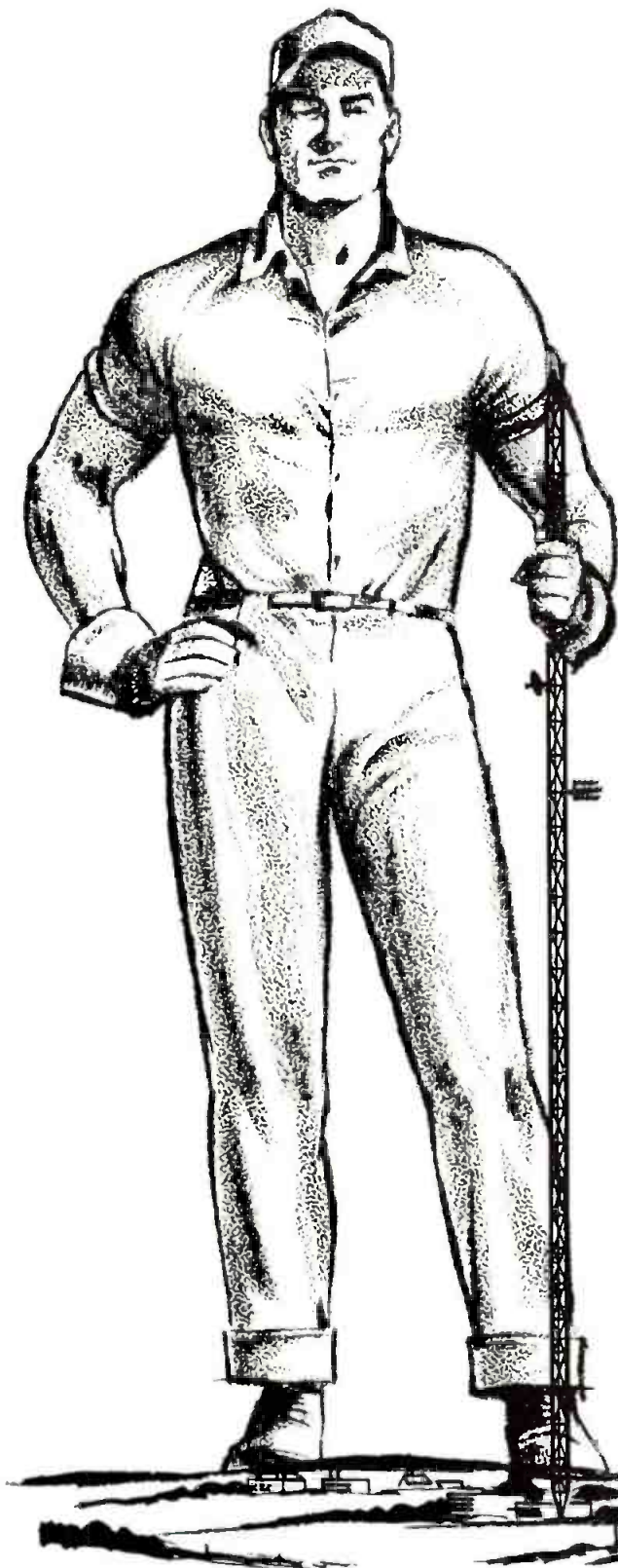
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P.O. Box 12369
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Funkhouser, Larry Rosenberg, David Levin.

Cable Graphic Sciences 4342
7095 N. Clovis Ave., Clovis, Calif. 93612

Cable Health Network 2106
1211 Avenue of the Americas, New York 10036

Health, science and better living programming. **Staff:** Bruce Johnson, Jeffrey Reiss, Art Ulene, Loreen Arbus, A.G. Cooper, Don Anderson, Bill Padalino, Seymour Kaplan, Lynn Woodard, Frank Donino, David Moore, Les Greenwald, Pam Van Wagenen.

Cable Power 1021-23
14860 NE 95th St., Redmond, Wash. 98052

Nonstandby 30-60 volt power supply*, standby amps* (12, 14, 15, 20 amp). **Staff:** Bill Kershaw, Philip Pong, Warner Krajcek, Ben Duvall, Carl Rosecrans, Bob Maes, Don Thompson.

Cable Product News 2007
Box 2772, Palm Springs, Calif. 92263

Staff: Steve Tolin, John Stone.

Cable Security Systems 4311,13
Box 2066, 621 Stage Rd., Auburn, Ala. 36830

Cable Services 1307
2113 Marydale Ave., Williamsport, Pa. 17701

Staff: John B. Roskowski, George Ferguson, Harry Wahl, John M. Roskowski.

Cable-Text Instruments 3610
4132 Billy Mitchell Rd., Addison, Tex. 75001

Cable TV Supply Co. 3101
5933 Bowcroft St., Los Angeles 90016

Cable & STV Collection Services 4100
1365 Webford, Des Plaines, Ill. 60016

Collection services. **Staff:** John Martino, Barb Graf, Reg Graf, Kathy Peterson, Mary Ann Moran, Art Hobson.

CableBus Systems 1106
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Security systems for residential and commercial use with home terminals and monitoring equipment. **Staff:** Pat Robison, Patrick Dennis, Karl Hoffman, Charles Sleeper, Dave Green.

CableData 3200
3200 Arden Way, Sacramento, Calif. 95825

Staff: B. Mathews, S. Mathews, R. Matteson, M. Rodich, J. Knapp, M. Wilderotter.

Cablefacts 4121,23,25, 4216,18,20
Box 11908, Lexington, Ky. 40578

Cablenet Development Corp. 2405
797 Glenn Ave., Wheeling, Ill. 60090

Staff: George Steiger, Milka Bubalo, Mike Kern, Doug Knopf, Harold Wright, Evell Hoskins, Jerry Sandusky, Ken Skin-

ner, Jay Bobrowich.

Cadco 3602,03
2706 National Cr., Garland, Tex. 75041

Cambrian Compsult 4102,04
249 Cedar, Sudbury, Ont. P3B 1M8

Capscan Cable 2203
Halls Mill Rd., Box 36, Adelphia, N.J. 07710

Coaxial cable, aluminum trunk and feeder. **Staff:** Virgil Faulkner, Kevin Lynch, Jay Samples.

Carlton 1031
25701 Science Park Dr., Cleveland 44122

Staff: Sam Parris, Mike Geisler, Sam Hersh, Dave Merker, Val Nowak, Vic Clark, Dale Kinney.

J.I. Case Co. 1104
700 State St., Racine, Wis. 53404

Rubber tired cable layers and trenchers. **Staff:** Marge Cheyka, Wayne Weeks, Chuck Ulmer, Roger Bullock.

Catel/Tomco Communications 3301
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

Catholic Telecommunications Network of America 4012
95 Madison Ave., Suite 804, New York 10016

Family programming*. **Staff:** Dave Justice, Mike Hurley.

Centel Supply Co. & Wilco-Centel 4211,13,15,17
770 N. Corner Blvd., Lincoln, Neb. 60505

Amplifiers, pole line hardware, pedestals, extenders and receivers. **Staff:** Gene Uezen, John Kotopka, Howard Stillinger, Randy DeMeyer, John Camp, Jeff Anderson, Jim Corry, Will Friden, Larry Hehman, Mike Cutshall, Robert Curran, Tom Kilmartin, Hugh Menking, Ken Lukasik, Bill Berry.

Centro Corp. 1511
9516 Chesapeake Dr., San Diego 92123

Century III Electronics 2202
610 Neptune Ave., Brea, Calif. 92621

Feedforward trunk*, distribution and line extender amplifiers*. **Staff:** Tim Roberti, Peter Wronski, Vic Tarbutton, Steve Brazil, Tom Muniz, Larry Fry, Merv Hussack, Ron Solomon, Bryan Rang.

Champion International 1030
One Champion Pl., Stamford, Conn. 06921

Channel Master Satellite Systems 3502
Industry Dr., Oxford, N.C. 27565

Micro-Beam, 52-channel CARS band microwave transmitting system*, 60-channel converters*. **Staff:** Marshall Turner, Randy Karr, Richard Derrenbacher, Buddy Mills, Dr. Marc Rafal.

Channell Commercial Corp. 1402

620 W. Foothill Blvd., Glendora, Calif. 91740

Staff: W.H. Channell, Bob Baxter, Steve Roby, Norm Bennett, Bob Abrahams, Gary Zuk, Bruce Rawlings, Randy Digglesmen, Mike Hummel, Bill Affolter.

Channelmatic 2310
821 Tavern Rd., Alpine, Calif. 92001

Automatic random-access VCR commercial insert and logging system for multiple satellite services*, sequential VCR commercial insert system*, routing switchers*, audio/video and pulse amplifiers*, random access videocassette changer system*, custom switching and control systems. **Staff:** Bill Killion, Dwain Keller, Vern Bertrand, Dave Mayer, Tim Lange.

Chapman Associates 4205
1835 Savoy Dr., Suite 206, Atlanta 30341

Brokerage, appraisals and financing of CATV systems. **Staff:** John Emery, Tom Linder, Bob Thorburn, Bill Whitley, Peter Stromquist, Bill Cate, Brian Cobb.

Coaxial Analysts 2303
333 Logan St., Denver 80203

Colormax Electronic 1407
180 Northfield Ave., Edison, N.J. 08837

Closed captioned systems for hearing impaired, converters, directional taps, A/B switches, grounding blocks, splitters for single and dual cable, matching transformers and associated cable accessories. **Staff:** S. Chang, K. Siegel, R. Morone, F. King, B. Davis.

Comedy Entertainment Network 1611
Suite 5104, Hyatt Merchandise Mart, Minneapolis 55110

Comedy programming. **Staff:** Ivan Bonk, Melinda Bonk, Dave Levy, Craig Kittlinger, Jill Cell.

Commco Construction 1602,03
106 W. Monseratte, Box 1480, El Campo, Tex. 77437

Turnkey cable construction, pre-build services, splicing, balancing, drop installation and fiber optic construction. **Staff:** Robert Wilkins, William Jenkins, Tom Soulsby, Dave Dillon, Jeff Kelley.

Communications Equity Associates 2311
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Staff: J. Patrick Michaels, Harold Ewen, Donald Russell, Thomas MacCrory, Jay Dugan, Ed Frazier, Mark Sena, Beverly Lofley, Beverly Harms, Brian Sweeney, Pep Shappee.

Compucon 3612
Box 401229, Dallas 75240

Radiation hazard assessment service*, complete engineering services. **Staff:** Becky Shipman, Gary Lopez, Omar Jen-

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The men and women of the Army and Air National Guard thank you for your support of our public service efforts.

So do the people in 11 U.S. towns hit by tornadoes last year. And the 6,161 residents of earthquake-shattered Coalinga, California. Not to mention the flood drenched populations of Louisiana, Missouri, Mississippi and Georgia.

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If you are attending the NCTA convention, please visit our booth and see our latest reel of public service announcements.

nings, Dave Lemon, Roger Baxter, Rick Coyne.

Computer Utilites of Ozarks 1047
Box 1062, Harrison, Ark. 72601

IBM personal computers. **Staff:** Herb Lair, Ray Ruess, Bernie Keene, Sandy Lair.

Computer Video Systems 3306
3678 West 2150 South, Salt Lake City 84120

Compuvid data display systems, public access systems, teletext decoders*, commercial inserter*, encryption/decryption device*. **Staff:** William Morton, Bruce Robertson, Ken Lawson, Randy Wegner, Larry Salchow, Bob Morgan, Ray Malheiro, Bill Robertson, Candice Ritsema.

Comsearch 3629
11503 Sunrise Valley Dr., Reston, Va. 22091

ComSonics 2305
Port Republic Rd., Harrisonburg, Va. 22801

CATV equipment repair, FCC testing, RF leakage detection equipment, spectrum analyzer with zero scan, coaxial relays, mini step attenuators, surge protection devices, technical support services and resale of refurbished equipment. **Staff:** Dennis Zimmerman, Glen Shomo, Wayne Bruffy, Alex Lushpinsky.

Comtech Data 1405
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Staff: Al Scharf, Bob Miller, Jeannine Hillier, Glenn Higgins, Pres. Windus.

Control Com 2203
650 Athena Dr., Athens, Ga. 30601

Multi-hub systems, addressable control systems utilizing computers and addressable taps. **Staff:** Dave Crawford, Jim Crocker.

Control Video Corp. 1035,36
1640 Dell Ave., Campbell, Calif. 95008

Saber—builds spot reels automatically*, multiple VTR editor with touch CRT control, sequencer with automatic satellite spot inserter. **Staff:** Mike Goddard, DeWitt Smith, Bruce Raddatz.

Craig Starview Systems 3308
Rte. 3, Box 103G, Pochontas, Ark. 72455

Crown Divisions 2403
315 Gasche St., Wooster, Ohio 44691

Cable van interior installer and maintenance van*. **Staff:** John Davin, Joe Boughner, Don Daye, Jim Scott.

Daniels & Associates 2500
2930 E. Third Ave., Denver 80206

Merger, acquisition and investment services. **Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Hugh McCulloh, Bob Holman, Gerry Zimmerman, John Muraglia, Ted Taylor, Pat O'Brien, Lana Ritzel, Jay Busch, Tim David, Bruce Dickinson, Cynthia Baker, Brian Deevy, Dayton Chapin.

Datapoint Corp. 1038,39
8410 Datapoint Dr., S-10, San Antonio, Tex. 78284

Automatic call distributor. **Staff:** Glen Bowie, Jan Stolper, Dee Persuette, Nancy Walker, Ray Owens, Buddy West, Larry Johnson, Kent Nutt.

Datum 3619
1363 S. State College Blvd., Anaheim, Calif. 92806

Defensive Security 2639,40
10959 Shady Trail, Dallas 75220

Delcom Corp. 1105
6019 S. 66th East Ave., Tulsa, Okla. 74145

Deloitte Haskins & Sells 2614,15
28 State St., Boston 02109

Financial forecasting and planning model for CATV operators, cable financing services. **Staff:** Jay LaMarche, Margaret Mulley, Mario Umana, Joseph Abely.

Delta Benco Cascade 2505
124 Belfield Rd., Rexdale, Ont. M9W 1G1

Line extenders, trunk amplifiers, apartment amplifiers, intelligent taps, cable products. **Staff:** Dennis Atha, Dave Fear, Don Stirling, Phil Allman, Ken Jones, Don Atchison, Willi Tack.

Dexcel 2413
2285 Martin Ave., Santa Clara, Calif. 95050

LNAs, LNC's LNB's home and commercial receivers plus TVRO accessories. **Staff:** Art Kawai, Fred Graham, Mimi Cook, Verney Brown, Yozo Satoda, Cliff Kelley, Linda Nelson.

Diamond Communication Products 3604
500 North Ave., Garwood, N.J. 07027

Drop installation hardware, fiberglass flush mount and above ground pedestals. **Staff:** Frank Pepe, Jim Russell, Tony DiPace, Paul Milazzo, Gene Coll, Gerry Sarp, Tony Dipple.

Digital Equipment Corp. 1204
Continental Blvd., Merrimack, N.H. 03054

Cable information management systems, IVIS—interactive video information system*. **Staff:** Bob Cohen, Dick Fall, Joan Gteeson, Lee Katz, Dick Rose.

Digital Video Systems 3507
716 Gordon Baker Rd., Willowdale, Ont. M2H 3B4

Scrambled/addressed/encrypted satellite transmission systems using multiplexed analog components*, digital time base correctors*, frame synchronizers*. **Staff:** Cameron Bates, Joe Gerkes, Lee Kocsis, Nigel Seth-Smith, Sam Lim, John Lowry, Grant Lofthouse, Keith Lucas, Bob McAll, Jack Speare, James Snelling.

Di-Tech 1010,11
48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio/video routing switchers, seven-day computer controller, commercial insertion equipment, audio/video pulse distributor amplifiers, video detectors. **Staff:** Tony Bolletino, George Petrilak, Joe Perullo.

Disney Channel 3401
4111 W. Alameda Ave., Burbank, Calif. 91505

Family pay programming service. **Staff:** Jim Jimirro, Art Reynolds, Bob Caird, Peggy Christianson, Oliver de Courson, Ron Mitziker.

Ditch Witch 2501
Box 66, Perry, Okla. 73077

Staff: Paul Rogers, Gene Goley, Steve Cockrell, Tom Ormand.

Dow Jones & Co. 3107
Box 300, Princeton, N.J. 08540

Dow Jones Cable News, and Cable Information Service. **Staff:** Richard Stickney, Doris Runyon, Frank Nini, Mary McCall, Robert Hollis.

Drop Shop 3617,18
Box 284, Roselle, N.J. 07203

Drop materials, cordless drills, apartment boxes, splitters, cable marking devices, house amplifiers, block converters, quad-shield products and tools, indoor/outdoor wire molding, grounding materials. **Staff:** David Wank, Lewis Lubell, Daniel Parsont.

Dunhill Personnel Systems 4110
6401 Carmel Rd., Suite 107, Charlotte, N.C. 28211

Professional recruiters. **Staff:** Bill Gregory, Ralph Knoerr, Mike Wein, Don Pergal, Donna Cowen, Margie Stark, Carl Gist.

Durnell Engineering 4215,17, 4319,21
Hwy. 4, South, Emmetsburg, Iowa 50536

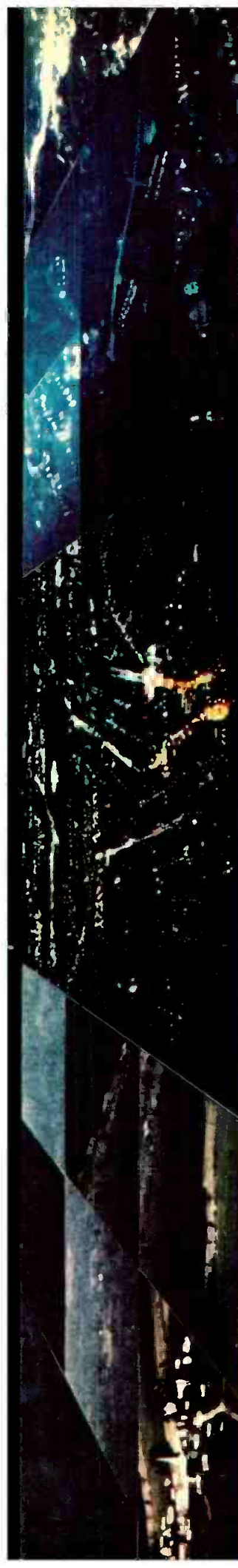
Eagle Comtronics 1304
4562 Waterhouse Rd., Clay, N.Y. 13041

Set-top converters*, modems*, super traps, decoding filters, transformers, splitters, directional taps, programable and addressable descramblers. **Staff:** Alan Devendorf, Ken Kennedy, Joe Ostuni, Chet Syp, Joe Checola, Jack Davis, Bill Lyon, Joe Mastroianni, Bob Dupre, John Tekach, Tom Quirk, Peter Swanson, Steve Julliano.

Eastern Microwave 3409
Box 4872, 3 Northern Concourse, Syracuse, N.Y. 13221

EEG Enterprises 1013
1 Rome St., Farmingdale, N.Y. 11735

Parental control devices, vertical interval digital encoding and decoding, closed captioning and text, teletext video data bridge*, VBI communications and control systems. **Staff:** Ed Murphy, Bill Posner, Mike Doller.



Airport '79 / The Concorde

Alain Delon, Robert Wagner
The Blues Brothers John Belushi,
Dan Aykroyd

The Border Jack Nicholson,
Valerie Perrine

Bustin' Loose Richard Pryor,
Cicely Tyson

Conan The Barbarian

Arnold Schwarzenegger

Continental Divide John Belushi,
Blair Brown

The Deer Hunter Robert DeNiro,
Meryl Streep, Christopher Walken

The Electric Horseman

Robert Redford, Jane Fonda

Fast Times At Ridgemont High

Jennifer Jason Leigh, Sean Penn

The Four Seasons Alan Alda,
Carol Burnett, Jack Weston

The Harlem Globetrotters On

Gilligan's Island Bob Denver,
Jim Backus, Alan Hale

The Incredible Shrinking Woman

Lily Tomlin, Charles Grodin

The Island Michael Caine

It Happened One Christmas Marlo
Thomas, Wayne Rogers, Orson Welles

Jaws II Roy Scheider, Lorraine Gary

The Jerk Steve Martin, Bernadette Peters

The Last Married Couple in America

George Segal, Natalie Wood

Madame X Tuesday Weld, Jeremy Brett

Melvin and Howard Paul LeMat,
Jason Robards, Mary Steenburgen

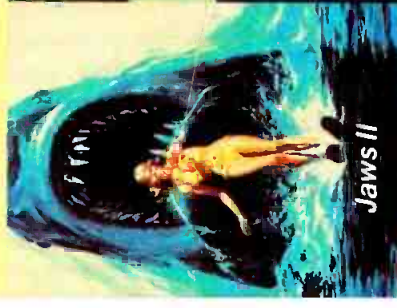
Nighthawks Sylvester Stallone, Billy
Dee Williams, Lindsay Wagner

**Sgt. Pepper's Lonely Hearts Club
Band** Peter Frampton, George
Burns, Steve Martin, Bee Gees

Smokey And The Bandit II

Burt Reynolds, Sally Field,
Jackie Gleason, Dom DeLuise

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Jaws II



The Electric Horseman



Bowtie Smokey And The Bandit II



The Jerk



The Four Seasons



Conan The Barbarian



The Border



The Deer Hunter



Nighthawks



Airport '79 / The Concorde



Bustin' Loose



The Blues Brothers

This week

June 11-14—*Telocator Network of America* mid-year meeting, including panel discussions on cellular radio and radio common carriers. Westin hotel, Seattle.

June 11-15—*American Advertising Federation* annual convention. Speakers include Vice President George Bush; Daniel Ritchie, chairman, Group W, Westinghouse Broadcasting and Cable; James C. Miller, chairman, FTC; Allen Neuharth, chairman, Gannett Co., and Ted Koppel, ABC News commentator. Hyatt Regency, Washington.

June 11-15—*American Newspaper Publishers Association* Operations Management Conference and Exposition, "Synectics '83." Las Vegas Convention Center, Las Vegas.

June 12—*Kansas Association of Broadcasters* annual convention. Lawrence Holiday Inn and Holidome, Lawrence, Kan.

June 12-15—*National Cable Television Association* annual convention. Speakers include Senator Barry

■ Indicates new or revised listing

Goldwater (R-Ariz.) and Representative Timothy Wirth (D-Colo.). Astro Hall, Houston.

June 13-14—"Home Satellite TV Conference and Exposition," sponsored by *University of Wisconsin-Extension*. Exposition will include outdoor display of satellite dishes. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512 or (608) 262-8953.

June 13-16—*ABC-TV's* Consumer Press Tour. Century Plaza, Los Angeles.

June 13-17—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

June 13-18—"Television and Society: The Effects of the Medium," workshop sponsored by *American Film Institute* in cooperation with *American University*. *Directors Guild of America, Sony Video Center and Louis B. Mayer Library*. American University, Washington. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

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

munication Union, Geneva.

June 13-July 25—*Global Village Video Study Center* in conjunction with *New School of Social Research* summer semester of video workshops. Global Village headquarters, New York. Information: (212) 966-7-

■ **June 14**—*Hollywood Radio & Television Society* luncheon. Speaker: Elton Rule, vice chairman, Inc. Beverly Wilshire hotel, Los Angeles.

June 14—*Radio Advertising Bureau* "Idearama" radio salespeople. Little America, Salt Lake City.

June 14—*Radio Advertising Bureau* "Idearama" radio salespeople. Sheraton Inn East, Buffalo, N.Y.

June 14—*Radio Advertising Bureau* "Idearama" radio salespeople. Sheraton Century City, Oklahoma City.

June 14-16—*Washington Journalism Center* conference for journalists. "The Middle East: Shifting Roles." Watergate hotel, Washington.

June 14-17—*National Broadcast Editorial Association* annual meeting. Sir Francis Drake hotel, Francisco.

June 15—Deadline for entries in *Academy of Television Arts and Sciences* prime time Emmy Awards. Information: ATAS, 4605 Lankershim Boulevard, suite North Hollywood, Calif.; (213) 506-7880.

June 15—Deadline for entries in 26th annual "Citizens Awards for documentaries, public service and public affairs, sponsored by *Information Film Producers Association*. Information: Wayne Weiss, IFPA, 750 Colorado Boulevard, Suite 6, Pasadena, Calif., 91 (213) 795-7866.

June 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Nancy Littlefield, president of 212 Studios, New York, on "New York's Latest Film and Television Complex: What Modern Technology Means to the Television Professional." Copacabana, New York.

June 15—"Information, Propaganda and U.S. Foreign Policy" conference sponsored by *Washington Institute for Social Research and Union for Democratic Communication*. National Press Club, Washington.

June 15-17—SCC 1983, first Canadian and international satellite communications conference. Co-sponsors: *Canadian Department of Communications, lesat Canada, Teleglobe Canada, University of Ottawa, Canadian Petroleum Association and Ohio Ministry of Industry and Trade*. Kent Street Hotel, Ottawa. Information: Information Gatekeeper, 167 Corey Road, Suite 111, Brookline, Mass., 02 (617) 739-2022.

June 15-17—*Television Bureau of Advertising* national sales advisory committee meeting. Montauk Yacht Club, Montauk, N.Y.

June 15-17—*Indiana Broadcasters Association* annual trip to Washington for meetings with state congressional association, FCC and National Association of Broadcasters. Ramada Renaissance hotel, Washington.

June 16—*National Academy of Television Arts and Sciences, New York chapter*, "A Night at the Four Seasons: New York Television—Our Next 10 Years." Sui hotel, New York.

June 16—Andy Awards banquet, sponsored by *Advertising Club of New York*. Roosevelt hotel, New York.

June 16—*Radio Advertising Bureau* "Idearama" radio salespeople. Marriott SE, Denver.

June 16—*Radio Advertising Bureau* "Idearama" radio salespeople. Sheraton Inn-Airport, Albany.

June 16—*Radio Advertising Bureau* "Idearama" radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.

June 16—*Federal Communications Bar Association* luncheon. Speaker: MCI Chairman William McGowan. Touchdown Club, Washington.

■ **June 16**—*Public Relations Society of America*

Major Meetings

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: June 3-6, 1984, Las Vegas; June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, 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—*Public Broadcasting Service and National Association of Public Television Stations'* annual meetings. Hyatt Regency, Arlington, Va.

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. 11-12—*National Cable Television Association's* National Cable Programming Conference. Beverly Hilton, Los Angeles.

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

Jan. 28-31, 1984—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

■ **Feb. 9-14, 1984**—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

April 8-12, 1984—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

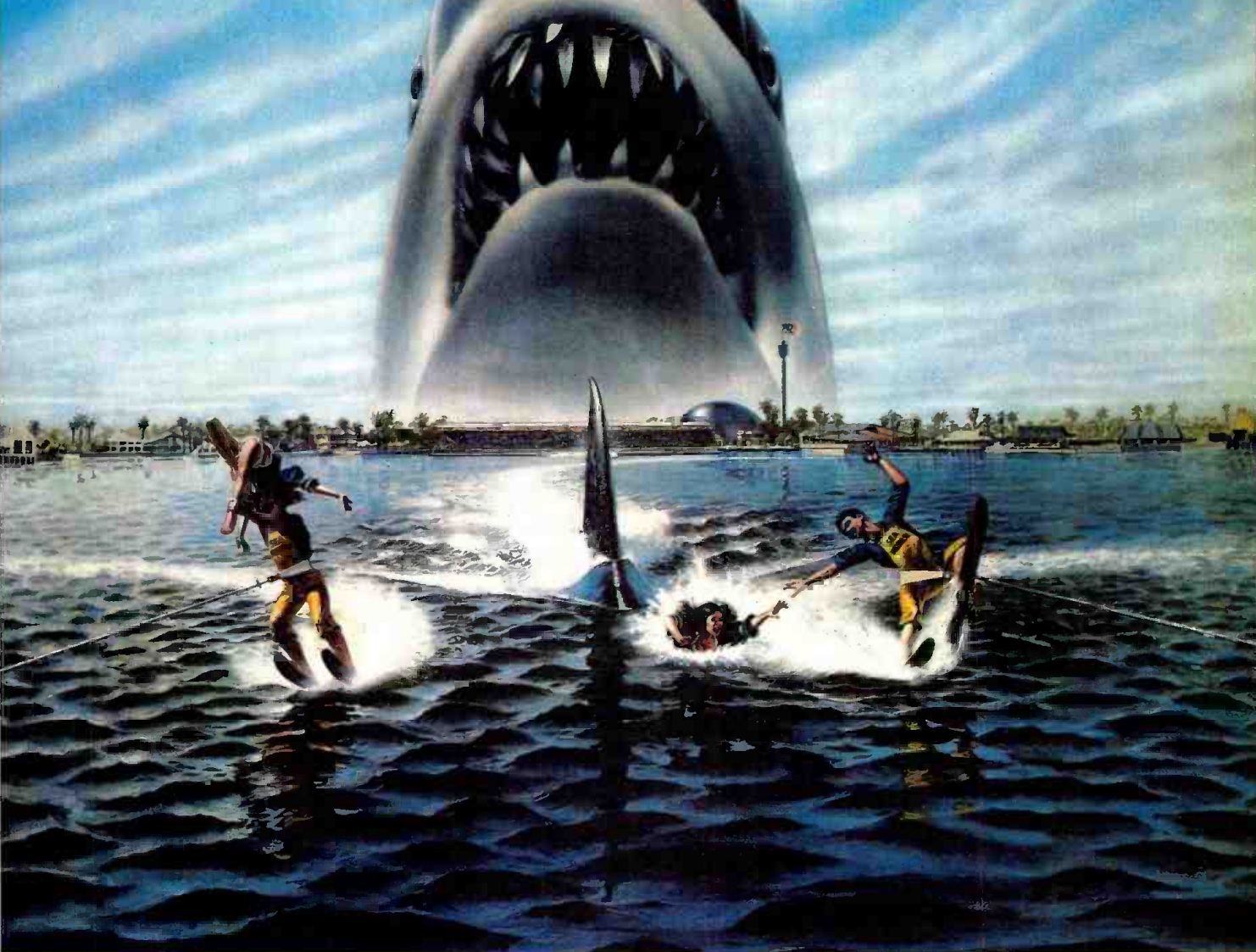
April 27-May 3, 1984—*MIP-TV* international TV program market. Palais des Festivals. Cannes, France.

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.

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

March 7-10, 1984—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

JUST WHEN YOUR COMPETITION THOUGHT IT WAS SAFE TO GO INTO THE JULY SWEEP...



Jaws 3-D, which may very well be the biggest *Jaws* movie ever, is opening this summer in more than 1,000 theatres across the U.S.—and you can be a part of the action!

Between July 16 and July 22 your station can telecast, on an advertiser-supported basis, an extraordinary hour-long special about *Jaws 3-D* and the terrifying and fascinating world of sharks.

It's called *Jaws 3-D: Sharks Don't Die*, starring Academy Award-winner Lou Gossett, Jr., and it features some of the most spectacular underwater footage of these giant predators ever filmed.

Last year, another major MCA TV special, *The Best Little Special in Texas*, scored the highest ratings of any special

shown during the entire summer. We fully expect *Jaws 3-D: Sharks Don't Die* to be even bigger!

But don't wait! You must program *Jaws 3-D: Sharks Don't Die* in a prime or major time period between July 16 and July 22 to take advantage of a three-page, full-color advertisement in the July 16 issue of TV Guide. A second run is to be programmed in any day part within the next three weeks.

Everything about this fantastic special is geared to success: Lou Gossett, Jr., the *Jaws* phenomenon, spectacular underwater footage and a multi-million dollar advertising campaign! All working to make this July sweep the biggest bite you've ever taken out of your competition. Hurry! The shark warnings are out!

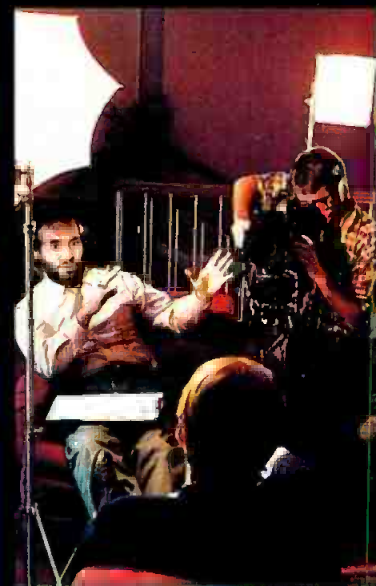
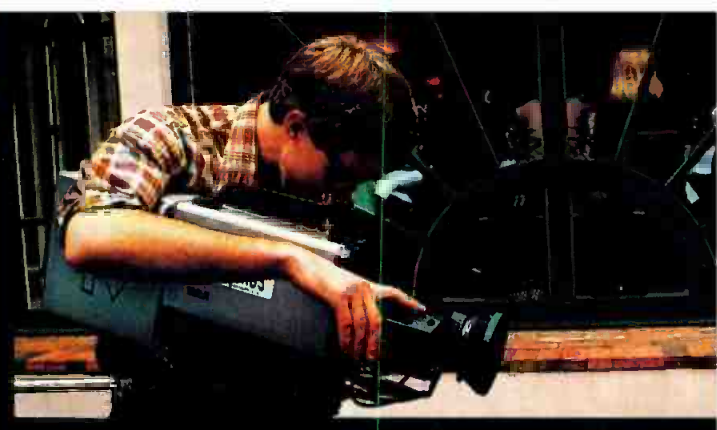
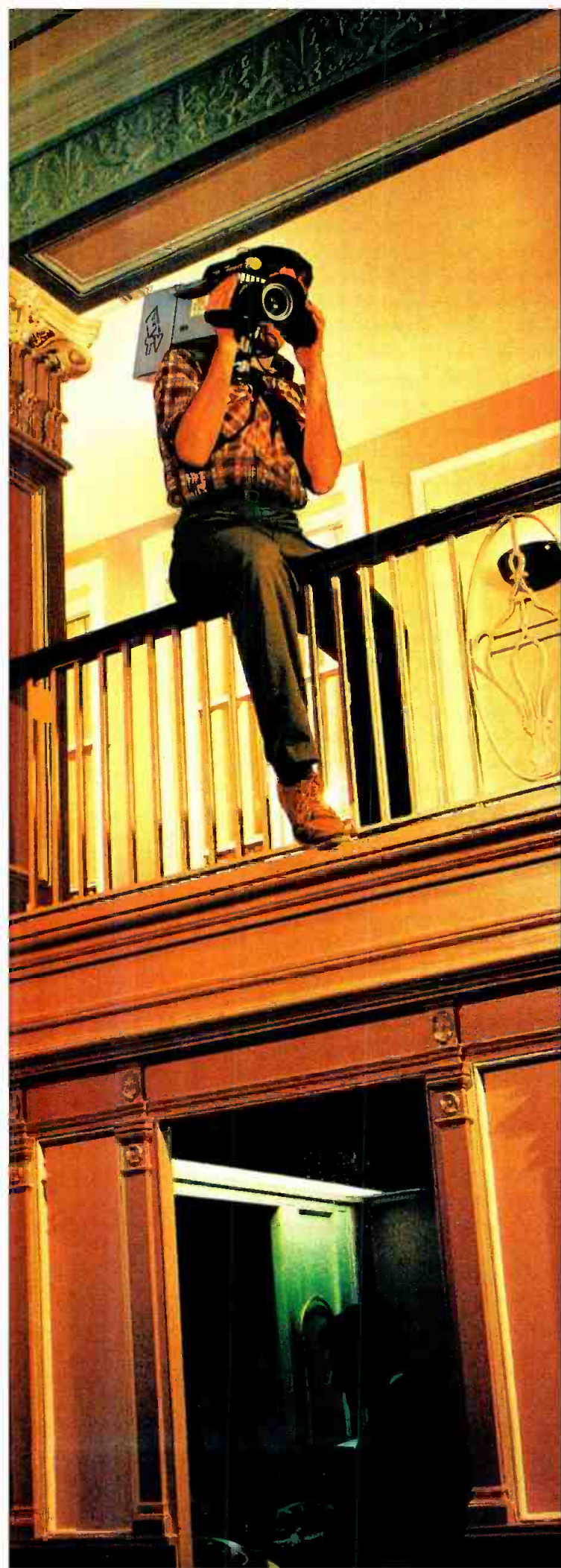


MCA TV

For more information, call (212) 605-2751, today!

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HAWKEYE

ONE-MAN GANG SHOOTS 25 SET-UPS IN 12 HOURS



Mississippi ETV has a one-man equipment gang on the road shooting and recording their new documentary series "Mississippi Roads". They're able to do it because of the versatility of HAWKEYE!

In a recent production covering the restoration of the Natchez Eola Hotel, the HAWKEYE recording camera and that one-man equipment gang were able to cover 25 different set-ups in 12 hours under a producer's direction.

"HAWKEYE gets into tough-to-shoot places," reports Larry Holden, director of production for Mississippi ETV. "It speeds our coverage and its small size puts on-camera individuals at ease. It gives us high quality productions in a cost-effective way."

"Outstanding . . . Impressive"

"The camera video quality is outstanding and recorder performance is impressive. We've been putting HAWKEYE through a tough grind for nearly a year now and we haven't had any major problems."

Segments for "Mississippi Roads" are shot with the recording camera . . . a HAWKEYE studio recorder is used with existing 1" VTRs for multiple generation editing.

HAWKEYE is versatile. It can be easily integrated into your present equipment complement. Ask your RCA Representative for the HAWKEYE facts—camera, recorder, recording camera, or complete systems. Have HAWKEYE Your Way. RCA, Bldg. 2-2, Camden, NJ 08102.

Illustrations show HAWKEYE in a variety of locations and configurations at the Natchez Eola Hotel.

RCA

National Capital Chapter, meeting. Speaker: Walter Wurfel, vice president-corporate communications, Gannett Co. Army-Navy Club, Washington.

June 16-17—Broadcast Financial Management Association/Broadcast Credit Association board of directors meeting. Grand Hyatt hotel, New York.

June 16-18—Maryland/D.C./Delaware Broadcasters' Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 16-18—Iowa Association of Broadcasters convention. Clear Lake. Mason City, Iowa.

June 16-18—Montana Broadcasters Association annual convention and awards banquet. Fairmont Hot Springs, Gregson, Mont.

June 17—"Careers in the New Media" symposium, sponsored by The New School for Social Research. New School campus, New York.

June 17-18—Women in Cable, Rocky Mountain chapter, personal computer seminar. University of Denver campus, Denver.

June 17-19—New Hampshire Association of Broadcasters and Vermont Association of Broadcasters joint annual convention. Woodstock Inn, Woodstock, Vermont.

June 17-20—NBC-TV's Consumer Press Tour. Century Plaza hotel, Los Angeles.

June 17-21—Georgia Association of Broadcasters annual convention. Ironworks Convention Center, Columbus, Ga.

June 17-July 22—"Television Criticism Workshop" sponsored by American Film Institute in cooperation with American University, Directors Guild of America, Sony Video Center and Louis B. Mayer Library, AFI campus, Los Angeles. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

June 18—Cleveland chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Stouffer's Inn on the Square, Cleveland.

June 18—Columbus/Dayton/Cincinnati chapter of National Academy of Television Arts and Sciences

Emmy awards banquet. Xavier University, Cincinnati.

June 19-23—International Conference on Communications, sponsored by Institute of Electronics Engineers and Communications Society Conference Board. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel, Boston.

Also in June

■ **June 20**—Southern California Cable Association meeting. Speaker: Mel Harris, president, Paramount Video. Proud Bird restaurant, Los Angeles.

■ **June 20**—Women in Cable, Rocky Mountain chapter, luncheon. Speaker: Barbara Feldon, former star of television series, *Get Smart*, and currently host of program on Hears/ABC cable channel, Daytime. Marriott hotel, Denver.

June 21—Women in Cable second annual "Cable Day," during Television Critics Association's summer consumer press tour. Beverly Hilton hotel, Los Angeles.

June 21—Women in Cable, New York chapter, meeting. Doral Inn, New York.

June 21-23—Institute for Graphic Communication engineering "workstations." Andover Inn, Andover, Mass. Information: (617) 267-9425.

June 22—Women in Cable, New York chapter, five-part course, "Basics of Cable Television," in conjunction with School of Visual Arts, New York. Information: (212) 679-7350.

June 22—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: John Jay Iselin, president, WNET(TV) New York. Copacabana, New York.

■ **June 23**—American Women in Radio & Television, Washington chapter, annual "Pass-the-Gavel" dinner. National Lawyer's Club, Washington.

June 23-26—Public Broadcasting Service and National Association of Public Television Stations' annual meetings. Hyatt Regency, Arlington, Va.

ASSET APPRAISAL



If you're involved in the acquisition of a cable system, you know the importance of recapitalizing assets. And in a business where the values of intangible assets so often outweigh the tangibles, you need an appraisal firm that knows both areas.

At Frazier, Gross & Kadlec, we've spent 35 years in financial and management consulting to the broadcast and cable industries. Our engineers and

economists have a firm grasp of the concepts of valuing both the tangible and intangible assets—a grasp that ensures your cable system is appraised at its full value.

To find out more about cable asset appraisal, call or write: Jim Bond, Vice President, Frazier, Gross & Kadlec, Inc., 4801 Massachusetts Ave., N.W., Washington, DC 20016, (202) 966-2280.

**FRAZIER,
GROSS & KADLEC**

Broadcast and Cable Management Consultants

June 23-26—Virginia Association of Broadcasters' annual summer convention. Cavalier, Virginia Beach.

June 23-26—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Speakers include Steve Sohmer, senior vice president, NBC-TV, Jack Trout, president of Trout & Reis Advertising, and Peggy Charren, president, Action for Children's Television. Fairmont hotel, New Orleans.

June 23-26—Investigative Reporters and Editors' national conference. Downtown Sheraton, St. Louis.

June 24—Conference on refranchising cable system upgrading systems and renegotiating cable franchise agreements, co-sponsored by BPS Associates, telecommunications consulting firm, and Communications Media Center of New York Law School. New York Law School campus, New York. Information: (212) 962-2053.

June 24-26—"Economics and the News" conference sponsored by Foundation for American Communications and Gannett Foundation. Arrowwood, F. Brook, N.Y. Information: 1627 K Street, N.W., Washington, 20006; (202) 659-0668.

June 25—National Academy of Television Arts and Sciences, Washington chapter, meeting celebrating chapter's silver anniversary. Wax Museum, Washington.

■ **June 26-27**—Fundraising event, including 10-kilometer run, Charlie Daniels Band concert and golf tournament, for benefit of Vincent T. Lombardi Cancer Research Center of Georgetown University Hospital in Washington, sponsored by Group W Satellite Communications. Warner Theater, Washington and Indian Springs Country Club, Silver Spring, Md.

June 26-29—Florida Association of Broadcasters' annual convention. Boca Raton hotel and club, Boca Raton, Fla.

■ **June 27**—"Midwest Regional Hispanics in Telecommunications Symposium," sponsored by National Association of Broadcasters' department of minor and special services. Ferguson Theater, Columbia College of Chicago, Chicago.

June 27-29—Videotex '83 Conference and Exhibit sponsored by London Online Inc. New York Hilton, New York.

June 28-30—Jerrold division of General Instrument Corp. technical seminar. Hillside Holiday Inn, Hillside, Ill.

Errata

Minimum-separations chart accompanying article on FCC's decision making more FM stations available (BROADCASTING, May 30) was mislabeled in part. Column marked second adjacent channel should have been labeled 2nd and 3rd adjacent channels. Column marked 3rd adjacent channel should have been labeled, "intermediate frequencies at 10.6/10.8 mhz."

□

WDBB-TV Louisville, Ky., is owned by Cowles Media Co., Minneapolis, not Elmer Jaspun, as reported in May 23 BROADCASTING. Jaspun is former owner and president of station.

□

Jerome Dominus, vice president for sales, CBS-TV, predicted network TV business would be up 15% overall in 1983-84, not 25%, as reported in May 30 BROADCASTING.

□

Capsule report on Detroit results in May sweeps in May 30 issue was in error. Rating and share for WJBK-TV from 5:30-6:30 p.m. should have been 3.4/8.

Stay Tuned

A professional's guide to the intermedia week (June 13-19)

Network television □ PBS: (check local times) *For Colored Girls Who Have Considered Suicide/When the Rainbow is Enuf* (play adaptation of Broadway hit) [N. Shange], Tuesday, 9-10:30 p.m.; *The World of James Joyce*, Wednesday, 8-9:30 p.m.; *The Taj Mahal*, Wednesday, 9:30-10 p.m.; *East 103rd Street* (documentary on a family's heroin addiction), Wednesday, 10-11 p.m.; CBS: *The Body Human* (medical information special), Monday, 8-9 p.m.; NBC: *The News is the News** (satire series), Wednesday, 10-10:30 p.m.; *Gilda Live* (film of Ms. Radner's 1979 Broadway show), Saturday, 11:40 p.m.-1:30 a.m.; ABC: *Barbara Walters with Stewart, Hartley and Travanti*, Tuesday, 10-11 p.m.

Radio □ (check local times) CBS Radio: *Growing Up in America* (16-part series of young people's views on their world), Saturday and Sunday.

Cable □ Arts: *Oscar Remembered* (play about Oscar Wilde) [M. Mazumdar], Tuesday, 10-11:30 p.m.; *Manon* (ballet), Sunday, 9-11:30 p.m.; Bravo: *Otello* (opera) [W. Shakespeare], Monday, 8-10:30 p.m.; HBO: *When the Music's Over* (music special/retrospective), Tuesday, 8-9 p.m.; *Buddy Hackett: Live & Uncensored*, Saturday, 9-10 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *British Television: As They Like It*, varied exhibits of more than 40 British programs, now-July 9.

*indicates a premiere episode

Open Mike

Other side

EDITOR: Bravo to you for publishing Paul Friend's fiery critique of S. 66, the cable deregulation bill in the May 30 "Monday Memo."

Whether or not one agrees with Mr. Friend's point of view, it is extremely refreshing to discover in BROADCASTING the first nonindustry-oriented discussion of legislation in my memory.—Robert Jacobson, consultant, *Assembly Utilities and Commerce Committee, California Legislature, Sacramento*.

Children's shows

EDITOR: Your May 9 editorial, "How About a Final Curtain?", makes several disturbing statements about Action for Children's Television and its efforts to change commercial children's television. The labeling of these efforts as "children's hour at the FCC" is dangerously insulting and completely ignores the fact that children are people—very young and impressionable people—and that the influence of television on this special segment of the viewing population is a serious matter that affects all of us.

If ACT wants to "make the commercial television system perform a function that is inherently unnatural" it is because children viewers are so vulnerable to the skillfully sophisticated adult techniques of influence which have become that system's natural function.

The large groups of people represented by ACT and Peggy Charren believe that it is the responsibility of all adults (the FCC and the

National Association of Broadcasters included) to insist that commercial children's television provide "entertainment, information and news" which is as balanced and healthy as possible.—Odessa Komer, vice president, *International Union—United Auto Workers, Detroit*.

Radio researcher

Four years ago I researched a radio documentary called *Searching the Ether* which traced the history of independent broadcasting in the United Kingdom. The story goes back to 1921 and during the '30's—as commercial radio wasn't allowed in the UK itself—many operators beamed programs from the continent. I spent some time digging into private collections trying to find audible tapes. Many of the programs originally cut on disk were destroyed when the Nazis occupied France (and almost everywhere else) in 1940. I do have a couple of hours of programs, commercials and interviews taken from commercial radio of the time. Any program director who would like to use any of this material may get in touch with me at Wiltshire Radio. I might add that my material was used on the BBC's *Story of Pop Radio* series last year.

I am shortly embarking on a mini-series on the influence of music via American radio and would be grateful for any assistance radio or TV personnel could give me. I hasten to add that I have a number of American airchecks but am always on the lookout for more, or publicity material, or anything.—Alan Thompson, *Wiltshire Radio, Lime Kiln Studios, Wootton Bassett, Swindon, Wiltshire SN4 7EX, England*.

June 29—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting, Copacabana, New York.

June 29—"Two Degrees Spacing: Issues and Implications," seminar sponsored by *Public Service Satellite Consortium*, Marriott hotel, Washington. Information: (202) 331-1960.

June 30—Advertising Club of Greater Boston luncheon. Speaker: ABC News *Nightline* anchor Ted Koppel. Long Wharf Marriott hotel.

July

July 6—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jonathan Hayes, president, Group W Satellite Communications, Copacabana, New York.

July 6-8—Association of Catholic Television and Radio Syndicators annual meeting, Vallombrosa Center, Menlo Park, Calif.

■ **July 7-10**—National Federation of Community Broadcasters annual convention, University of California-Santa Cruz, Santa Cruz, Calif. Information: (202) 797-8911.

■ **July 8-12**—27th annual *Television Programming Conference*. Speakers include Paul Harvey, news commentator; Robert Wussler, executive vice president, Turner Broadcasting System, and Jay Finkelman, station manager, KTVU(TV) San Francisco. Red Carpet hotel, Milwaukee. Information: Warren Jones Jr., Secretary, TVPC, Air University-DeVosia, building 1402, Maxwell Air Force Base, Ala., 36112.

July 10-12—"Advances in High Definition Television," sponsored by *Institute for Graphic Communication*, Holiday Inn, Monterey Bay, Calif. Information: (617) 267-9425.

July 10-13—New York State Broadcasters executive conference, Grossingers Convention Center, Grossingers, N.Y.

■ **July 10-22**—Missouri Broadcasters Association's 12th annual "minority broadcast workshop," School of Journalism, University of Missouri-Columbia, Columbia, Mo.

July 11-29—Media Institute for Minorities in cooperation with *National Association of Broadcasters'* second annual mid-summer "Institute in Broadcast Management" for ethnic minorities in broadcasting, University of Southern California, Los Angeles. Information: (213) 743-5573.

July 12—"Telemarketing workshop" for broadcasting, advertising and newspaper customers of *New York Telephone*, 1095 Avenue of the Americas, New York. Information: Bernard Cohen, (212) 395-8072.

July 13—National Academy of Television Arts and Sciences, New York chapter, newsmaker luncheon. Speaker: Robert Fountain, executive vice president, United States Satellite Broadcasting Co. Copacabana, New York.

July 13-15—Arbitron Television Advisory Council meeting, Quail Lodge, Carmel, Calif.

July 13-17—Colorado Broadcasters Association summer convention, Wildwood Inn, Snowmass Village, Colo.

July 15—Deadline for nominations for historic site designation for 1984, 75th anniversary year of *Society of Professional Journalists, Sigma Delta Chi*. Nominations to include individual or organization nominated, site recommended for marking and reason for designation based on historical facts. Information: SDX, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

July 15-17—Oklahoma Broadcasters Association annual summer meeting, Shangri La, Afton, Okla.

July 15-16—Joint meeting of *North Carolina Cable Television Association and South Carolina Cable Television Association*, Hyatt hotel, Hilton Head, S.C.

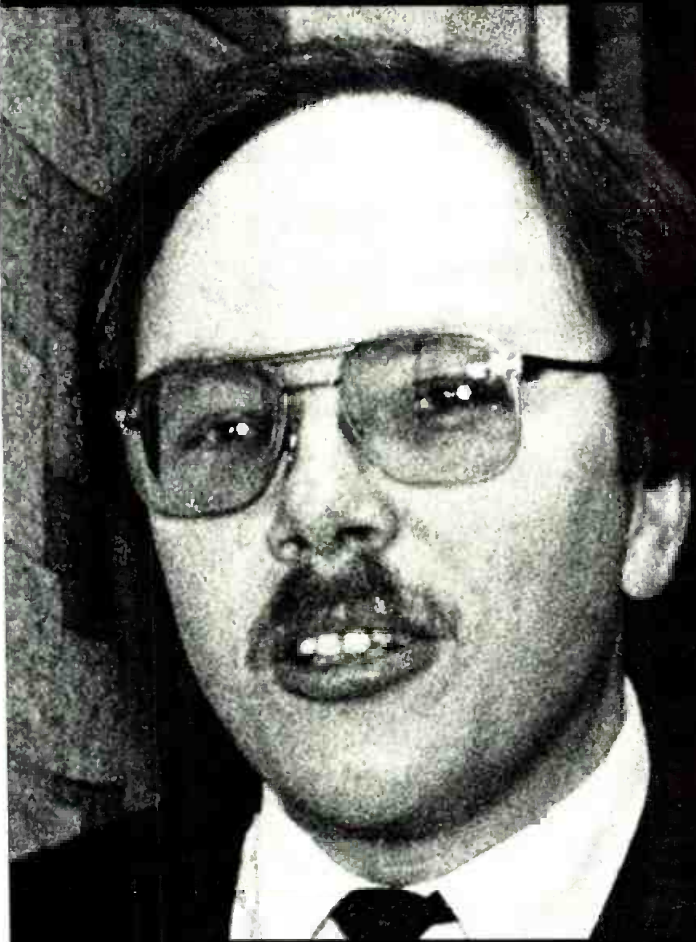
July 15-16—*Women in Cable, Rocky Mountain chapter*, personal computer seminar, University of Denver campus, Denver.

July 16-18—Louisiana Association of Broadcasters radio-television management session, Sheraton-Acadiana hotel, Lafayette, La.

July 17-20—New York State Broadcasters Association executive conference, Grossingers Convention Center, Grossingers, N.Y.

HIS ON-THE-SCENE
COVERAGE OF THE
SHATTERING
BEIRUT MASSACRE
EARNED HIM THE
OVERSEAS PRESS CLUB
AWARD FOR "BEST
RADIO SPOT NEWS
REPORTING
FROM ABROAD"





HE'S WALTER WISNIEWSKI.
HE'S UPI RADIO NETWORK.



FOR A CASSETTE TAPE OF UPI'S AWARD WINNING REPORTS.



KOPLOVITZ



"When the look is the primary concern, we will always go to film."

Kay Koplovitz is President and Chief Executive Officer of the USA Cable Network. She is responsible for the production and distribution of programming for the nationwide cable television network. Ms. Koplovitz is the first woman in the country to head a TV network.

"Satellite communications, my first love, was introduced by our industry on September 30, 1975, the date of the first domestic use of satellites. It was 'The Thrilla in Manila,' if you remember that fight. I coordinated the media portion for Home Box Office. It started the whole explosion of satellite delivery for the cable industry—hence today's cable TV networks. In 1977, there was only one network being distributed by satellite. Today, there are over 50 networks reaching 27 million homes. By the end of this decade, we hope to exceed the 50-million-home mark.

"Sports programming will always be an important part of television, whether cable or network. TV can, first of all, bring you facial expressions better than you can get from a seat in the stadium. And TV gives you the instant replay—three different angles on the same play. Television

does that better than anything else. That's why I think sports is always going to be a prime product for television.

"USA Cable has a number of TV series that are produced on film for us, in addition to our movie specials, of course. These now include *Ovation*, which involves the performing arts; our children's series, *Calliope* (which has won several awards); our *Time-Out Theater* sports program; and *Night Flight*, a late-night music series. Probably 25% of our programming is produced on film.

"There are qualities one expects from film that tape cannot deliver. Film has the quality look—which has a lot to do with shading, color, and depth. Take the *Brideshead Revisited* series we're running. It has the most magnificent production values that you just can't get on tape, qualities that are captured best on film. When the look is the primary concern, we will always go to film.

"Without question, film is going to continue to be a major element on cable in the future. I think movies will always be on cable, for the production values film delivers. Regardless of what other kinds of program formats you try, the way a film or movie is put together and shot

(whether the audience realizes it's seeing *film* or not) makes it an enjoyable experience. We will also continue to shoot special segments, close-up personality segments, on film.

"The creative opportunities in cable today are endless. There's a continuous stream of projects and opportunities, basic cable and pay cable, syndication and disc, foreign and in-flight and so on. Writers and producers have never had so many windows before. What I've done, what I want to continue to do, is help open those windows!"

If you would like to receive our bimonthly publication about filmmakers, KODAK Professional Forum, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, NY 14650.

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

A cable television commentary by Richard B. Holcomb, American Television & Communications Corp., Denver.

Community involvement is key to cable success

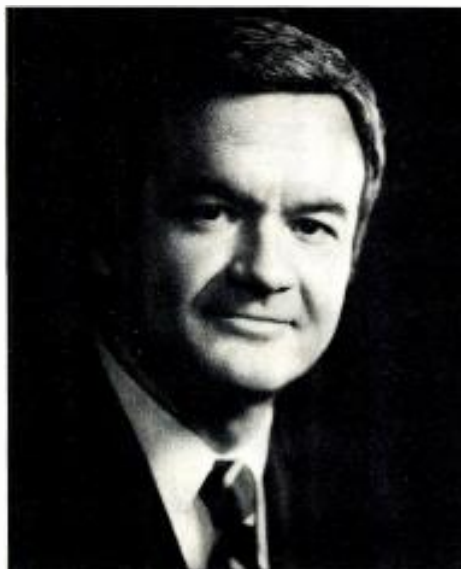
Research to be released during this week's National Cable Television Association convention confirms a growing suspicion about the cable marketplace. Many of the more than 60% of American people who do not subscribe to cable do not buy the notion that "more television is better television." Indeed, a broad cross section of the non-viewers of cable perceive major gaps between what they say cable ought to be—high quality, informative, intellectually stimulating—and their attitude toward television in general and cable in particular.

As a former manager of public television stations, I can testify that there is much slippage between the consumer's perceived preferences in television and what most Americans actually watch. But from the cable operator's perspective, it would be foolhardy to ignore the growing evidence that our business is positioned far too narrowly in the marketplace—both in terms of program services and the unique capabilities of cable technology.

The point here is not to criticize marketing techniques that attract thousands of new viewers to cable each day. Instead, I would argue that the cable industry must advance on two parallel fronts if we are to achieve our long-range goal of making cable a positive presence in a substantial majority of American homes.

On the marketing front, the cable industry's leadership appears ready and eager to learn from other industries how to get involved in market segmentation. Our definition of marketing must be stretched to embrace themes and techniques that link cable with the needs and interests of the individual consumer. Far too few Americans, including many who are cable subscribers, understand that cable already offers channels that specialize in cultural programming, programming for children, health and self-help programs, family programming and other services aimed at relatively small but highly motivated audiences. Most Americans badly underestimate what cable already offers. I believe cable can and will achieve a broader, more positive corporate identity in the telecommunications marketplace.

What is somewhat less certain is our industry's ability to recognize and act on another set of realities. These realities will affect not only our success, in expanding our audience but also our fundamental ability to stay in business. Cable is basically a local business. Until very recently, however, the local system was an unknown quantity in the community. Few system managers had training or experience in public or community relations, and community involvement was



Richard B. Holcomb is vice president-public affairs for American Television & Communications Corp., Denver. He chairs the company's public policy committee and coordinates corporate and field public affairs programs. A former general manager of KRMA-TV Denver and WETV-TV and WABE-FM Atlanta, he also served as director of public affairs for the Corporation for Public Broadcasting in Washington.

not a priority for most systems. In today's environment, cable operators spend a steadily increasing share of their time representing their system before a variety of publics—franchise authorities, the news media, educational institutions, business and civic leaders and many other interest groups. And their systems increasingly are called upon to support—through programming, staff involvement and direct contributions—a number of community causes. The manner in which our industry responds to these new realities will say much about our long-term viability.

Perhaps the need for a strong community identity would seem obvious when we are talking about an industry that offers a discretionary product, is competing with a rapidly growing set of alternatives for the entertainment/information dollar, and gives its customers a chance to "vote no" every month. However, a real commitment to communities demands that most cable systems managers and their corporate bosses be taught a whole set of new skills and invest substantial time and money in activities without an immediate financial payoff. Cable's assets as a medium for community communication make this new role manageable, in terms of both time and dollars, without distorting our basic business priorities.

Consider a few possibilities. Cable com-

panies that invest heavily in community programming—which yields no revenue—do not do so because of franchise commitment. Instead, we see this resource as an integral part of long-range marketing/refranchising strategy. We have trained our people well, backed them up with good equipment and studios, and made "community involvement" their principal assignment. In the future, we must become even more strategic in the use of programming resources, finding ways to involve cable systems with important local activities designed to improve the performance of our society's basic institutions.

This summer, for example, representatives of two major cable companies will conduct a workshop at the National Women Political Caucus convention on how cable can be used by candidates for office. There are many forums—national and particularly local—where we can educate community leaders about ways to use cable. Looking back in 1984, our industry can provide important programming and other support for the National Mock Student Election, which is designed to help millions of students and their parents learn more about the political process, as well as the candidates and issues, in conjunction with local school systems.

Looking at another of cable's capabilities, ATC has learned that conducting pilot projects in data transmission—with schools, universities, libraries, health care institutions—can address legitimate needs and provide an important experience base for future design of our systems.

There are other, more fundamental ways to build community identity. Consistent individual involvement in the life of the community by system management and rank-and-file employees delivers a quiet but important message that the cable system is more than just entertainment.

At ATC our involvement in these kinds of activities has made several things clear: (1) Community involvement, if consistently and properly positioned, can do much to enhance the identity of the system itself in the eyes of present and potential subscribers. (2) Projects that directly address real community needs can be carried out at a reasonable cost, gaining favorable attention for the system, even from previous critics. (3) This kind of involvement yields tremendous side benefits in terms of employee morale and commitment.

To be successful in the long term, a cable industry commitment to build a strong national identity requires a parallel commitment to build a positive community identity for our individual cable systems. The potential benefits of this two-fold strategy are clear; the alternative is to jeopardize cable's very real potential to become an integral part of the lives of most Americans.

LORIMAR

71

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"WE'RE GOING TO SOCK IT TO THEM THIS SEPTEMBER, DICK!"

"I'LL DRINK TO THAT!"

"ONE RINGY-DINGY!"



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QUEST FOR GOLD '84—50 thrill-packed sports vignettes featuring many of America's record-breaking Olympic hopefuls in action!

The format is simple: a 5-second opening and local billboard, followed by 25 seconds of superbly-produced, *all-new, pre-Olympic sports footage*, capped by a 30-second commercial spot



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QUEST FOR GOLD '84 is available for 10 runs, beginning *now* and continuing through August 1984 when viewer interest in America's *first* Olympic games in 50 years will be at its height! It's a great way to tie your regular sports avails to the most exciting sports event of the year!

QUEST FOR GOLD '84

For the availability and price in your market, call (212) 605-2751.

MCA TV

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The only pre-Olympic sports minutes with ALL NEW FOOTAGE!
All 50 vignettes ready for telecasting now!

Broadcasting Jun 13

Vol. 104 □ No. 24

TOP OF THE WEEK

Cable comes down to earth from the blue sky

As the industry heads to Houston for the NCTA convention, it finds itself better than its bad years, not as good as its boom years; the mood, in a word, is realistic

"We are not pessimistic, we are not optimistic," says William Strange, vice president of Ammons Communications. "We are realistic." Strange was speaking for his own company, the 13th largest cable MSO, but he could have been speaking for the entire cable industry as it prepared to gather in Houston this week for the 32d annual convention of the National Cable Television Association.

As the frantic franchising and system acquisition of the past five years wind down, the industry's unabashed optimism is giving way to a new kind of realism. Cable operators are no longer talking "blue sky," but are searching for practical ways of turning costly new cable systems in untried markets into profitable businesses.

The traditional cable business—relatively small-capacity systems in small towns and suburbs—is still a good one. What concerns most big cable operators is the new large capacity systems in major television markets. To win the franchises to build such systems, cable operators (perhaps overly optimistic) promised all sorts of extras, most of which will never produce a nickel's worth of revenue and some of which will be a continual drain. Faced with the new economics of these systems, the cable industry is returning to the basics of any business—management, financing and marketing. "I really think the cable business is viable in the major market," says William Bresnan, chairman and chief executive officer, Group W Cable. "It's simply a question of being sensible and providing the services people want and are willing to pay for."

Storer Cable is typical of many large ISO's. After acquiring a number of large franchises and the tremendous financial commitment each represents, says Storer Cable President Ken Bagwell, Storer is shifting gears—from the "franchising mode to the operating mode." Taking advantage of today's relatively cheap cost of money, he says, Storer has restructured its financing and is now prepared "to make a good long run at what we still think is a very good business."

There is no denying that as the cable industry moves into the urban market, it is moving into uncharted waters. But as John Saeman, vice chairman and chief executive officer, Daniels & Associates, points out, the

industry has grown by moving into unknown and increasingly more difficult markets. And each time cable has entered a market, there have been skeptics, he said, and each time cable has prospered and silenced the skeptics. "A lot of people thought Chuck Dolan [chairman of Cablevision Systems Development Co.] was nuts when he built his system on Long Island," he said, "but there is nobody laughing today except Chuck and his partners."

Saeman believes cable will succeed in the

a lot between today and the point where we can sit there and laugh at our success."

To prove that cable's problems in the big cities are transitory, Saeman points to Wall Street and the money lenders, which, he says, are currently bullish on cable. "The investment community feels good about cable today," he says. Cable stocks are up, investment bankers are eager to finance the systems and individual investors are willing to band together in partnership to provide equity for the systems, he says. There will always be risks in cable that cause "the weak of heart" to place their money elsewhere, he says, but at this point most investors "are not walking away from cable."

Robert Rosencrans, president of Rogers UA Cablesystems Inc., says that cable operators have been taking advantage of the lenders' enthusiasm, locking up long-term financing at relatively low fixed rates.

An important element in sustaining the enthusiasm for cable in the money markets, Saeman says, is passage of the deregulation bill (S. 66), which is scheduled to go to the Senate floor for debate and a vote Tuesday (June 14). By defining the limits of local regulation of cable and by giving existing operators the expectation of having their franchises renewed, he says, the passage of the bill would bring an additional degree of "stability" to cable. "It would have a very positive effect on the economic viability of the cable industry," he says.

The big city systems are proving difficult businesses not only because they cost so much to build (the result of underground construction and all those extras), but also because city dwellers are proving unusually resistant to cable's door-to-door salesmen. According to Strange, urban cable operators are achieving penetration levels of between 28% and 48%, with most at the lower end of that range. Cable operators have traditionally been able to garner around 55% of homes passed. Strange attributes the poor penetration to competition from broadcasters. City viewers often can receive six channels or more off the air, he says. "Some stations run movies all night long. They're not the latest, but they're pretty damn good." And as every cable operator knows, if the consumer can't be sold the basic service, he can't be sold the two or three pay services, upon which the success of many big city systems are ultimately based.

To overcome consumer resistance and boost basic and pay sales, cable operators are moving quickly to become effective marketers. The sheer number of services that



NCTA President Wheeler:

"This is a maturing convention. This is a convention that says: 'We are there, and this is what we do about it.'"

From this issue's "At Large" interview with Tom Wheeler and Jim Mooney, beginning on page 51.

big cities, just as it has in the small towns and distant suburbs. "The key is patience," he said. Cable operators and their financial backers must be patient while cable operators figure out how to make the big city systems go. Based on his 18 years in the business, Saeman fully expects operators to figure it out, but only after much hard work and experimentation. "We will have learned

cable operators have to offer is forcing them to become a little more sophisticated in how they approach their customers. Says Ed Allen, president, Western Communications, "You just can't go knocking on everybody's door any more." To acquire the skills, operators are bringing accomplished marketers from other industries and some of their proved techniques to cable. At the request of the National Cable Television Association, Opinion Research Corp. did a "market segmentation analysis," a technique used widely in the packaged goods industry, on cable. After surveying 4,200 consumers, ORC divided consumers into five groups based on their attitudes toward television, identified what each group wanted from cable and determined what sales messages would be effective in approaching each group. (The study will be discussed at one of the NCTA convention's general sessions.)

At the same time cable operators begin to apply such marketing tools as "market segmentation analysis" in their individual franchises, many are going to work to improve the industry's image, which many cable operators believe is neither good nor an accurate reflection of the industry.

According to Amos Hostetter, president, Continental Cablevision, part of the problem is a result of cable operators' having to deal with local governments to win franchises. "People are skeptical about local politics and how these decisions get made," he said, "and that translates into the impression that cable operators are slick-talking carpetbaggers." The impression could not be further from the truth, according to Hostetter. "I think there has been far less hanky panky than the man on the street would tell you," he says. After being involved in some 300 franchising processes, he says he can "count on one hand" those he is suspicious about. "It's the exception, not the rule, that someone is on the make." The only way cable operators can overcome the misimpression is by providing good service to the community over a number of years, he says, yet too many cable operators have been too busy accumulating systems over the past few years to worry about the quality of service.

Another reason for cable's negative image is the R-rated programming that appears regularly on several pay cable services. In the minds of many consumers, cable is synonymous with thematically pointless movies filled with female frontal nudity and simulated sexual activity. For image reasons and for personal reasons, cable operators draw the line at different places on sexually explicit programming. Most are willing to tolerate the R-rated fare seen on Home Box Office and Showtime, but many refuse to offer such sexually oriented services as The Playboy Channel. "That's not a business I want to be in," says Continental's Hostetter. "That's not to say I don't think it could be profitable." Another group of cable operators, perhaps the majority, has no problem with offering The Playboy Channel and similar services. They argue that not offering such services puts them in the undesirable role of being censors, yet they all are careful not to allow X-rated programming, typified by explicit, and actual, sexual activity, to show up on

10 who hold the same views about cable's new realism



Allen



Saeman



Rifkin



Strange



Hostetter



Schneider



Bresnan



Bagwell



Rosencrans



Dolan

their channels. The position is "inconsistent," Dolan says, "but you cannot ignore the sensitivities of the community."

Cable's image among advertisers and financiers was tarnished somewhat by the demise of two programming services within the last year: the advertiser-supported CBS Cable and the subscription-supported Entertainment Channel. Both were well financed and much heralded and both fell flat on the faces in the marketplace. The failures were taken as a sign of cable's general malaise. But Monroe Rifkin, of Rifkin & Associates, incoming chairman of NCTA, says the failures resulted from bad timing. The Rockefeller Center and RCA, the partners in TEC and CBS, he said, were victims of their own haste. "They saw the train pulling out of the station," he says, "and they wanted to get on board. But if they had thought about it, they would have found that the train was pretty full." The flops do not "speak ill" of the industry, he says, but of "those who jump on the bandwagon without doing their homework."

The NCTA is leading the way on improving the image of the cable industry. At its impetus, major cable operators are forming the Consortium for Cable Information, an ad hoc organization that hopes to create a new and positive image for cable and project that image to the nation through cable television and through other media. Cable operators will learn more about CCI's goals and its status during the convention.

The good news for the cable marketers is that they will not have to compete with other media for pay television dollars—at least cable operators don't think they will. The theme of the 1982 NCTA convention was the competitive threat to cable from other pay television media, particularly multipoint distribution service (MDS) and subscription television (STV). The theme was apparently intended to alert complacent members of the possible erosion of their markets and to convince Congress of the unfairness of cable having to compete against other unregulated media. Much discussed at that convention was a study by the Denver consulting firm Browne, Bortz and Coddington. It concluded that single-channel STV operations with exclusive programming or first in a market, multichannel MDS, direct broadcast satellite systems (DBS) and satellite master antenna television systems (SMATV) could effectively compete with cable.

Cable operators now seem to think that the "competitive threat" was overstated last year. Whatever effect the other media will have, they say, will either be minimal or temporary. "I don't think the rival media are going to affect cable in any significant way in the foreseeable future," says Cablevision's Dolan. "We are fortunate to be working with the best technology available. Even SMATV, which uses the same technology as cable to snatch small pockets of potential cable subscribers (mostly in apartment buildings and condominiums), says, will eventually succumb to the superior channel capacity and varied service offerings of cable.

Group W is in the "communications and entertainment business" and maintains

pen mind" toward the other media, Bresnan says. "Even so, we just can't muster up a lot of enthusiasm for those other media." It's all the talk about STV and MDS last year, he says, their total subscribership has gone down, while cable's has gone up, despite a sagging national economy during much of the period. DBS services, which are likely to enter the marketplace late this year or early next, look like tough, high-risk businesses with "fairly significant operating problems," he says.

Despite cable's current success in fighting off the other media, Monroe Rifkin warns against complacency. "It can get you in trouble," he says. "The more you respect your competition, the better chance you have of slipping him."

Good management is important to any business, but it becomes critical in the tenuous big city cable business. According to Group W's Bresnan, there is an undetermined, but definite limit to the revenue a cable system can extract from a subscriber. To make a profit, therefore, he says, management must carefully watch not only capital expenditures, but operating expenditures as well.

One way of offsetting the lower penetration of the new urban builds is to increase the per-subscriber revenue. That's done by selling basic subscribers one or more pay tiers or simply by increasing basic and pay rates. "I think we have been timid about rates," says operator's Bagwell. "A great many rates are far below what the services are worth and that people are willing to pay for them." That cities regulate basic rates, he says, is not an obstacle to raising rates to maximize revenue, assuming the cable operator has been providing good service. "If you have happy customers," he says, "you don't find major resistance to rate hikes." Many cable

operators have been relying too much on internal growth to sustain high revenues and profitability, says Gene Schneider, president and chief executive officer, United Cable TV Corp. As a result, he says, basic rates have been allowed to lag behind inflation. "There are a lot of places where services are underpriced," he says.

Cable management at the system level, the cable operators say, must improve customer service, which has spawned much criticism from local regulators and consumers. "I don't believe we are doing as good a job as we should," Bresnan admits. Part of the problem, he says, is that the business and the complexity of it have grown much faster than management's ability to cope. At one time, system operators could handle a telephone inquiry in a couple of minutes, he says; they must now spend 10 minutes on each call simply to explain the large number of services available. Solving the telephone logjams and providing good service has had top priority at Group W for the past two years, he says.

Cable managers are looking to technology to help them reduce capital and operating costs. One of the cleverest new customer-service tools to come along in the past few years is addressable converter technology, according to Western's Allen. It allows cable operators to control each of their subscribers' converter boxes from the headend. With such a system, they can turn off service or upgrade or downgrade service without sending a crew to the subscriber's home. According to Continental's Hostetter, addressability will not reach its full potential until software is available that allows operators to integrate addressability with their billing systems.

The original generations of addressable hardware were disasters for their makers and their users. But it now seems, judging from

most of the cable operators, that a number of manufacturers are producing practical and reliable equipment. Not all the cable operators agree, however. Manufacturers have "a long way to go" before they will satisfy Group W's Bresnan. Design and quality control have suffered over the past few years as manufacturers have strained their resources to keep up with the rapid expansion of the industry. "If American manufacturers don't improve," he says, "they may be in store for some stiff foreign competition."

The latest hardware can also be used to keep down construction costs. United's Schneider says he is curious about new 550 mhz cable equipment that will permit operators to squeeze 70 or 80 channels onto one coaxial cable, which would be considerably cheaper than installing a second cable to offer that many channels. United is also taking a hard look at General Electric's comband system, which promises to double the channel capacity of a system by squeezing two compressed signals into a single channel. The system could result in "tremendous cost savings," he says.

"The jury is still out" on whether state-of-the-art cable systems can make it in the major markets, says Rosencrans. The verdict will not come in until systems in such places as Pittsburgh; Fort Worth; Houston; Cincinnati; Boston; New Orleans; Dallas; Atlanta; Chicago, and Omaha are completely built and allowed to mature a bit. To influence that verdict, cable operators involved in these franchises and many others are turning to sound management and marketing practices, and trying to keep attuned to the dynamics of the industry and their particular markets. "It's a good business," says Western's Allen. "But if you drop your pencil and bend over to pick it up, you'll be so far behind, you'll never catch up." □

If it's not one thing it's another for NAB boards

Washington meeting, usually a quiet affair, won't be this year; concern over leadership, division over strategy, embarrassment over profits will keep sessions abuzz; fights at center of the storm

The joint board of directors of the National Association of Broadcasters will not want its issues to occupy its members—or, potentially, to divide them—at this week's annual member meeting in Washington. One after another since April, when the NAB appeared to have pulled its new act together at its annual convention in Las Vegas, a quickening tattoo of developments has impressed itself upon the organization's consciousness. They are of the utmost seriousness; together, they amount to a crisis of confidence for the NAB's new management.

The most recent surfaced last Thursday in Washington when 40 to 50 representatives of the nation's largest broadcast groups met to establish a new "caucus" whose purpose will be to make sure its members' interests are presented in the regulatory and legislative

centers of power—an effort that is said to be complementary to NAB's, not in opposition to it, but which is nevertheless made necessary by perceived shortcomings in the way the NAB works—or doesn't.

Just before that, the NAB had come in from increasing backstage criticism from the three major network organizations for its handling of a number of issues, beginning with the so-called "TV trends study" hullabaloo (which last week had grown to be the subject of paid advertising by print media using the NAB's own creature as competitive ammunition against TV; see picture page 38). After that, the networks became alarmed by the NAB's decision—unilateral, from their point of view—to bypass House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) in the industry's attempt to achieve statutory deregulation of both television and radio. Conspicuously, that strategy had been at odds with the radio-only approach of the National Radio Broadcasters Association, which fears that linking the two media together may result in legislative relief for neither—or, worse still, from

NRBA's point of view—that what it considers a golden opportunity to achieve radio deregulation will be lost entirely.

Now, it's beginning to appear that television may be as unhappy as radio to be joined together. There is a widespread feeling that TV would be best off staying out of the deregulatory arena now, and leaving well enough alone. The quantification tradeoff that NAB has presently achieved in return for elimination of spectrum fees causes great disquiet among TV broadcasters, who also fear they may be caught in an EEO bind as well.

The networks, of course, also are concerned that the NAB's anti-Tim Wirth strategy will result in retaliation that could threaten their own principal deregulatory objective: repeal of the FCC's financial interest and domestic syndication rules.

The agenda for the joint board's week-long meeting also is devoted to a number of other pressing legislative and regulatory issues facing the industry. Internal politics also will add to the mix this week when the each of the boards elects new officers, and a new joint board chairman is chosen for the NAB

overall.

A six-page letter sent by Larry Patrick, former NAB senior vice president for research and planning (now with Hiber, Hart & Patrick), who originated the TV trends study, to TV board members and executive committee members, will likely fuel the board's discussion. The study was commissioned under Patrick's tenure although he left the association before it was completed. These are the principal quotes from that document:

"The study was far from complete when I left NAB's employment in February. I had not seen the final results of the survey, particularly the analysis of the telephone portion of the study. At least half of the bills for the study had not been submitted by that time and much of the analysis was incomplete. Admittedly, because of the pressures from the audio-visual company charged with producing the opening session at the television convention, an initial script was written by someone at NAB prior to the receipt of all of the results of the study. With hindsight, it is easy to say that we should have postponed the convention presentation until a more complete analysis was prepared and not succumbed to the pressure to produce an audio-visual event.

"Although the study has been seriously misrepresented in the popular press and the few negatives in the study blown far out of proportion, I do believe that such a study was a valuable piece of intelligence for the industry. Further, I do not think that the leaders of the broadcasting industry are afraid of finding out what viewers believe.

"One particularly disturbing result of the presentation and the handling of the subsequent uproar was the sudden reversal of positions and the search for a scapegoat. The comments to me immediately following the presentation and throughout the convention were that the study was a good one and a strong opening for this year's convention. There was much praise for the presentation and little or no criticism. As we all know, that soon changed. Likewise, as soon as the furor broke, Eddie Fritts, John Summers and I spoke by telephone concerning how to handle the situation. I had previously volunteered that I would not comment because I considered the study to be NAB's. Eddie, John and I then agreed that we should stand together and handle any calls as diplomatically as possible. We also agreed not to talk with the trade press about the study or the controversy. It therefore surprised me when a week or so later I received calls from both BROADCASTING and Television Digest saying they were each working on a story which focused on placing blame for the study and that others had already opened fire at me."

The controversy surrounding the trends study refuses to lie dormant. An advertisement in Advertising Age and Adweek placed by Reader's Digest puts the study to its own use. The ad begins with a bold headline—"The N.A.B. study that reads as if we commissioned it," and then goes on to say: "A new study commissioned by the National Association of Broadcasters underlines what Reader's Digest has been saying about the TV networks: Their audience is eroding. Badly." In its pitch for advertisers, Reader's Digest also has a field day with the study.

The NAB was quick to counterattack. Senior Vice President Shaun Sheehan fired off a Mailgram to the Digest beginning: "We are appalled" and going on to say the ad was factually inaccurate and based on an incomplete report. Sheehan called it "derogatory comparative advertising."

Not all board members are alarmed by the regulatory turn of events. "It is the first time in a long time NAB is on the offensive—as it

should be," said one TV board member. Radio board members overall are backing the NAB's deregulation initiative. "The NAB's done a tremendous job," said one radio board member who predicted the boards would reaffirm the staff's initiative.

Some television board members are expressing reservations about the NAB's direction. "Quantification is a dangerous approach; it could turn deregulation into reregulation," said one. "What's happened here is that we have a runaway freight train," said another TV board member. NAB President Eddie Fritts, however, is confident that the disenchanting board members can be won over. "When these congressmen get through talking to them, they are going to understand what we are doing, why we are doing it and

provision to quantify a public interest standard for radio and television and will likewise serve as the framework for any deregulation legislation passed by the committee. Sw also joined Tauke, Tauzin and Luken, in their efforts to move deregulation legislation.

FCC Chairman Mark Fowler will address the group on Thursday. A breakfast sponsored by the Indiana Association of Broadcasters on Friday will feature FCC Commissioner Mimi Dawson.

A briefing with key Senate leaders scheduled Wednesday evening for boards featuring Bob Packwood (R-Ore chairman of the Commerce Committee; J Stevens (R-Alaska); Ernest Hollings (S.C.), ranking minority member on Commerce Committee, and Edward Zinsky (D-Neb.). It is hoped that Vice President George Bush also will attend. Following the briefing NAB is sponsoring a reception honoring members of the Senate Commerce Committee and the senators from each of the board members' home states.

The election of a joint board chairman (both the radio and television boards vote the joint chairman) and a radio board vice chairman are shaping up to be lively. The race between television board chairman G Schmidt, Harte-Hanks Communicatio Jacksonville, Fla., and TV board member Kitty Broman, Springfield Television Corp Springfield, Mass., for the joint board chairmanship is heating up. Schmidt appears to hold the lead and is expected to win. Broman is campaigning hard. In an open letter to the board last week she took a hard stand against her opponent. "Quite simply for the NAB to enjoy respect, a change must be made and made now. My opponent cannot provide the focus and forcefulness needed by our diverse organization. The NAB will not survive if we suffer from internal dissension and defections by both radio and television broadcasters. I plan to be (and my record shows it) the dedicated and informed NAB chairman needed today. This criticism cannot be an honorary one awarded to someone on the basis of friendship or as an automatic step up the ladder. It is imperative we have a chairman devoted to improving the NAB and to better serving the membership." Broman wrote. "As one of the voters you have a clear choice between my opponent and me. My credentials spring from years of service on the NAB board—supporting both radio and television broadcasters—and active management of a group of commercial broadcast stations for my entire working career. My opponent does not have this same record or anything remotely comparable." She also wrote that she wants compensation—the NAB has paid its last two joint chairmen, Fritts and Bill Stake of Bluegrass Broadcasting, \$50,000 year—"nor will I take any."

Schmidt sent out a letter to board members earlier and doesn't plan to respond to Broman's. "I'll let my record speak for itself," he said. Schmidt did note that he is opposed from the start the policy of offering compensation to joint chairmen and also would not accept a fee if elected. That vote will be taken Friday during the last joint session

The N.A.B. study that reads as if we commissioned it.

A new study commissioned by the National Association of Broadcasters underlines what Reader's Digest has been saying about the TV networks: Their audience is eroding. Badly.

Compared to the N.A.B.'s last major survey covering the same ground in 1977, the new survey shows a dramatic drop in the number of viewers on cable TV and a similar drop in the number of viewers on free TV. These N.A.B. members are reflected in the equally dramatic drop in the network's share of the prime time audience. It is a fact that 100 million new homes are being added to cable every day in the network's prime time audience.

For example, a 1977 survey of 100 million homes showed that 40% of all Americans at home would have 30 channels or more.

But, as network TV loses its viewers to cable TV, an other study of 100 million homes shows a dramatic increase in the prime time coverage or readership on cable TV homes.


Indeed the 1981-1982 study is even more revealing. "Magazines in general and The Digest in particular—have even greater con-

viewer on cable TV. This is the first time the survey shows a dramatic drop in the number of viewers on cable TV and a similar drop in the number of viewers on free TV. These N.A.B. members are reflected in the equally dramatic drop in the network's share of the prime time audience. It is a fact that 100 million new homes are being added to cable every day in the network's prime time audience.

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Making the most of it. The Reader's Digest was quick to make anti-television mileage out of the NAB's viewing trends study with this advertisement that appeared in the trade press. The NAB was equally quick to protest.

where we are going with it and they are going to be pleased with that. They will see first hand—not our telling them but the people on the Hill telling them," Fritts said.

Several key legislators and regulators are slated to address the board during the week ("Closed Circuit," June 6). Diana Lady Dougan, coordinator for international communication and information policy for the State Department, is on the agenda for Tuesday's luncheon. Tuesday afternoon Congressmen Thomas Tauke (R-Iowa), Billy Tauzin (D-La.) and Thomas Luken (D-Ohio) will meet with the boards. Those last three played key roles in working toward obtaining a broadcast deregulation package in the Energy and Commerce Committee and are authors of two deregulation bills (BROADCASTING, May 9, 16, and 23). The Tauke-Tauzin bill, H.R. 2382, deregulates radio and television and Luken's bill, H.R. 2873, is identical to the Senate deregulation bill, S.55, minus the cost-of-regulation fees.

On Wednesday morning the TV board will hear from Representative Al Swift (D-Wash.). Swift's bill, H.R. 2370, includes a

he radio and TV boards.

The race for the radio board vice chairmanship is a three-way contest among Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky.; Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., and Charles Jones, WSRZ(FM) Sarasota, Fla. According to an informal survey of radio board members, May and

Snider are the leading candidates; Jones is considered to have an outside chance. Members project the May-Snider match to be a toss-up. The race is of unusual interest because the winner is considered likely to move up to the joint board chairmanship two years from now.

The other board races remain uncontest-

ed. Radio board Chairman Martin Beck, Beck-Ross Communications, Rockville, Centre, N.Y., is running unopposed for reelection. Jerry Holley, vice chairman of the TV board, is seeking the TV board chairmanship unopposed, and Bill Turner, KCAU-TV Sioux City, Iowa, is the single candidate for the TV board vice chairmanship. □

The groups plant a flag of their own

Outlet's Henderson is heading caucus formed to advance the views of 42 companies before the FCC and Congress

Some of the top major station groups in the country are pooling resources to form a caucus whose goal is to give group owners an identifiable voice in Washington. The caucus was formed last week after representatives from 42 major station groups met in Washington to discuss how their interests can best be represented at the FCC and in Congress. A steering committee was also formed to direct and set the priorities of the caucus.

The group operators are also members of the National Association of Broadcasters. But they feel their point of view is underrepresented in Washington. David Henderson, president of Outlet Co.'s broadcasting division, a chief organizer of the Washington session, was named temporary chairman of the steering committee. Henderson explained that the caucus agreed that there was a lack of specific focus on the needs of TV station operators.

Henderson said that the formation of the caucus "doesn't imply that there will be a structured and staffed organization in Washington. The caucus will develop an approach whereby the issues that are sensitive to this particular group will be defined." The caucus, he explained, "will work in concert with the other established trade organizations for a common good and is pledged to support positions of the NAB that are consistent with what we believe are our own specific needs." But, he said, the caucus will operate independently and "in our own interest."

Many of the group owners were already in Washington last week attending a long-scheduled managers conference of the Association of Maximum Service Telecasters. The group owners' special meeting followed (BROADCASTING, June 6). Included among the 42 stations groups now part of the caucus are: Capital Cities Communications, Metromedia, Belo Broadcasting, Cox Broadcasting, Group W, Post-Newsweek Stations, Evening News Association, Media General, Storer Broadcasting, Multimedia Broadcasting, Allbritton Communications, United Television, Gaylord Broadcasting, Taft Broadcasting, Fisher Broadcasting, King Broadcasting, Hearst Broadcasting and Hubbard Broadcasting.

The steering committee includes some of the top executives from major station groups. They are: William Baker, president of Group W's TV group; Terry Lee, presi-

dent and chief operating officer, Storer Communications; Joe Dougherty, executive vice president and president of the broadcasting division, Capital Cities; William Schwartz, president and chief operating officer, Cox Communications; Dudley Taft, president, Taft Broadcasting; Joel Chaseman, president, Post-Newsweek Stations, and Henderson. Chaseman was another key organizer of the special meeting.

The idea for the gathering originated at another informal meeting in New York last month (BROADCASTING, May 23). The genesis of the group's concern reportedly was the NAB's presentation at its convention last



Henderson

April of an audience study that turned up dissatisfaction with television (BROADCASTING, April 18; see also page 38). But that appears to have deeper roots.

At its formation last week, the caucus approved an instruction to Henderson to contact NAB President Edward Fritts and "tell him that we stand ready to assist the NAB, to work with the NAB in every way possible, but we reserve the right to form our own positions on matters if the interests between NAB and the caucus are not parallel."

The caucus has no plan to set up its own Washington staff. Henderson said the association might need one paid employe to handle correspondence and keep records.

The meeting last week focused on the importance of the group owners themselves becoming more active in the lobbying process.

Henderson said. "We will encourage members of the caucus to open up the lines of communications and to be known to the decision makers," he added. "Generally our interest has peaked after decisions have been made. We should be ahead of that curve and not chasing the ball or event after a decision has been rendered. This is really an effort to bring some really powerful people to represent our view to Washington." Henderson said.

One of the issues of great concern to the group operators, he said, is the concept of quantification of program standards in the deregulatory legislation that is being drafted in the House of Representatives. Television broadcasters, Henderson said, have serious reservations about what may be the final outcome of quantification of a public interest standard. He said that the group owners will have more to say on that topic later. There seems to be a growing consensus among group owners that the outcome of the NAB's push for deregulation could be more regulation. There are those who would prefer to live by current rules rather than to risk the unknown outcome of the NAB's initiatives. "Deregulation doesn't always work," Henderson said. The airline industry, he said, provides an example where deregulation isn't working well.

The group owners' priorities are also focused on such issues as repeal of the FCC's multiple ownership rules. Maintaining the FCC's must-carry rules for cable and First Amendment issues are also high on their agenda.

Henderson said the steering committee of the caucus will meet within the next four or five weeks.

During an interview before the meeting, he noted that no matter what the outcome of the session, the group had achieved one of its stated goals—to get the attention of the NAB. "I think the airing of complaints was healthy and I think we did it without going anybody," Henderson said. "Where we can be together and stand with other organizations we will stand. If we have to go beyond what they can do, we will. If we have to take a different path we will."

The NAB has already reacted to the groups' stated disenchantment. Fritts, joined by the association's top executives, two weeks ago paid a visit to Taft Broadcasting headquarters ("Closed Circuit," June 6) and plan to confer with more. The formation of the caucus is expected to be a primary topic of discussion of the association's radio and television boards when they meet this week in Washington (see story, page 38). Fritts said, before the meeting of the caucus, that

the NAB wanted "to fully address the concerns of the major groups and we are advancing some proposals to do that." He said the NAB planned to "form some type of an executive forum which would be structured along the lines that they would deem most appropriate. . . . We would want to have top executives from major broadcast groups involved in this arena. We could see doing something like a Williamsburg-type conference once a year with a list of prestigious speakers and with future technology presentations.

In an interview following the formation of the caucus, Fritts said the NAB would still

pursue the establishment of an executive forum at the association. Overall, he noted, "we are extremely pleased they didn't want to structure or formalize another organization." He noted that the caucus did not urge any defections from the association and would work in concert with the NAB. Fritts thinks the caucus will primarily take a stand on those issues that the NAB cannot. "We all agree on 98% of the issues," Fritts added.

The formation of the caucus, he noted, is also welcomed as a sign of increased "grass roots lobbying." Fritts said that he has advocated greater broadcaster involvement in government relations since he took office. □

that floor exhibitors have had to pay, but that too has been rejected. In the meantime, Lexington Broadcast Services has reserved a suite for screening in San Francisco's Hilton hotel, which is serving as headquarters for the convention. Suites at the Fairmont have been sold out, according to exhibitor Beverly Partridge, Cinema Shares International, New York.

Exhibitors who have rejected the exhibit hall concept have not only made "a poor business decision," according to Corvo, but have displayed disloyalty to NATPE, after it risked dividing its membership by lobbying in favor of retention of the FCC's financial interest and syndication rules. NATPE invested considerable funds and staff resources in lobbying the issue, said Corvo, after a number of larger associate members, led by Paramount Television, asked it to do so.

Most of NATPE's associate membership, including Paramount, have "expressed support" for the exhibit hall concept since it was first proposed, said Corvo. Only MCA has opposed it from the outset. Those companies that have taken suites, and reserved only token space on the floor to comply with NATPE rules, are not only showing gross ingratitude for NATPE's lobbying efforts in their behalf, said Corvo, but they are demonstrating bad faith by abandoning their support for the exhibit hall to follow MCA's example.

"We went out on a limb for those bigger companies," said Corvo. "The reasons they are giving us now for avoiding the floor are unacceptable." □

How suite it's not

Refusal of companies to abide by exhibit floor-only policy for 1984 convention and take out hotel rooms results in calls for expulsion from association

NATPE International, in an effort to stem rising dissension among its associate members, has reversed a recent decision to shorten its 1984 exhibition by one day. It has also begun to publicly chastise companies that have eschewed its goal of a single exhibition in favor of hospitality suites but, to the distress of some of its smaller exhibitors, continued to maintain it is powerless to force the rebellious companies out of their plans for suites and into the hall.

The 1984 convention, set for Feb. 10-14 in San Francisco, was to have been the first in which all exhibiting companies conducted their business in a single hall—the new 245,000-square-foot Mosconi Center. That plan began to crack just after the 1983 NATPE convention, when news surfaced that MCA-TV, maintaining there would not be enough privacy on the floor, had reserved a suite in the nearby Fairmont hotel for 1984.

Since then, a number of other companies have followed MCA's example, prompting calls for their expulsion from NATPE from exhibitors who have reserved booth space on the floor and fear diversion of traffic from the hall (BROADCASTING, May 30).

Although it cannot be certain that all are intended for screening, suites have been reserved in the Fairmont, according to a list obtained by one irate exhibitor, by Paramount Television, Columbia Pictures Television, 20th Century-Fox Television, Worldvision Enterprises, MGM/UA, Jim Victory Television, D.L. Taffner Ltd., ASI, Cluster Television, Televisa, Orion, PSI, Westworld and SFM Entertainment.

Last week, Lexington Broadcast Services chairman, Henry Siegel threatened to sue NATPE for abandoning what he sees as a promise from the organization to stage a single exhibit next year. Siegel maintains his firm should be reimbursed for the \$250,000 it has invested in designing and building a booth for use in the exhibit, which he now feels may have been wasted.

NATPE maintains it never legally contracted to guarantee a single exhibit, but

merely promised to try to provide the selling environment it believed would be best, now that the convention has grown too large to be housed in a single hotel. Phil Corvo, NATPE's executive director, has written to Siegel, telling him NATPE "does not feel in any way it is not living up to all the things it has said it would do," and is continuing its efforts to coax all exhibitors onto the floor.

NATPE cannot afford to expel the rebellious member companies, which provide substantial support for the organization by advertising in its monthly magazine and convention directories and by registering their personnel at its conventions. By expelling some of its members, NATPE would also risk the creation of a rival organization or program marketplace, a prospect it already faces with the growth of the Association of Independent Television Station's annual convention, which for several years has attracted a growing program marketplace that takes place just before the annual NATPE event.

Corvo plans to meet with executives from Paramount, Columbia, Worldvision and 20th Century-Fox this week in San Francisco, to show them the Mosconi Center and acquaint them with plans for soundproof, cost-effective booths. To compete with the suites at the convention itself, NATPE leaders are beefing up plans for their agenda, which is being tailored to attract as much attention as possible to the exhibition.

Instead of opening the exhibit on Saturday (Feb. 11), as had been planned, it will do so Friday, with a gala luncheon featuring either a major keynote speaker or top entertainer. Following lunch, delegates will be led by a marching band into the exhibit, which is being designed under a "streets of San Francisco" theme, complete with cable car around its perimeter. The exhibit hall will remain open through Monday, Feb. 13, to give buyers as much access as possible.

Although NATPE is stepping up efforts to convince all of its exhibitors to screen at Mosconi rather than in hotel suites, it is rejecting compromise proposals by smaller exhibitors to try to ban screening in suites or to limit the hours for suite screening to those in which the exhibit hall is not open.

Hal Golden, president of the Association of Program Distributors, has asked NATPE to charge suite holders a fee comparable to

Coming to terms over turf fight

House deleted language in bill, which pleases Commerce; State says bill doesn't hinder its operations

The reality of who in the Reagan administration does—or should do—what in international telecommunications matters was obscured last week in the smoke of bureaucratic battles ranging from Capitol Hill to the executive branch agencies.

The House of Representatives on Thursday deleted much—but by no means all—of the language Representative Dante Fascell (D-Fla.) had inserted earlier, in Foreign Affairs Committee consideration on the State Department authorization bill (H.R. 2915), regarding State's "authorities" in the area.

Commerce Secretary Malcolm Baldrige, who felt his turf was being invaded by State, was reported to be "very satisfied with the way things turned out." But State seemed, if anything, above the battle. Officials said it had not sought the language, asked that it not be included, and didn't need it. State was, they insisted, already performing the functions detailed in the language—and would, they indicated, continue to perform them. Indeed, it was hard to find the "losers" in the controversy.

Fascell, chairman of the Foreign Affairs

Committee's Subcommittee on International Operations and a strong proponent of focusing authority in the State Department for coordinating and implementing international communications policy (which would include telecommunications and information) in the White House, clearly did not consider itself one.

He had agreed to the change in language after meeting with Representatives John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and James T. Broyhill (R-N.C.), ranking minority member on Commerce's Telecommunications Subcommittee. They shared Baldrige's concern that the original language amounted to a usurpation of Commerce Department's authority. But the change, Fascell believes, changes nothing.

Remaining in the bill is language directing the Secretary of State to assign to an under secretary responsibility for international communications and information policy, and to establish under that officer an Office of the Coordinator for International Communications and Information Policy, headed by a coordinator who would be appointed by the President and hold the rank of ambassador, who would formulate, coordinate and oversee the international communications and information policy assigned to the under secretary.

The under secretary for security assistance, science and technology has been State's principal official in communications matters dating back to the Carter administration. A newer development is the creation of the coordinator's office, now filled by Diana Lady Dougan.

But deleted from the bill was language detailing the responsibilities of those officials, including the material that Commerce representatives had singled out as particularly threatening to Commerce's responsibilities—provisions directing the under secretary and the coordinator to formulate and coordinate "executive branch policy on international communications and information issues" and to oversee and coordinate the functions of those agencies concerned with international communications policy.

The amendment also changed the bill to assure that the coordinator would exercise only under expressed presidential authority.

Why include in the bill language to describe functions the State Department says it is already performing? Fascell reportedly was determined to codify those functions in law. And he feels the language left in the bill accomplishes the goal. Commerce Department officials, on the other hand, maintain the language deleted granted State more authority than it has now, at Commerce's expense.

Whatever the result of the turf fight thus far, the contest is not over. The Senate Foreign Relations Committee, which approved the State authorization bill without provisions dealing with State's role in international communications and information policy matters, is understood to share Fascell's views on that issue. When the legislation comes out of a Senate-House conference to iron out differences, one Senate committee

staffer said, the controversial section "will look different"—and he indicated he meant stronger.

However, the matter might be resolved by the two departments concerned. Under Secretary of State William Schneider, the State Department official in charge of international communications and information matters, and David Markey, head of Commerce's National Telecommunications and Information Administration, have been meeting on the problem. "We think we can come up with a working position we can live with and eliminate that shady area created by executive orders. Both departments," he added, "will have to give a little ground."

The administration, which has not been very visible in the controversy, played a role in the fight over the State Department au-

thorization bill. According to "a statement of administration policy" issued by the Office of Management and Budget, it favored deletion of the entire section at issue, not only the provisions ultimately dropped, on the ground it is "unnecessary." The administration, an OMB official said, feels such matters should be handled legislatively."

That position is likely to be repeated in connection with a provision in the Senate bill (S.999) on international telecommunications policy that is under consideration by the Senate Commerce Committee. The provision would create a special representative in the White House who would play a dominant role in international telecommunications matters. "We do oppose" that provision, an OMB official said, although a formal position has not been adopted. □

Getting down to brass tacks on cable deregulation

It's NCTA vs. AT&T as the Senate gets ready to vote on S. 66

The fate of the Senate cable deregulation bill, S.66, hangs in the balance this week. Today (June 13) the Senate begins debate on the bill and Tuesday a vote is scheduled. Proponents of the bill are confident the Senate will approve the measure, but the threat of crippling amendments is still very real.

All last week the lines of division were being drawn. Senators were sending out letters to their colleagues urging support for amendments. Dissident members of the National League of Cities and AT&T, staunch opponents of S.66, worked furiously to muster support. According to reports late last week, AT&T was gaining ground and it will be pitted against the cable industry in the Senate's debate.

The good news for cable, however, is that the concerns of some cities, represented by Senator Frank Lautenberg (D-N.J.), appeared to be worked out in a compromise reached last week with the bill's author. Senator Barry Goldwater (R-Ariz.), and Commerce Committee Chairman Bob Packwood (R-Ore.), a key backer of the legislation.

Lautenberg's complaints about the bill centered on the rate deregulation that would be granted to cable operators in large markets. He also wanted to amend the measure so that judicial review is available when a fair and adequate hearing is not provided by local regulators; retain residual common carrier authority; require a minimum portion of channel capacity be made available for access by other groups; empower franchising authorities to require access by public and educational as well as governmental users, and restore the balance in favor of mutually agreed upon contractual duties.

The agreement worked out with Lautenberg doesn't appear to have alarmed NCTA. According to a Lautenberg spokesman, the agreement would impose rate regulation in areas where greater than 80% of the households are cable subscribers unless there is proof of good off-the-air reception. That

change would basically affect heavily cabled areas with bad reception, like the western part of Lautenberg's home state of New Jersey. In addition, judicial review would be eliminated under certain conditions. And franchising authorities would retain some authority to require access by public and educational users.

"We are encouraged that the cities' issues are going to be resolved," said National Cable Television Association President Thomas Wheeler. "The name of the game now is muscle politics," he added. The NCTA president agreed that the nucleus of debate over the bill would focus on the telephone issues. "We don't plan on losing," Wheeler said. Although he said the association doesn't underestimate the challenge of the phone companies, "we are willing to go head to head with them."

The amendments offered by Senator James Abdnor (R-S.D.) on behalf of AT&T and the Bell operating companies still pose a serious threat. One of the amendments would alter the bill's definition of basic telephone service, rendering the deregulation awarded to cable in the bill invalid. Abdnor's other amendment would "insure that all providers of telecommunications services share in the obligation of providing universal service." One congressional source agreed that the key issue is the Abdnor amendments. "There is a lot of indecision on the part of senators on telephone issues," the source said. A spokesman for Abdnor said the senator has at least 40 or more votes in his favor, leaving 15 against it and some 40 still undecided.

AT&T's chief complaint is that cable will be able to provide the same data delivery services as the phone companies, but free of regulation. The phone companies are asking that cable be regulated as a common carrier or that the restrictions on the telephone companies be lifted. And AT&T is claiming that cable competition will place a drain on its income, possibly causing an increase in basic telephone rates. Many senators, a Commerce Committee source said, don't want to

support a bill that is being labeled as causing telephone rate hikes.

Since AT&T entered the legislative picture, it enlisted the aid of state public utility commissions. The PUC's want to maintain their authority to regulate data and voice transmission services and insure that basic telephone rates won't increase. NCTA charged that AT&T has always wanted to kill

the bill. In an effort to address AT&T's concerns, Packwood and Goldwater amended S. 66, but the change was not to the communication giant's liking (BROADCASTING, May 23).

Still another obstacle facing the cable bill is the proposed amendments Senator Alan Dixon (D-Ill.), plans to offer on behalf of the U.S. Conference of Mayors. USCM is lead-

ing the charge for the dissident NLC faction Dixon's amendments would modify the bill's franchise renewal procedures to eliminate the bill's automatic presumption of renewal by shifting the burden to the cable companies and providing for competing applicants Dixon would also delete the provision that grants automatic rate increases to cable operators. □

Congress moves Radio Marti closer to reality

Committees in both houses pass legislation that would set up government-run AM station broadcasting to Cuba from Florida

The Reagan administration made substantial headway last week in its effort to win congressional approval of its plan to establish Radio Marti, an AM station that would broadcast to Cuba and, in the process, break what the administration says is the Cuban government's monopoly on Cuban news in that country.

Similar bills were approved in markup sessions, by the Senate Foreign Relations Committee, on Wednesday, and by the House Foreign Affairs Committee, on Thursday. But the victories were not easy—a key test was won by only a single vote in the Senate committee—and final passage is not yet assured.

The path to success in the committees lay through a mine field of National Association of Broadcasters opposition. The association, which had maintained a curious kind of neutrality concerning the issue when it was before Congress in the last session—it stressed the danger of American AM broadcasters being devastated by Cuban-caused interference but did not oppose the bill—is now lobbying hard to block passage of the legislation as written.

The margin of victory for the administration was substantial in both markup sessions. The vote was 13-4 in the Senate, and in the House no one bothered to ask for a roll call after a voice vote left no doubt as to the outcome. But those votes came after alternatives to the administration bill that were vigorously backed by the NAB came close to winning. In the Senate, Radio Marti forces turned back an amendment offered by Edward Zorinsky (D-Neb.) only by a 9-8 vote. In the House, the alternative presented by Representative Peter H. Kostmayer (D-Pa.) was defeated by three votes, 14-11.

The State Department, in a series of meetings with NAB officials, had attempted to meet broadcasters' concerns regarding what they saw as the likelihood of a Radio Marti triggering a radio war. The bill introduced in the last Congress would have permitted the government to pick any frequency for the station, even if under conditions designed to guard AM stations against retaliation. And the administration had at least tentatively chosen 1040 khz, the frequency of WHO(AM) Des Moines, Iowa.

The new bill—H.R. 2435 in the House and S. 602 in the Senate—would restrict Ra-

dio Marti's use of the AM band to the frequency on which the Voice of America station on Marathon Key, in Florida, operates—1180 khz, which it shares with WHAM(AM) Rochester, N.Y., despite that station's objections—or to those frequencies of commercial or noncommercial stations willing to lease time for Radio Marti broadcasts. The bills would place Radio Marti under the control of the Board for International Broadcasting, which now operates Radio Free Europe and Radio Liberty.

In its effort to defeat the administration bill, the NAB focused on a proposal, initially offered in the last Congress by Senator Claiborne Pell (D-R.I.), ranking minority member of the Senate Foreign Relations Committee, to expand the hours of the VOA station on Marathon Key from five to 14 and to fill the additional time with the kind of programming intended for Radio Marti. That was essentially the amendment offered by Kostmayer in the House Foreign Affairs Committee markup. On the Senate side, Zorinsky dressed up the Pell amendment with provisions calling for the creation of a "Cuba Service" of the VOA which would operate under a presidentially appointed board and be responsible for VOA's Cuba-oriented programming.

Senator Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee, said the VOA charter, which has been enacted into law, requires the service to be "a window on America to the world" and thus would be violated by an operation that was a "surrogate" news service for Cuba. Zorinsky rejected the argument. He noted that the Voice between 1961 and 1974 had broadcast a program devoted to Cuban news and events without being cited for violation of the charter. "You can either do it or not," he said. "It depends on whether you want to or not."

To deal with broadcasters' concerns about Radio Marti leading to increased Cuban-caused interference—the island has been a source of serious interference, particularly in the Southeast, for years—both committees approved amendments to authorize \$5 million to reimburse broadcasters obliged to upgrade facilities to mitigate the problem.

Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee's Subcommittee on International Operations, had introduced the amendment as he had the bill. And he recognized the compensation "is not as much as broadcasters would like. But the principle is preserved." The amendment has been called the "Dade county relief act" be-

cause of the belief it would be used largely to ease the burdens of broadcasters in south Florida.

The vast difference the broadcasting industry sees between the compensation the committees thought reasonable and actual need broadcasters claim was indicated by NAB's vice president for government relations, Carol Randles, when she was asked to testify during the Senate markup. She noted that relatively few stations could upgrade service without causing interference to domestic outlets—so that remedy would not be available. But the overall costs—including advertising revenues lost as a result of interference—could run as high as \$50 million \$60 million annually, based on NAB studies of potential interference from Cuba, she said. "The \$5 million doesn't go nearly far enough," she added.

Those sentiments came close to prevailing. Senator Joseph Biden Jr. (D-Del.) proposed an amendment that would have compensated radio and television licensees for the loss of advertising or other revenue caused by Cuban interference. With one Democrat, Senator Paul Sarbanes (D-Md.) voting with the Republicans, the amendment failed only on a tie vote, 7-7.

Although the NAB failed to stop Radio Marti last week, it could count one small but possibly significant victory in approval by the House Foreign Affairs Committee of an amendment to insure that 1180 khz is the frequency to which Radio Marti—and the VOA's Radio Marathon—are restricted. The amendment was offered by Representative Jim Leach (R-Iowa), and is designed to ease broadcasters' fears the administration would, when it felt it necessary, move Radio Marathon to another AM frequency and thus provide for the move of Radio Marti.

With the work of the foreign affairs committees completed, the scene shifts to the House Energy and Commerce Committee to which the House bill has been referred. The administration's Radio Marti bill in the last Congress was approved by the Commerce Committee, but only after Representative Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee had led a vigorous fight against it. (The Senate Commerce Committee has not asked for referral.)

And Radio Marti opponents talk of possible trouble ahead for the bill in the Senate and House. They suggest that Marti may become enmeshed in the administration's controversial policy in Latin America—fatally enmeshed, they hope. □

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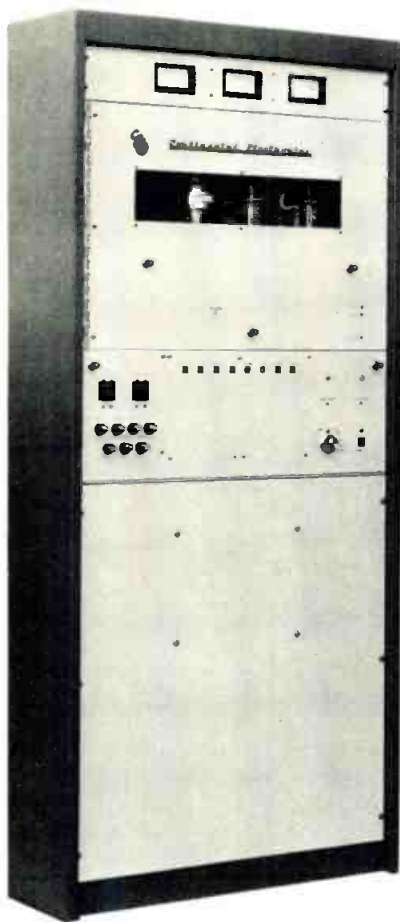
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scrambling system*, wireless converters with diode coaxial A/B switch and built-in descrambler options*, set-top and wire remote converters, cross pulse monitor. **Staff:** Jim Forgey, Don Kirk, Ray Pastie, Tom Minami, Mike Osborn, Bart McKay, John Vanderbeck, Bill Kirk, Victor Moore, Dave Nelson, Gaylord Hart.

Harris Corp. 1202
1301 Woody Burke Rd., Melbourne, Fla. 32901

Delta gain earth station*, three-meter antenna*. **Staff:** Ray Pawley, Denise Fields, Jim Garrett, Kenn Hadermann, Deborah Baker, Jim Hagen, Helmut Schwarz.

Hearst/ABC Video 3700
555 Fifth Ave., New York 10017

Daytime, ARTS programming services. **Staff:** Kathryn Creech, Karen Tardy, Paula Armel, Carole Kealy, John Cronopulos, Mary Alice Dwyer, Marc Chalom, Sy Lesser, Brian Litman, Shelley Blaine, Shannon Such, Janet Saville.

Henkels & McCoy 4140
Jolly Rd., Blue Bell, Pa. 19422

HITECH Enterprises 4232
10 Glenville Rd., Greenwich, Conn. 06830

Home Box Office/Cinemax 3800
1271 Avenue of the Americas, New York 10020

Variety programming services. **Staff:** Frank Biondi, Tony Cox, Michael Fuchs, Bill Hooks, Peter Frame, Tom Oliver, John Billock, Larry Carlson, Matt Blank.

Home Theater Network 2308
465 Congress St., Portland, Me. 04101

Family programming service. **Staff:** Marcia Babb, Duncan Harvey, Scott Heffner, Sheila Iosty, Peter Kendrick, Ray Murdough, Kathy Peterson, Monika Schaaf, John Schramm, Jerry Smith, Milt Underwood.

Hotronic 2017
1210 S. Bascom Ave., Suite 128, San Jose, Calif. 95128

TBC/frame synchronizer with freeze frame, field and remote control. **Staff:** Andy Ho, Linda Lo, Frank Yue, David Chang, Lambert Li.

Hughes Aircraft Co. 2103
Box 2999, Torrance, Calif. 90509

A.H. Sonnenschein, L.E. Stanley, C.D. Rasmussen, Jim Taglia, Art Heiny, Bob Stanton, Norman Woods, Dalton Douig, Marilyn Talley, Ken Grabowski.

Ben Hughes Communication Products 2611,12
304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

Carpet cutter and drill guide*, hex crimp tool, full preparation stripping/coring tool, cable flex and dielectric tools. **Staff:** Diane Hughes, Jean Hughes, Jennifer

Bardsley.

Huntington National Bank 4324
17 S. High St., Columbus, Ohio 43216

Financial services. **Staff:** John Quarrier, K. Ben Bendre.

IBM 1512
2101 Corporate Blvd., NW, Boca Raton, Fla. 33432

On-line customer service systems, personal computers, audio distribution system. **Staff:** Len Clarke, Art Wald, Sterl Creasy, Denny Sullivan, Virginia Minor, Dave Hodes, Larry Ohlman, Al Dieffenbach.

Ikegami 2406
37 Brooke Ave., Maywood, N.J. 07607

Staff: Len Wolff, Bud Mills, Joe Ewansky, Nick Balsamo, Jim Starks, Craig Sloss, Wayne Weichel, John Chow.

Intercept Corp. 2410
Box 1116, 220 Entin Rd., Clifton, N.J. 07014

Tier traps, control traps, pedestals, converters, multitaps and passive equipment.

International Microwave Corp. 2616
65 Commerce Rd., Stamford, Conn. 06902

Multi-channel link system, AM and FM microwave equipment, pole-mounted or fixed configurations, full line of microwave components. **Staff:** Gary Brasile, Famah Sells Hoffman, Bill Schinto, John Timm, Marv Baron, Tony Aciri, Carol Knox.

Jackson Enterprises 2000,01
Box 6, Jacks Ln., Clayton, Ohio 45315

Aerial cable construction and installation tools, multiple cable blocks and ground rod driving tools, mapping services and new/rebuild construction services. **Staff:** Richard Jackson, Hazel Kenney, Charlie Castilano, John Jackson.

Jerry Conn Associates 1003,04
Box 444, Chambersburg, Pa. 17201

JVC 1700
41 Slater Dr., Elmwood Park, N.J. 07407

Color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories.

Lester Kamin & Co. 3630
2020 N. Loop W, Suite 111, Houston 77018

Financial services including brokerage and investment banking. **Staff:** Lester Kamin, Hazel Arnold.

Kanematsu-Gosho 3307
One World Trade Center, New York 10048

Dual mode 444 mhz base band converter, other addressable converters*. **Staff:** H. Takido, Ken Ogiso, Terry King.

Katek 3024
215 Wood Ave., Middlesex, N.J. 08846

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Kavco 4316,18
3931 Image Dr., Dayton, Ohio 45414

Smart frame commercial insertion system* and automation system*. **Staff:** David Thomas, Russell Johnson, Janet Thompson, Howard Milkis, Donald Wurst, Miles Patacek, Tim Black.

Klein & 3611
1111 S. Robertson Blvd., Los Angeles 90035

Custom graphic packages, identity programs, logos, titles. **Staff:** Bob Klein, Barbara Abels, Ellen Hart, Jim Collieri, Bruce Littlejohn, Bob Hughes.

Klein Tools 2609
7200 McCormick, Chicago 60645

Hand tools and occupational protective equipment. **Staff:** James Mallek, Art Davis, Dan Foshee.

Klungness Electronic Supply 3613,14
107 Kent St., Iron Mountain, Mich. 49801

Staff: M. Gammey, E. Eschliman, L. Freemire, R. Knoke.

KMP Computer Services 4308,10
703 Central Ave., Los Alamos, N.M. 87544

Computerized billing and management system. **Staff:** Lynn Maas, Eldon Pequette.

Kwik-Trench Ditch Digger 3621
43 Homestead Rd., Lehigh, Fla. 33936

Portable trenching machines capable of digging various widths and depths. **Staff:** Olin Grubb, Terry Riley.

Lance Industries 1604
13001 Bradley Ave., Sylmar, Calif. 91342**LDM/Burroughs** 4139, 4234
529 S. Second Ave., Covina, Calif. 91723

Subscriber management system. **Staff:** Rick Brutocao, Bob Iger, Heather Gilbert, Lynn Payne-Malat.

Leaming Industries 2010
180 McCormick Ave., Costa Mesa, Calif. 92626

Stereo processors for cable programming services.

Lectro Products 2203
650 Athena Dr., Athens, Ga. 30601

Standby power supplies, standby head-end supplies, total management system. **Staff:** Mason Hamilton.

Leitch Video of America 2031,32
825K Greenbrier Cr., Chesapeake, Va. 23320

Digital television scrambler/descrambler with multi-audio*, vertical interval processor and vertical interval deleter/adder*, audio video switcher*, television sync pulse generators and test signal generators, video processing and distribution amplifiers. **Staff:** Bob Lehtonen, John Walter, Stan Moote.

Lemco Tool Corp. 2019,20
Box 330A, R.D. #2, Cogan Station, Pa. 17728

Mechanical tool, equipment and material designers and manufacturer of cable products. **Staff:** Glenn Miller, Bob Brantlinger.

Lindsay Specialty Products 1000,01
50 Mary St., West, Lindsay, Ont. K9V 4S7

Trunk amplifiers, line extenders, mini trunks, passives, multi-taps, apartment house amplifiers, CATV antennas. **Staff:** John Thomas, Chris Allinson, David Atman.

Linear Electronics 2630,31
347 S. Glasgow Ave., Inglewood, Calif. 90301

Pendant transmitter. **Staff:** George Lipfert, Mike Malec, Mark Lawton, Peter Lopez.

Lynx Inc. 1044
Box 813, Acton, Mass. 01720**3M** 4115,17, 4210,12
3M Center, 225-3S-05, St. Paul 55144**M/A COM MVS** 1400
32 Third Ave., Burlington, Mass. 01803

Satellite and point-to-point FM microwave products, satellite receiving equipment, microwave community access news systems*. **Staff:** J. Duke Brown, George Bell, Randy Young, Jim Bunker, Eric van der Kaay, Linda Stein, Don Siccard, Gary Atkins, Gary Deaner, Al Gillingham, Dave Headley, Bill Ramsey, Fred Collins, Joe Burke, Frank Miani.

M/A COM Commscope 1300, 1400
1065 Second Ave., N.W., Hickory, N.C. 28603

Staff: Frank Drendel, Jearld Leonhardt, Bill Barbour, Frank Logan, Gene Swithenrank, Stan Lindsay, George Voehl, Tom McMinn, Bob Loveless, Ernie Massei, Van Costa, Ed Foust, Jerry Smith, Mark Manning, Sarah Hanks, Dale Sherrill, Mickey Smith, Tony Finger, Jeff Bixler, Stan von Feldt, Brian Garrett.

M/A Com Prodelin 1400
Box 468, Newton, N.C. 28658

Satellite antenna systems. **Staff:** Larry Nelson, Harry Matthews, Bruce Loyer, Randy Raybon.

Magnavox CATV Systems 1502
100 Fairgrounds Dr., Manlius, N.Y. 13104

440 mhz amplifiers, trunk and line extenders, passives, connectors, converters, converters/descramblers, headend equipment*, series taps*, addressable converters*, status monitoring. **Staff:** R. Roscher, C. Mullen, J. Staiger, J. Duffy, R. Finnerty, M. Hart, D. Ristau.

Mai Communications 3506
141 Shreve Ave., Barrington, N.J. 08007

Turnkey construction, engineering, converter repair, post-engineering design, survey, consulting, strand mapping, research and development.

Malarkey-Taylor Associates 2300
1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Staff: M. Malarkey, A. Taylor, G. Norman Penwell, R. Jones, G. Hurvitz, J. Bean, C.C. Wagner II, S. Porter, J. Wilson.

Marketing Displays 4320
24450 Indoplex Cr., Box 576, Framington Hills Mich. 48018**Masterack** 1108
905 Memorial Dr., SE, Atlanta 30316

Staff: Ron Cripe, Mark Hickman, Don Walling, Don McNew.

MCI Telecommunications 2107
2000 M St., NW, Washington 20036**Media America Entertainment** 4124
Box 126, New Hartford, N.Y. 13413**MetroData** 1509
1190 Burnett Ave., Concord, Calif. 94520

Character generators. **Staff:** James Baunseard, Matt Kruger, Steve Frye, Charles Baum.

Metromedia Producers Corp. 1506
5 TV Place, Needham, Mass. 02192

Variety, sit-coms, games shows, animated series, music shows, puppet shows, documentaries and Telefeatures. **Staff:** Howard Finkelstein, Deborah Burke.

Metrotech Corp. 2610
670 National Ave., Mountain View, Calif. 94043**Micro Constructors** 1020
226 N. Fourth St., Steubenville, Ohio 43952

Staff: Paul Skulsky, Gary Ogden, Henry Gastman, Eugene Sneed, Bob Duncan, Al Starr, Walt Donchew.

Microdyne Corp. 2307
Box 7213, 491 Oak Rd., Ocala, Fla. 32672

Downconverter and receiver*, earth stations, modulator, multiple satellite feed system. **Staff:** David Alvarez, Earl Currier, John Gelfer, Tom MacAllister, Dianne Giansante.

Microtime 1025,26
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Digital video processing equipment, time base correctors*, frame synchronizers*, local ad inserter and VTR machine controller. **Staff:** John Kissell, Dan Soife, Steve Kranf, Dave Everett, Frank Logan, Robert Wickland, Norman Pinette.

Midwest Corp. 4235,37,39,41,
4339,41,43,45
One Speri Dr., Edgewood, Ky. 41017

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June 2, 1983

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Mobile TV production unit, cable hardware and electronic equipment. **Staff:** Roy Williams, Joe Mack, John Loughmiller, Pete Rightmire.

Miralite 1505
1331 E. St. Gertrude Pl., Santa Ana, Calif.
92705

Modern Satellite Network 2021,22
5000 Park St., North, St. Petersburg, Fla.
33709

BizNet News Today, MSN specials, Scandinavian Weekly, Home Shopping Show
Staff: Bob Finehout, George Umberto, Curt Hensley.

Moose Products 2637
Box 2904, 1510 Tate Blvd., SE, Hickory,
N.C. 28601

Home security equipment*. **Staff:** Gene Piraino, Kent Barnes.

Motorola Comm. & Electronics 1033,34
1301 E. Algonquin Rd., Schaumburg, Ill.
60196

Motorola Semiconductors 1510
725 S. Madison Dr., Tempe, Ariz. 85281

Staff: Danny Schnell, Doug Fowler, Frank Llarer, Brent Trout, Scott Craft, Alan Wagstaffe, Cheryl Luedecke, Al Lowenstein, Jim McDonnell, John Hatchett, K.C. Brown, Bill Seiferth, Paul Brault, Mary Alice Castello, Gwen Matterman.

Mycro-Tek 1306
820 W. Second, Wichita, Kan. 67203

Video display information systems including character generation with graphics font, text and classified ad management and billing. **Staff:** Terry Borchers, Dennis Roberts, Dave Walker, Bob Relitz, Marc Harton, Murray Browne.

Nabu Manufacturing Corp. 2204
1051 Baxter Rd., Ottawa, Ont. K2C 3P2

Computer programming software. **Staff:** Jim Yeates, John Hughes, John Kelly, Gordon Gow, Dan Kuzell, Neil Talling.

National Cable Radio Network 4013,14
1116 N. Hudson St., Arlington, Va. 22201

National Council of Churches 4011
U.S. Catholic Conference
Rm. 860, 475 Riverside Dr., New York 10115

Information and software on church groups in cable. **Staff:** Rev. Dave Pomeroy, Rev. Fred Erickson, Rev. Roy Lloyd, Philip Arnold, Rev. Bert Akers, Kathy Hauelsen, Jim Hauelsen.

National Guardian Corp. 2033
Box 1776, Edgewood, Md. 21040

Home security products.

NBC Enterprises
30 Rockefeller Pl., New York 10020

Movies, series, news and documentaries, children's, classic and cultural pro-

grams. **Staff:** Weston Elliot, Richard McHugh, Charles Coleman, Rick Traum.

NCS Industries 3031,32
2255 E. Wyandotte Rd., Willow Grove, Pa. 19090

Staff: Dick Grasso, Jerry Quinn, Bruce Furman, Ted Mayo, Jeff O'Brien.

Neptune Water Meter 4126,28,30
904 Gilmer Ave., Tallahassee, Ala. 36078

Network Communications 4132
Box 128, Traverse City, Mich. 49685

New Day Marketing 3021
Box 320, Newbury Park, Calif. 91320

Staff: Jan James, Don James.

Newton Electronics 3620
2218 Old Middlefield Way., Mountain View, Calif. 94043

TVRO test equipment* and receiver circuits*, microwave/video/audio signal generator. **Staff:** John Stover, George Winkle.

Norpak Corp. 4219,21,23,25
10 Hearst Way, Kanata, Ont. K2L 2P4

Teletext hardware including encoders, decoders and information providers. **Staff:** Leo Lax, John Smirle, Bob Fitzgerald, Anne McKague.

North Supply Co. 1049, 2632
600 Industrial Pkwy., Industrial Airport, Kan. 66031

Security equipment, cable products including pedestals and headend equipment. **Staff:** Jay Housh, Brian Richardson, Bill Winslow, A.G. Keesecker.

Northern CATV Sales 1617
Box 6729, Syracuse, N.Y. 13217

Fred A. Nudd Corp. 3030
1743 Rt. 104, Box 475, Ontario, N.Y. 14519

Towers with leg drain*, and antenna mounting features*, accessories and services. **Staff:** Rick Nudd, Carolyn Beisiegel.

Oak Communications Systems 2201
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Addressable converters*/decoders*, complete software packages, satellite signal encryption system, communications finance. **Staff:** C. Radloff, Ed Joseph, Dean Bach, Mike Shaughnessy, John Donohue, Doug Howe, Loris Thacker, Lou Roels, Paul Devermann, Will Harry, Norm Zachrel, O.J. Hanas, Chris Flor.

Octagon-Scientific 2411
476 E. Brighton Ave., Syracuse, N.Y. 13210

OEM Sales 1027
8230 Haskell Ave., Van Nuys, Calif. 91406

Staff: Danny O'Connell, Michael Holland, Stan Silverberg.

Opinion Research Corp. 2016
N. Harrison St., Princeton, N.J. 08540

Marketing research consultants. **Staff:** Andrew Brown, August Hess, Howard Horowitz, Julie Burton, James Clifford.

Panduit Corp. 1615,16
17301 Ridgeland Ave., Tinley Park, Ill. 60477

Parallex 2414
Box 12339, Winston-Salem, N.C. 27107

Computerized billing, accounting and management information. **Staff:** R. Lloyd Payton, Bruce Odell, Pat Moseley, Sonny Patterson.

Perfect Telemarketing 2608
841 Chestnut St., Philadelphia 19107

Telephone marketing services. **Staff:** Frank Kavalier.

Phasecom Corp. 2507
6365 Arizona Cr., Los Angeles 90045

Headends*, frequency modulator, earth stations* and modulators, data modems. **Staff:** Bert Rosenblum, Arie Zimmerman, Harry Linden, Richard Covell, Earle Davis, James Bailey, Brad Anderson, Deba Keasler.

Pico Products 2504
1001 Vine St., Liverpool, N.Y. 13088

Security pay products and earth stations.

Pioneer Communications 1500
2200 Dividend Dr., Columbus, Ohio 43228

Converters, addressable terminals and systems, two-way and security systems, audio converters. **Staff:** K. Bob Matsumoto, Bill Randall, Tom Calabro, John Lanpher, Larry Shredl, Michael Hayashi, Bob Adler, Ed Kopakowski, Shellie Rosser, Bill Kennedy, Alice Soltysiak, Irv Faye.

Pleasure Channel 4138
1888 Century Park East, Suite 1106, Los Angeles 90067

Poleline Corp. 3406
20 Antin Pl., Bronx 10462

Heat shrink tubing, pre-wire apartment house boxes and security enclosures, coring and stripping tool, installation materials, security equipment, aerial construction equipment, ladders, tools, test and metering equipment, cable and accessories, aerial hardware, underground construction equipment. **Staff:** Bud Campbell, Dennis Saran, Rod Chadwick.

Portac 1024
108 Aero Camino, Goleta, Calif. 93117

Video display message generators. **Staff:** Chuck Martinet, Brian Hooper, Greg Chai, Tracey Hooper, Jerry Hodge, Tom Collier, Jim Patchell.

Power & Telephone Supply Co. 4116,18
Box 79265, Houston 77279

Powervision 2004,05
1240 Blue Gum, Anaheim, Calif. 92806

Standby power systems for headend and cable distribution systems. **Staff:** Ed Harmon, Tom Marino, Robin Davies, Don Chandler, Jim Marino, Sam Kung, Russ Taylor.

Precise Mfg. 1409
2143 E. Fifth St., Tempe, Ariz. 85281

Production Products Corp. 2044
133 W. Seneca St., Manlius, N.Y. 13104

Trunk distribution and drop connectors for CATV, cable connectors*. **Staff:** Andy Szegda, Ed Manley, Dave Hayes.

Project Packaging 3608,09
800 Briarcliff Ave., Point Pleasant Beach, N.J. 08742

Proped 2011
Box 154, Sicklerville, N.J. 08081

Security enclosures, pedestals. **Staff:** James Mason, Stanley Ollek.

PTL Satellite Network 1401
Charlotte, N.C. 28279

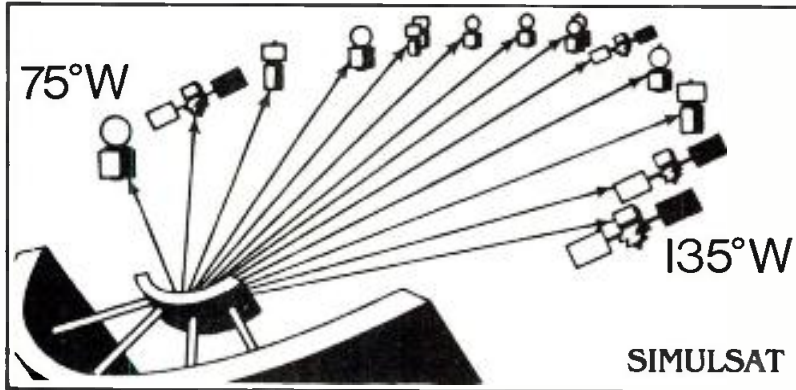
Inspirational religious programing. **Staff:** Jack Hightower, Les Marple, Cardin Heselton, David Coonrod, Walter Richardson, Jay Babcock, John Pope.

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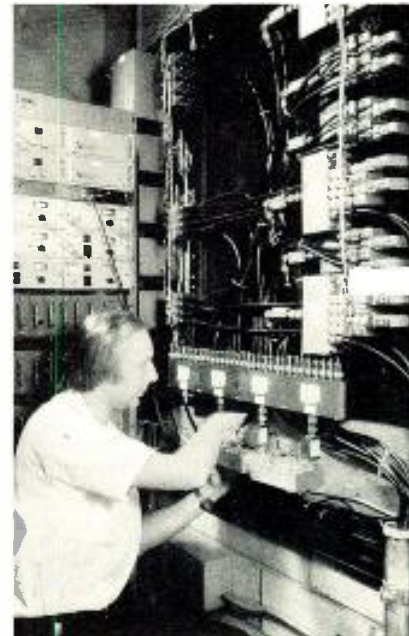
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8711 East Pinnacle Peak Road Suite C-103
 Scottsdale, Arizona 85255
 (602) 264-7275

5233 S. Hwy. 37, Bloomington, Ind. 47401

Converter repair services. **Staff:** Gary Wilson, Jeff Hamilton, Jim Church, Joe King, Roland Nobis, Jack Craig, Dave Tucker.

Publishers for Conventions 2015
1205 Main St., Pittsburgh 15215

Staff: Ben Gessler, Howard Burrell, Donna Ricci, Janis Surman, Linda Gondek, Bill Witherow, Barbara Piels, Gregg Szabatura.

Pulnix America 2636
453 F Ravendale Dr., Mountain View, Calif. 94043

Pyramid Industries 4307,09
Box 23169, Phoenix 85063

Quality RF Services 2030
825 Park Way, Suite 3, Jupiter, Fla. 33458

Staff: Fred Rogers, Sylvia Rathbone, Elzora Huminsky.

Quanta Corp. 1508
2440 S. Progress Dr., Sale Lake City 84119

Television information display systems and graphic titlers.

RADAC Marketing 1048
Box 1360, 430 Crescent St., Menomonie, Wis. 54751

Rainbow Programing Services 1301
100 Crossways Park West, Woodbury, N.Y. 11797

Bravo, Playboy Channel. **Staff:** Art Baer, Que Spaulding, Earl Spencer, Pam Euler, Debra Lieberman, Katie McEnroe, Sandy McGovern, Sally Jacoby, Rita Katz.

RCA American Communications 3103
400 College Rd. East, Princeton, N.J. 08540

Satellite-distributed programing. **Staff:** J.J. Tietjen, H. Rice, W. Kopacka, G. Kaplan, D. Cornell, J. Thiesing, G. Lewis, L. Donato, J. Williamson, J. Grady, B. Lazarus.

RCA Cablevision Systems 3102
8500 Balboa Blvd., Van Nuys, Calif. 91409

Headend equipment, modulators*, converters, distribution equipment and turnkey services. **Staff:** W. Firestone, D. Reinert, W. Reihls, R. Jones, R. Venner, B. Brammer, M. Adams, J. Lewis, C. Quick, T. Yawit, H. Mantz.

Jimmy Rea Electronics 2018
540 W. Broad St., Columbus, Ohio 43215

Local origination trucks and vans with full engineering production systems. **Staff:** Fred Gerling, Gary Brock, Augie Hess.

Regency Electronics 2039,40
7707 Records St., Indianapolis 46226

Staff: Joseph Boone, Steve Crum, Ken Showalter, David Allen, Ken Filardo.

Reliable Electric 2506
11333 Addison St., Franklin Park, Ill. 60131

Pedestals, enclosures, apartment box and standby power supplies. **Staff:** Mike Loran, Roy Clingman, Lee Keating, Dick Rivers, Walt Witte, Dick Schwob, Bob Plow, Don Murphy, Walt Miller.

Reuters 1203
1212 Avenue of the Americas, New York 10036

RF Monolithics 2623,24
4441 Sigma Rd., Dallas 75234

Surface acoustic wave resonators and filters. **Staff:** Clinton Hartmann, Fred Kinch, Frank Perkins, Lawrence Ragau, Bill Spurgeon, Dick McLean, Steve Wilkus, Terry Hinkle, Larry Heep, Charles Baker.

Riser Enterprises 2023,24
Bentley Rd., Hightstown, N.J. 08520

Staff: Frank Colalillo, Anthony Vivoli, Art Bianconi, Mike Spencer, John Laclere.

Riverside Manufacturing Co. 3017
Box 460, Moultrie, Ga. 31768

Business uniforms. **Staff:** Tom Morrell, Maury Levine, Colby Jordan.

RMR International 1037
Box 1070, Athens, Tex. 75751

RMS Electronics 3305
50 Antin Pl., Bronx, N.Y. 10462

Apartment house boxes and security enclosures, installation tools and materials, aerial and underground equipment, test and measuring equipment, standby power supplies, line splitters, couplers, multi-taps, scrambler/descramblers, matching transformers, wall plates and taps, attenuators, switches and connectors. **Staff:** Arthur Fink, Donald Edelman, Kerwin McMahon, Ray Perez, Lee Heller, Gunther Diefes, Holly Kent, Jim Dombrowski.

Rockwell International 3403
Box 10462, Dallas 75207

Microwave video transmission systems. **Staff:** Bill Shurtleff, Tom Noble, Les Fisher, Tom Pruett, Dennis Riddle.

Rohn 1608,09
Box 2000, Peoria, Ill. 61656

Communication towers and equipment shelters. **Staff:** Larry Grimes, Rich Jessup, Al Repsumer.

Roscor Corp. 1012
6160 Oakton St., Morton Grove, Ill. 60053

Total automation systems for commercial insertion and program playback, television remote trucks, videotape editing systems including spot reel editors. **Staff:** Howard Ellman, Jim Pianoski, Steve Detch.

Sadelco 1600,01
75 W. Forest Ave., Englewood, N.J. 07631

Signal level meters, spectrum calibrators and porta-bridges. **Staff:** Leslie Kaplan.

Thomas Sadel.

**S.A.L. Cable Communica-
tions 4129,31,33, 4224,26,28**
2500 Park Central Blvd., Decatur, Ga. 30035

Drop material and tools, earth station dishes and receivers*, prepackaged headends*. **Staff:** Alan Scheinman, Chuck Conner, Miles Kath, Thomas Heath, Jon Schwartz, Dennis Hibdon, Jerry Thompson, Martin Chipkin, Don Widadan.

Sandoval Productions 4336
944 North Genesee, Los Angeles 90046

Sargent CATV Services 3626,27
28th & Liberty Ave., Pittsburgh 15230

Satcom/Orrox 2617
1756 Junction Ave., San Jose, Calif. 95112

Satellite Syndicated Systems 2503
Box 45684, Tulsa, Okla. 74147

Keyfax, SPN. **Staff:** Ed Taylor, Selman Kremer, Dick Smith, Bill Rasmussen, Phyllis Veters, Mark Solow, Terri Johnson, Gary Stanton, Sarina Klaver, Karia Mumma, Cherlyn Hampton.

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Security Equipment Industry Association 2634,35

2665 30th St., Suite 111, Santa Monica, Calif. 90405

National trade association of manufactur-

ers and distributors of security products. **Staff:** Donna Gentry, Connie Cole.

Seeburg Music Library 4110
5706 New Chapel Hill Rd., Raleigh, N.C. 27607

SelecTV 2108
4755 Alla Rd., Marina del Rey, Calif. 90291

Movie and entertainment programming service, adult tier, addressable scrambling system*. **Staff:** Rene Aiu, Ken Karpman, Lee Kirbach, Rhonda Riger.

Showtime 3501
1633 Broadway, New York 10019

Satellite-delivered programing. **Staff:** Mike Weinblatt, John Sie, Greg Nathanson, Robert Catlin, Jack Heim, John Burns, Sue Denison, Carl Sambus, Dick Sullivan, Rick Howe, Ron Bernard, Stephan Wm. Schulte, Jim Miller, Peter Chernin, Mike Clark, Caroline Winston, Tom Furr, Earle Marsh, Jim Van de Velde, Jim English, Leona Tenebruso.

Signal Vision 3019,20
22732-B Granite Way, Laguna Hills, Calif. 92653

Silent Knight Security Systems 2629
1700 Freeway Blvd. North, Minneapolis 55430

SIN Television Network 3408
250 Park Ave., New York 10177

Spanish-language programing. **Staff:** Bill Stiles, Susan Catapano.

Solarvision 4332
3003 Reynolds, Dallas 75223

Standard Communications 2606,07
Box 45684, Tulsa, Okla. 74145

Starview Systems 3308
Rt.3, Box 103G, Pocahontas, Ark. 72455

Complete TVRO's. **Staff:** John Hastings, Virgil Richardson.

Station Business Systems 2502
600 W. Putnam Ave., Greenwich, Conn. 06830

Strand Century 2620,21
Box 9004, Rancho Dominguez, Calif. 90224

Lighting fixtures and controls for studio lighting. **Staff:** Susan Dandridge, Russ McCammitt, Archie Fletcher, Tom Folsom.

Supra Products 3018
Box 3167, Salem, Ore. 97302

Title lock for pedestals and apartment boxes, locking wallplate, key safes. **Staff:** Don Boyce, John Howells, Ellie Goward.

Synchronous Communications 1110
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Taifford Associated Cable Group 4340
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TCS Cable 2412
6420 Richmond Ave., Suite 540, Houston 77057

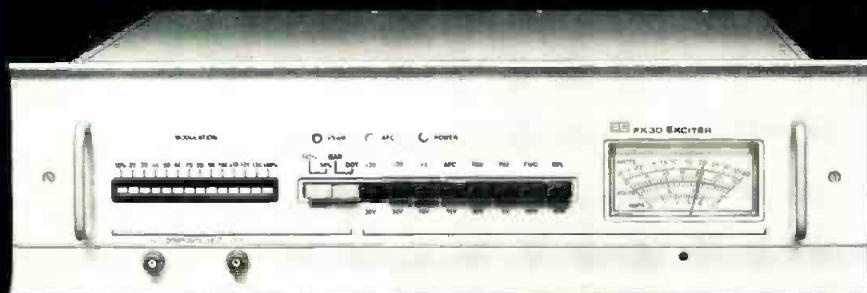
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Teleculture 4008
420 Lexington Ave., Suite 1745, New York 10017

Telefrance USA 2503
Box 45684, Tulsa, Okla. 74145

Telemine Co. 2309
888 Seventh Ave., New York 10106

Television Technology 3622
5970 W. 60th Ave., Arvada, Colo. 80003

LPTV transmitters and information. **Staff:** Charles Halle, Bo Pearce.

Tele-Wire Supply Corp. 2600,01
7 Michael Ave., East Farmingdale, N.Y. 11735

Telpar 3610
4132 Bill Mitchell Rd., Addison, Tex. 75001

Character text generators. **Staff:** Fred Dupuy, Kevin Murphy, Bill Conrad.

Telstar 3105
8500 Wilshire Blvd., Suite 815, Beverly Hills, Calif. 90211

T.E.S.T. Inc. 1305
16130 Stagg St., Van Nuys, Calif. 91409

Texscan Corp. 3203
3102 N. 29th Ave., Phoenix 85061

Distribution equipment, cable test equipment, character generators, stand-by power supplies, remote addressable converters, set-top converters, distribution lines, multiple channel MDS, 60-channel headend, dual stand-by power supply, texalert security system, 5000 mhz test meter, baseband descrambling set-top converter. **Staff:** Carl Pehlke, Jim Luksch, Raleigh Stelle, Bob Palle, Bert Henscheid, Peter Brady, Chuck King, Ed Kirk, Susan Coady, Rob Shevlot, Tony Luksch, Eric Van Hulle, Tom Holder, Larry Fox, Ron Oberloh, Lew Dumbauld, Dennis Gourley, Ann Newman, Gary Hoffman, Alan Whitlock, Ron Adamson, Dan O'Connor, Kirk Hollingsworth, Bob Daniels, Paul Wilson, Dick Taylor, Gerald Goldman, Bick Remy, Gail Bonurant, Jan Pappas.

Time Manufacturing 4229,31, 4333,35
7601 Imperial Dr., Waco, Tex. 76710

Staff: Lee Taylor, Charles Wiley, Bob Clark, Huff Huffines.

Times Fiber Communications 3500

Box 384, Wallingford, Conn. 06492

Tocom 1303
Box 47066, Dallas 75247

Staff: John Campbell, Mike Corboy, John Nolen, Dick Kolarik, Sid Prothro, Sandra Rogers, Neil DeCostanza, Wayne Burress, John Cummings, Carl Weidman, John Fullingim.

Toner Cable Equipment 1103
969 Horsham Rd., Horsham, Pa. 19044

Distributors of CATV equipment, including headend, earth stations, antennas, towers, security cabinets, passives, distribution gear, tools, character generators, multi-taps, computer billing/management information. **Staff:** Bob Toner, B.J. Toner, Marty Ingram, Jim Wigglesworth, Ernie Worley, George Meirisch, Marty Moran.

Touche Ross & Co. 1045,46
225 Peachtree St., Atlanta 30343

Management consulting services. **Staff:** Danny Corbett, Roger Pease, Joe Kraemer, Ed Ruzinsky.

Trans USA Corp. 3025
79 Joanna Ct., E. Brunswick, N.J. 08816

Drop materials and construction hardware, 7, 14, and 40 channel block converter. **Staff:** Joe Liaw, Joe Chang, Bob Du.

Trinity Broadcasting Network 3410
Box A, Santa Ana, Calif. 92711

Staff: Stan Hollon, Frank Prainito, Suzanne Wilson.

Triple Crown Electronics 3600,01
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Satellite receivers, TV signal processors, TV channel modulators*, emergency override system, distribution amplifiers, apartment amplifiers. **Staff:** Charles Evans, David Emberson, Karl Poirier, Ted Schapira, Earl Russell, Ben Duval, Glen Duval.

TRW Semiconductor 3014,15
14520 Aviation Blvd., Lawndale, Calif. 90260

Hybrid amplifiers. **Staff:** Bob Fletcher, Dan Faigenblat, Dan Brayton, Cindy Lindelien, Georg Leuttgenau, Jack Powell.

Turner Broadcasting System 1501
1050 Techwood Dr., NW, Atlanta 30318

Cable News Network, CNN Headline News, superstation wrbs. **Staff:** Ted Turner, Robert Wussler, Terry McGuirk, Nory LeBrun, Paul Bissonette, Doug McGinnis, Susan Korn, Bert Ellis, Cathy Burrell, Andy Harrison, Bud Sutherland, Arthur Sando, Julia Bedner, Bill Tush, Jayne Greenberg.

TV Guide 2510
4 Radnor Corporate Ct., Radnor, Pa. 19088

TV Host 2042
3935 Jonestown Rd., Harrisburg, Pa. 17109

TV Watch 3201
1819 Peachtree St., Suite 707, Atlanta 30309

TV-Cable Week Magazine 2402
123 Main St., White Plains, N.Y. 10601

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Suite 911, Fox Pavilion, Jenkintown, Pa. 19046

Publishers of *Cable Today* and *The Cable Guide*. **Staff:** Neil Heller, Allen Turner, Marci Levine, Jane Hughes, Irv Kalick.

Tyton Corp. 1032
7930 N. Faulkner Rd., Milwaukee 53223

Staff: Randy Sengbusch, H.L. Carter, Mark Dymek, Dennis Plesha, Tom Davidson, Paul Clarkson, Martha Russell, Al Pharris, Terry Morgan.

UEC Manufacturing Co. 4200-03
Box 54979, Oklahoma City 73154

Aerial lift equipment. **Staff:** Bill Vinton, Bill Barrett, Greg Collier, Wes Williams.

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Staff: Jack Klinge.

United Satellite Systems 2622
Rt. 1, St. Hilaire, Minn. 56754

Satellite receivers* and antennas. **Staff:** Doug Dehnert, Richard Anderson.

United Video 3303
3801 S. Sheridan Rd., Tulsa, Okla. 74145

Superstations WGN and WFMT Chicago and electronic program guide. **Staff:** Roy Bliss, Bob Price, Jeff Treeman, Virgle Smith, Cheryl Lambert, Joan Rockett, Chris Bourne, Leanne Knowles, Diane Flourney, Jamie Witmer, Heidi Clements.

Universal Security Instruments 4106,08
10324 S. Dolfield Rd., Owings Mills, Md. 21117

Cable call on-line home security. **Staff:** Dennis Pushkin, Ken Dewitt, Sandy Olshansky.

Unlimited Cable TV Contractors 1042
10000 W. 75th St., Suite 140, Shawnee Mission, Kan. 66204

Turnkey design and construction. **Staff:** Gary Briggs, Don Williams, Larry Pearle, Gene Lewis, Tom Muetze, Don Fergie, Bill Roach, Kenny Wright, John Huke, Dave Kozich.

USA Cable Network
208 Harristown Rd., Glen Rock, N.J. 07452

Variety programming network. **Staff:** Kay Koplavitz, Lonnie Guida, Jeff Lawenda, Dave Kenin, Barry Kluger, Monia Joblin, Mary Lou Brown, Andy Besch, Ken Kinnerman, Brent McKinley, Diane Sharon.

U.S. Air Force 1018
6440 N. Central Expwy., S. 319, Dallas 75206

Utah Scientific 2034,05
1685 West 2200 South, Salt Lake City 84119

Multi-channel automation system*, machine control systems and audio and video routing switchers. **Staff:** Lyle Keys, Gary LaMunyan, Dale Buzan, Steve Monson.

VC III Cablevision 3632
13623 Victory Blvd., Suite B, Van Nuys, Calif. 91401

Adult programming and horror films. **Staff:** John Hanley, Steve Dionio.

Vermeer Manufacturing 2038
Box 200, New Sharon Rd., Pella, Iowa 50219

Trenchers and cable plows. **Staff:** Bill Vander Molen, Jim Hedrick, Carl Van Roekel, Mike Hajozsky, Richard Boehm, Bobby Smalley.

Video Data Systems 3108
205 Oser Ave., Box 1050, Hauppauge, N.Y. 11787

Video Naturals 4010
2590 Glen Green, Suite 6, Los Angeles 90068

Videodisc Broadcasting 4300,02
1425 Greenway Dr., Suite 210, Irving, Tex. 75062

Two-channel automatic ad insertion equipment. **Staff:** H. Lewis Parsons, Bill Keith, Rolf Rasmussen, Mike Irwin, Tom Croft, Sharie Parsons, Paul Parsons.

Videomedia 4211
211 Weddell Dr., Sunnyvale, Calif. 94086

Station automation system, master remote control units. **Staff:** Jim Thibodeaux, Nancy Patten, Herb Knless.

Videotek 2619
125 N. York St., Pottstown, Pa. 19464

Color monitors, color receiver/monitors, waveform monitors*, vectorscope, demodulators, audio program monitors, distribution amplifiers*, routing switchers*. **Staff:** Phil Steyaert, Peter Choi, Emery Grady, Eric Wahlberg, Barry Gardner, Ron Moyer, Rick Hollowbush, Don Taylor.

VIEW Communications 2616
150 E. 58th St., New York 10155

Viewsonics 2408
170 Eileen Way, Syosset, N.Y. 11791

Passive devices, drop and grounding materials, pole line hardware, tool and safety equipment, security devices, meter and instrument cases, MTV stereo adapter kit, apartment boxes, digital multimeters. **Staff:** Abe Ackerman, Rich Fvola, John Ferrarese, Tony Passanesi.

Vitek Electronics 3302
4 Gladys Ct., Edison, N.J. 08817

Addressability system*, pay TV trap, RF leakage detector. **Staff:** Gail Bertha, Peggy Isaacson, Richard Paynting, Peggy Sharp, Debbie Sheldon.

Wang Communications 1408
One Industrial Ave., Lowell, Mass. 01851

Warner Amex Satellite Entertainment Co. 2200
1211 Avenue of the Americas, New York 10036

Music Television, Movie Channel, Nickelodeon. **Staff:** John Schneider, Robert Pittman, Cy Schneider, Jordan Rost, Andy Orgel, Margaret Wade, E.A. Hassett, Carolyn McCrory, Gil Faccio, John Reardon, Bruce Braun, Mike Wheeler.

Wavetek Indiana 1006-09
5808 Churchman, Beech Grove, Ind. 46107

Cable TV test equipment, system analyzer, system sweep, signal level meters. **Staff:** Tony Barnard, John Shaw, Phyllis Thompson, Steve Murray, Greg Marx, Tony Short.

Weather Channel 3400
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather forecasts and information. **Staff:** John Coleman, John Wynn, Doug Holladay, CJ Sartor, Dave Gunn, Tammy Zinn, Reed Larson, Roland Waddell, Laurey Smith, Steve Severn, Dan Mohler, Susan Storey, Bahns Stanley, Mike Ban, Mike Eckert.

Wegener Communications 4112,14
150 Technology Park, Norcross, Ga. 30021

Stereo processors, synthesizers and other cable FM equipment, audio security equipment, data and teletext transmission equipment for satellite and microwave. **Staff:** Peggy Placek, Bob Placek, Heinz Wegener, Ned Mountain, Nancy Mountain, Jon Thrasher, Susan Cope-land, Jennie Klett.

R.D. Werner 4120
Box 580, Greenville, Pa. 16115

Fiberglass combination step/extension ladder and climbing equipment*. **Staff:** Bob Blakemore, Bob Alford.

Western CATV Distributors 1507
3430 Fujita Ave., Torrance, Calif. 90505

Staff: William Ewing, Allen Lipp, Tom Robinson, Bob Vallerand, Don Beaupre, Phil Glade, Don May.

Wilk Power & Video 1107
16255 Ventura Blvd., Suite 1001, Encino, Calif. 91436

Character generator, standby power supply, A/V switching equipment. **Staff:** Leslie Spitzer, George Newman, Peter Kelsey, George Kopetski, Tom Hamilton, Dil Isherwood, John Crisp, Ray Wilk.

Winegard Co. 2102
Box 329, Montgomeryville, Pa. 18936

Trunk and distribution equipment, mini trunk amp, headend processor, status monitor feeder disconnect, modular passives, subscriber taps, AC power supplies and addressable converter/descrambler. **Staff:** Randy Winegard, Robert Fleming, Peter Hasse, Joe Dolinski, Rus Heerdt, Tom Schulte, Hans Rabong, Arne Housekenecht, Gil Cunningham, Tom Thorpe, Lynne Hood, Edie Stankus.

Zenith Radio Corp. 3104
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Addressable converter decoder system, teletext decoders. **Staff:** Jim Faust, Gordon Kelly, Chick Eissler, Vito Brugliera, Bob Kallas, George Green, Dick Collie, Bob Cunningham, Cathy Morgan, Kathy Ward, Greg Williams, Bill Thomas, Robert Fulton, Bob Hansen, Mike Long.

Zeta Laboratories 1029
3265 Scott Blvd., Santa Clara, Calif. 95051

Frequency agile RF data modem for computers. **Staff:** Chuck Frank, Ken Crandall, Ron Reak.

CBS vindicated in '60 Minutes' slander suit

Jury decides Los Angeles doctor was not damaged by broadcast naming him in connection with insurance fraud; physician Galloway and his attorney still undecided on whether to appeal

A Los Angeles Superior Court jury ruled last Monday (June 6) that a Lynwood, Calif., physician was not slandered by a 1979 segment of the CBS News television program, *60 Minutes*, produced by Stephen Glauber and reported by Dan Rather.

The nine-woman, three-man jury voted 6 to 2 on the first ballot in favor of CBS, after 10 hours of deliberation that began June 2. Under California law, a minimum of nine votes is needed for a decision in a civil case.

Dr. Carl A. Galloway had charged that CBS, Glauber and Rather acted in "reckless disregard for the truth" in preparing an expose on insurance fraud during which Rather reported that Galloway had signed a phony medical insurance claim. Galloway insisted throughout the 20-day trial that the signature linking him to the alleged fraud scheme used by a Los Angeles medical clinic was a forgery and that CBS representatives never spoke to him before airing the program.

Galloway originally sought \$30 million in damages, but Judge Jack W. Swink reduced the claim to \$4.5 million after denying a motion by the physician's attorney, Bruce Friedman, seeking punitive damages. In compliance with California law, the judge said he felt there was insufficient evidence introduced by the plaintiff that the defendants had acted with actual malice or hatred toward Galloway.

"We were trying to figure out what was in Dan Rather's mind at the time of the broadcast," jury foreman David Campbell told reporters after Monday's announcement. Most of us felt he had not acted in reckless disregard [of] the truth." As for Galloway, it's a very sad thing for him," conceded Campbell, "but we do what we think is right." The jury concluded that the doctor had not proved he was damaged as a result of the Dec. 9, 1979, broadcast.

In a statement issued from its New York headquarters, CBS proclaimed itself "extremely pleased" with the verdict. "From the outset," the network said, "we were convinced that a dispassionate examination of the evidence would demonstrate clearly that the broadcast was fair and accurate."

Several jurors said they felt Galloway must have been aware of the alleged fraud,



Glauber

whether or not he actually signed the document used by *60 Minutes* to suggest his complicity in such activities.

Friedman said he will file a motion asking for a new trial in the suit, in the hope that Judge Swink can be persuaded that he "inadvertently" exceeded his pretrial standard of proof when he gave the jury its instructions. A hearing on the matter has been set for July 6 in Swink's courtroom.

Swink advised jurors before deliberations began that they needed "clear and convincing evidence" that the defendants "must have entertained serious doubts about the truth of the allegedly slanderous statement [that the report shown on camera 'was signed by Carl A. Galloway, M.D.']" in order to find for the doctor.

Friedman told reporters last Tuesday: "We would have won the case for sure," had Swink worded his instructions differently. He said it would have been "impossible" for Galloway to prove "knowledge of falsity" by the defendants without Rather or Glauber being documented as saying before the broadcast that they knew the statement to be untrue and were going to air it anyway.

Attorney Robert Vanderet, who joined William Vaughn of O'Melveny & Myers in the CBS defense, said he was not particularly concerned about Friedman seeking a retrial, arguing that Swink's instructions were consistent with case law.

Galloway told BROADCASTING in an interview last Wednesday he still believes he can win his case under California's libel laws and an appeal is "highly likely" if Friedman's motion for a retrial is denied. Galloway expects a formal motion to be filed some time this week.

Swink "could have taken simple negligence as a standard of reckless disregard for the truth as the standards it would be tried under. Reckless meaning failure to properly investigate, failure to do what any competent journalist would do—that is, check before you smear somebody and not these

vague phone calls they claim they made," said Galloway. "If Mr. Rather wanted to go on the air tomorrow and accuse me of something else, I'd have no protection unless he were to say, himself, that he had reason to doubt its validity.

"You have to prove what's going on in someone's mind," Galloway continued. "I don't know of anyone who could be convicted of defamation under any circumstances, because all they would have to say is, 'I never thought about it.'" The 35-year-old physician said he felt "vindicated because of all the press the case received," adding, "if I were [Rather or Glauber], I would not go out and boast about it." Galloway said the decision "is not a total loss. We raised some issues and made some points."

According to jury foreman Campbell, "the turning point was that Dan Rather did act in good faith. There was not a reckless disregard for the truth."

Rather spent a full week in court observing the trial and testified on three of those days. He maintained on the witness stand (BROADCASTING, June 6) that he "never doubted that he [Galloway] signed the report from the first time I saw it." The network

...I'd be interested in watching and think most women would...



Judgemental. A judge for Los Angeles County Superior Court, assistant presiding judge Thomas Johnson, issued a press release last week criticizing two commentaries made by KNXT(TV) Los Angeles reporter-commentator Bill Stout. The commentaries concerned actions taken by the judge presiding over the slander trial against CBS (see story, this page), Judge Jack Swink. Stout criticized Swink's decision to bar KNXT from operating the courtroom's one pool camera because the station is owned by CBS, the defendant in the trial, and his decision to prohibit a KNBC(TV) Los Angeles reporter from directing coverage by the pool camera because that reporter had appeared as a witness for Dr. Carl Galloway, who brought the suit against CBS.

Stout, in his nightly commentary, had said Swink exercised "censorship from the bench" when he barred KNXT from operating the pool camera. The station considers itself "an independent and autonomous news organization" from its parent company, according to KNXT director of news, Steve Cohen, who said the judge did not recognize "there is a difference between CBS Inc., CBS News and KNXT." Cohen also said the judge, by his decision, was "censoring us, making a decision on our ability to cover the news and discriminating against channel two news."

Judge Johnson defended both of Judge Swink's actions by saying that Swink was trying "to avoid even the appearance of impropriety." In each case, the press release said, the judge decided, after careful deliberation, that permitting camera control by a person involved in any way with the case might give the appearance of a conflict of interest. Judge Johnson also noted that the reporters for both KNXT and KNBC were never barred from the courtroom and that both stations had access to pool camera coverage. "In this court's opinion," Johnson said, "to label two very careful rulings that did not hurt the affected media as indication of incompetence is amazingly far from reality and is incredibly unfair to a most able judge."

Cohen called Judge Johnson's press release "an extraordinary type of statement against one correspondent" that could have a "chilling effect" on all journalists.

anchorman also testified that he and Glauber had made three telephone calls to Galloway in an attempt to discuss his alleged involvement in the clinic's operation, and that "nobody called back."

But the two jurors who sided with CBS expressed some misgivings about the way in which the story was handled. "It wasn't poor

journalism," juror Joyce A. McIlvsn told reporters. "It could have been better. There could have been more investigation." Jury member JoAnne Dodd suggested Rather could have written Galloway or visited his home or office before going ahead with the broadcast.

The two lone dissenting jurors declined

comment on their decision. Rather himself was in New York preparing for *The CBS Evening News* and was not available for comment.

Glauber was in court when the decision was announced and said he "did not do what we did was correct." He added: "Truth was on trial here and truth prevailed." A CBS producer said being "dragged through court" was "very difficult for everyone involved."

Vaughn, who led CBS's defense, termed the decision "a verdict that strikes a blow to the free press. It's a blow for the First Amendment. I'm proud of it." Vaughn stressed throughout his arguments that the principals had reason to hold a good-faith belief that Galloway was involved in the alleged insurance fraud operation at the time of the broadcast. He charged during his presentation to the jury that Galloway was "up to his nose in illegal activities at [Manchester West] clinic" and praised the segment as "a stunning piece of reportorial magic."

In a rebuttal, Friedman accused Rather of finding Galloway "guilty by association." He argued that a verdict in the doctor's favor would support "responsible journalism" and discourage the news media from "saying things that are totally unfounded."

Galloway continued to insist after the week's verdict that he was not involved in any illegal activity at the clinic and had never been employed at the facility for more than a month when the phony medical report was obtained by CBS investigators. However, Galloway testified during the trial that he had learned about the network's inquiries the same day CBS visited the clinic but did not follow up on it. Jury foreman Campbell said most of the jurors were convinced Galloway did not actually sign the document used by CBS in the broadcast, but felt the doctor nevertheless was "very naive if he did think there was something going on there [at the clinic]."

During preliminary hearings and the trial itself, Friedman and Galloway attempted to discredit Rather, Glauber and CBS News by calling into question their actions in preparing the "It's No Accident" episode. Friedman obtained from CBS outtakes not broadcast during the program and used them in court to support his view that Rather and Glauber had improperly "staged and rehearsed" portions of the broadcast. He also complained that they repositioned at least one interviewee's response out of context.

Although some observers expressed their belief that some outtakes were an embarrassment to the network and might damage the reputations of Rather and *60 Minutes*, CBS attorney Vaughn told the *Los Angeles Times* "the outtakes were the best piece of evidence we had" to convince the jury that Rather and Glauber believed in the accuracy of the reporting from the start.

Nevertheless, Galloway and Friedman apparently found sympathy from some long-standing critics of CBS News. *The New York Times* reported Galloway received \$5,000 from Reed Irvine, the chairman of Accuracy in Media, a Washington-based media watchdog organization, who is also supporting General William Westmoreland.

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in his \$120 million libel suit against the network. The American Legal Foundation, which has filed complaints with the FCC concerning both the Westmoreland and Galloway segments shown on CBS, assisted Friedman in Galloway's action against CBS.

The Westmoreland suit is the largest of approximately 60 libel suits currently pending against CBS. A network spokesman said last week that CBS News has never settled a libel suit out of court and that *60 Minutes* has prevailed in the 150 suits brought against it that are still pending.

Westmoreland's attorney in the lawsuit, Dan Burt, told reporters last week the news-gathering techniques of CBS News will figure more prominently in that trial, scheduled to begin next March.

"I think you'll see much more about the process as it relates to the truth or falsity of the story," Hurt said. □

Sauter takes stock of broadcast news

Coming off favorable verdict in slander trial, CBS News chief feels organization's credibility is intact; expresses concern over TV criticism by papers, lack of hour news programs

"I believe our credibility with the public is quite high," said CBS News President Van Gordon Sauter, the day after a Los Angeles jury cleared CBS News of slander charges stemming from a 1979 *60 Minutes* broadcast. "I think that sustaining that credibility is the most important thing we do, but at this stage, I do not see our credibility as an issue and do not see it as a problem."

Speaking before the Washington chapter of the National Academy of Television Arts and Sciences at the National Press Club last Tuesday (June 7), Sauter kept his comments regarding the controversial trial brief. "We contended there were no mistakes [in the broadcast] and the jury concurred," he said. CBS News declined to appear on ABC News's *Nightline* to discuss the verdict and its implications last Tuesday night, he said, because "we really had nothing to say except what we had already said to the press: 'We are grateful that the piece was vindicated.'"

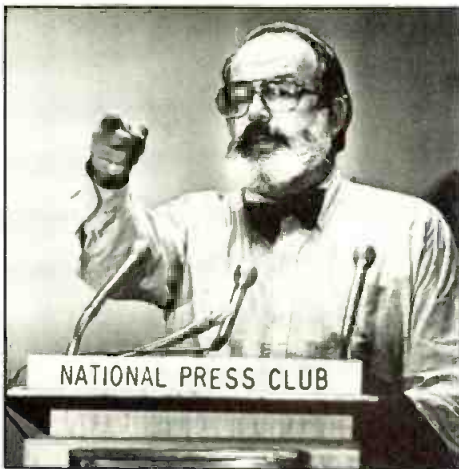
CBS News's credibility, which was called into question during the trial, was a major theme of Sauter's speech. "Without credibility," he said, "we would be troubadours talking only to those who could not get out of earshot." Sauter said the average viewer trusts and will continue to trust CBS News. "As long as we are calm and objective voices speaking with fairness and accuracy, we will justify and sustain our audience," he said. The "biggest threat" to CBS News's credibility is not lawsuits—there are 57 now pending against CBS News—or groups that seek to discredit the news organization, he said, but "telling people stories they don't understand or stories they can't relate to."

Responding to a question, Sauter said he had "some grief" with some of the press coverage of the slander trial. Apparently referring to a piece that appeared in the *Los*

Angeles Times, Sauter said a "particularly egregious piece" prompted him to advise CBS affiliates at their annual meeting to follow the trial in *Daily Variety*, "which was providing greater continuity of coverage and was not falling into the trap of allowing some myths that had been created and later knocked down to continue."

Sauter betrayed some resentment toward newspaper criticism of television in general. As long as newspapers allow their writers to criticize television and not newspapers, he said, "it's an unfair system.... On most newspapers, if the TV critic turned media critic and did a story about his [own newspaper] that was as critical as some of the stories about us are, that column would be pulled in the first edition and replaced by a column on how to cook hot stews."

Sauter's speech was wide-ranging, covering the effects of technology, industry and



Sauter

corporate "structure" on network news.

Despite the rapid pace of development of broadcast technology, Sauter said technology will not change the basic form of broadcast news or its "relationship with the viewers" for the next several years. The "significant" change will come in the 1990's when viewers will have large-screen television sets capable of receiving and displaying video and text. "The system will be interactive and we can become, if we so choose, our own editors, drawing from an index of text and video stories, calling them up at will," he said.

The industry structure, more susceptible to change, could have a more immediate impact on network news. But if the network-affiliate relationship remains intact, the three broadcast news organizations should continue their dominance for at least the remainder of this decade. "If the network-affiliate bond is shattered or significantly diminished," he said, "other news organizations will be expanded to broaden the competition." Sauter dismissed Satellite News Channels and Cable News Network as "neither journalistic nor audience-generating forces. Given the financial realities of the marketplace, we don't see that changing in the near future."

Network news organization will undergo some internal changes to cope with the mounting costs. The increased costs stem from the audience expectation of pictures of a story wherever it occurs, a "talent pool" in which demand outstrips supply, increasing

amounts of foreign news and the rise of ABC News over the past few years to make the network news competition a three-way race.

"In the long run," he said, "the greatest threat to our editorial effectiveness and independence is deficit financing." Because of rising costs, he said, CBS News has made contingency plans to make budget cutbacks, but no action has been taken. "We are talking about a file in a cabinet," he said, "and there have been no cuts."

One way of dealing with the added costs and the demands of modern television journalism is through new management structures. The present organizations were contrived years ago to produce a 15-minute black-and-white evening newscast, he said, and they no longer "respond to the types of broadcast we do today.... I suspect that over the next few years one of the news organizations may restructure itself, perhaps along the lines of a newsweekly."

Sauter is a believer in the one-hour evening news show. A half hour, he said, is "totally inadequate for serving the audience." But because of affiliate resistance, he said, it is unlikely that any of the networks would attempt a one-hour telecast in the next year. He expressed the hope that the Public Broadcasting Service would do well with its one-hour *MacNeill/Lehrer Report* broadcast. If it's successful, he said, it could supply the impetus the networks and their affiliates need to overcome their differences and "solve this core, crucial journalistic problem." □

...the program held my attention with issues that many women would be interested in...



Ted Bates predicts fall finishes

Agency's examination of network prime time schedules puts CBS on top for fourth quarter, followed by ABC, NBC; sees network shares off two more points

CBS-TV's new prime time schedule will win the fourth-quarter race again in household ratings, but will fall into a tie with NBC-TV for second place, after ABC-TV, among young adults 18-49, according to an analysis and forecast released last week by Ted Bates Advertising, New York.

The study, by Joel M. Segal, Bates's senior vice president, network television/radio, anticipates that CBS will slip a full point in total homes ratings, from an 18.2 rating/29 share in last year's fourth quarter to a 17.2/27 in this year's, while ABC slips slightly from 16.7/27 to 16.6/26 and NBC advances from 14.7/23 to 15.0/24.

Those numbers add up to a three-network share of 77, down two points from a year earlier—a decline comparable to 1981's. In 1982, the networks lost seven share points from the previous year, but in 1982, Segal noted, the pro football strike contributed to a loss of 5.5 share points on Monday night alone. In addition to the absence of a comparable strike threat on Monday nights in the coming season, Segal said, last season's downtrend in early Tuesday and Wednesday night shares "may actually be reversed by the contribution of stronger programs that weren't there last fall, like *A Team* [NBC], *Fall Guy* [ABC] and *Mississippi* [CBS]." The prime time network share of young adults, aged 18-49, is also expected to decline by two share points—from 77 in the 1982 fourth quarter to 75, according to Segal. He expects ABC and CBS to lose about three-tenths of a rating point apiece among young adults, and NBC to gain two-tenths, with ABC averaging 11.6/27 and CBS and

NBC each doing 10.3/24. What this means, Segal said, "is that CBS and NBC will score equally among this key viewing group and that the spread among the three networks will be only 1.3 rating points, a far cry from where we were two years ago, when ABC and NBC were 3.4 ratings points apart."

Segal graded each network's programs according to the share points he expects each program to get. Those expected to get 20 or fewer share points are called "failure"; those falling in the 21-24 range are "borderline," meaning that they may last beyond the fourth quarter but their "chances for further recovery are slim"; those expected to score 25 to 27 share points are "passing grade," meaning that they may go into 1984 "but may or may not last throughout the season," while those in the 28-31-share range are "clear success" and those with anticipated shares of 32 or more are "smash hits."

Segal puts two ABC programs in the "smash hit" category—NFL football and *Dynasty*—and rates seven, including one new series, *Hotel*, in the "clear success" group. For CBS he has four "smash hits"—*Magnum PI*, *Dallas*, *Falcon Crest* and *60 Minutes*—and eight, also including one news entry, *After M*A*S*H*, "clear successes." For NBC he sees no smashes and only two clear successes—*A Team* and *Hill Street Blues*.

At the other end of the scale, Segal finds five "failure" ratings in the ABC lineup: *Just My Luck*, *Trauma Center* and *Lottery*, all new entries, and *Ripley's Believe It or Not* and *Happy Days*. He counts five ABC shows as "borderline": *It's Not Easy* and *Hardcastle & McCormick*, both new, and *9 to 5*, *Matt Houston* and *20/20*. He gives "passing grade" to *Yes, But I'm Married* and *Webster*, both new, and *That's Incredible*, *Benson* and *T.J. Hooker*.

In the CBS lineup, Segal finds one "fail-

ure," *Cutter to Houston*, a new entry. Four series are called "borderline": *Mississippi*, *Wednesday Movie*, *Saturday Movie* and the new *Whiz Kids*, while five are given "passing grade": *Scarecrow & Mrs. King* and *Navy*, both new, and *Tuesday Movie*, *Knots Landing* and *Dukes of Hazzard*.

At NBC, Segal marks four for "failure": *Family Ties*, *St. Elsewhere*, *Monitor* and the new *Jennifer Slept Here.*; He puts 13 in the "borderline" category: *Boone*, *Bay City Blues*, *We Got it Made*, *Mr. Smith*, *Manimal*, *For Love and Honor* and *Yellow Rose*, all new, plus *Remington Steele*, *Real People*, *Facts of Life*, *Gimme a Break*, *Mama's Family* and *Cheers*.

Segal summed up:

"It is obvious that it is incumbent on the networks to pull out all stops to recapture their lost viewers. CBS's current attempts include a sharp reduction in sitcoms, which generally skew old, and the addition of a movie, traditionally a drawing card for young adults. But they have made no effort to draw an increased proportion of younger adults on Sunday and the early parts of Tuesday and Friday. They are particularly short in the young male arena.

"ABC, historically the young adult network, has to work on Tuesday and Saturday where they lag considerably in young men.

"NBC has shown modest improvement this year and we expect further small gains next year, but they still have a job cut out for them on Wednesday nights in particular. □

CBS's open-door policy with China

Network set to sell 64 hours of programming plus advertising to mainland China's CCTV

CBS Broadcast International, which recently announced an agreement to supply Chinese television with 64 hours of programming over the coming year, is hoping to provide American advertisers with their first opportunity for easy access to Chinese TV viewers. It is also, according to CBS vice president, general manager, John Eger, entering a new phase of its development as the international marketing arm of the CBS Broadcast Group.

Starting in October 1983, the China Central Television network will begin airing an hour of CBS programming—most likely sports, and informational and cultural fare—on Fridays from 8 to 9 p.m., following CCTV's regular network newscast ("In Brief," June 6). Every other Sunday another half-hour of CBS fare will air, following CCTV's English language lessons, one of the most popular programs on Chinese TV.

CBI will sell five minutes of advertising in each hour and it will share its revenues

Tracing the reasons. A new Roper poll commissioned by the Television Information Office has found that most Americans rank television violence low on the list of probable reasons for violent crime. Based on interviews conducted with 2,000 adults between March 19 and 26, the poll found that among people who actually know someone who has committed a serious crime, TV violence is ranked even lower as a cause than among those who do not.

Of the 22% of respondents who said they knew someone who has committed a crime, 8% said they thought the person did so because of exposure to violence on TV. This group ranked TV violence lowest on a list of 10 possible reasons for crime. Among the 77% who said they do not know any criminals, 29% attributed crime to TV violence, seventh among probable causes of violence listed.

According to TIO, respondents who knew no criminals were far more likely to offer several different opinions about why crimes are committed, while those who know criminals were far more specific, with 29% of them mentioning only one reason.

The TIO commissioned the survey "to learn whether those who blame TV for the violence that plagues our society represent a significant segment of the population," said TIO director Roy Danish. "The results indicate that most Americans do not scapegoat TV and had a less simplistic view of the causes of crime and violence." The bottom line of the survey, according to Danish, is that, "general public concern over the possible effects of televised violence is relatively limited and that this is particularly true among people who know individuals involved in a serious crime."

from those sales with CCTV, which in effect will be receiving compensation like that paid CBS affiliates in the United States for turning over part of its broadcast day to the network. CCTV's goal in signing the agreement, said Joseph Bellon, vice president and managing director for marketing and development at CBI, was to acquire programming it could not afford to pay for in cash but wanted as part of an overall effort to expand China's television broadcasting system.

Most of the advertising in the CBS programming is expected to come from corporations seeking to develop an identity in China, said Bellon. Although the average Chinese income has risen sharply in recent years, he said, there is not yet a developed consumer market in which people have adequate disposable income to buy wrist watches, home computers or automobiles. "There are no ratings and no demographics," he said. "This is virgin territory for advertisers" and CBI is looking for those who are "taking a long look at where they are going on the international front."

To build a corporate image in China will require repeated broadcasts of an advertiser's message, said Bellon, and to that end, CBS plans to limit the number of sponsors for its Chinese broadcasts to about 10. Each will be asked to pay \$300,000 for 32 minutes of advertising and each will be promised type exclusivity, so that each advertiser will not have to compete with another offering the same product or service in the weekly broadcast.

CCTV plans to send a delegation to the U.S. this summer to choose from CBI's library of programs, said Joseph De Certo, director of communications for CBI. During negotiations, the network showed interest in sports, particularly basketball, a five-part mini-series on Benjamin Franklin, a CBS News series on World War I, and Walter Cronkite's *Universe* documentary series. According to De Certo, some cultural programming from the now-defunct CBS Cable could also end up in the mix.

For CBI, the agreement with CCTV represents the first concrete step toward fulfilling a long-range strategy to identify itself not simply as a syndicator of programs overseas, but as a worldwide marketing organization. "We're broadcasters," said Eger, "and our primary business is matching programs with advertisers' interests."

CBI hadn't expected China to serve as the test market for its new activities, said Eger. It had been looking at other markets in Asia and some in Latin America, but in the process of negotiating the sale of some CBS News services to CCTV, CBI executives found the Chinese network open to the idea of advertiser-supported programming from the U.S. After a year of negotiations, they closed the deal.

CBI is exploring a number of ways to match advertisers with programs for airing in overseas markets, said Eger. Among them is the possibility of finding a sponsor for broadcasts of Walter Cronkite's *Universe* in a number of different foreign markets. "We can subsidize the program development in countries that can't afford to pay cash," said Eger, and "we want to expand the confines of our business."

In addition to the programming agreement, CBI and CCTV also plan to "cooperate in several other areas, including current and new broadcast technologies" such as high-definition TV, teletext, direct-to-home broadcasting and low-power TV, said CBI vice president and general manager, John Eger. There may also be joint production efforts, and CBS may advise CCTV on how to market its programs in the U.S.

Although CCTV doesn't currently fit into any of them, CBI typically enters three types of agreements for sale of its programming in foreign countries. The simplest involves the purchase of individual programs. The second, "category exclusivity," entitles a broadcast organization to the exclusive right to all CBI programs of a particular kind. Germany's ARD network and the British Broadcasting Corp. have category exclusivity agreements for CBI's public affairs programming. Finally, an international association with CBI, currently owned only by Australia's Nine Network, entitles a client to exclusivity for all CBI programming offered in that country. □

May sweeps: All the numbers are counted

**Data for New York, Los Angeles
show increased competition
among independent stations;
'Family Feud' N.Y.'s high scorer**

Final results of the May local ratings sweeps by A.C. Nielsen and the Arbitron Co. will be on the way to stations by the end of this week. In many cases, national trends are likely to reflect those already uncovered in ratings for the larger, metered markets. Results from New York and Los Angeles, reported in part by BROADCASTING two weeks ago (May 30), reveal, among other things, increased competition among independent stations.

In prime access (7:30-8:00 p.m.) in New York, *Family Feud* on WNBC-TV continues to lead the pack, scoring an 11.8/24 in Nielsen and a 9.7/18 in Arbitron. *Entertainment Tonight* on WABC-TV gave *Feud* a run in Arbitron, reaching a 9.4/18 (up from 5.3/10 a year ago when WABC-TV was checkerboarding the access half hours), but in Nielsen, *ET*, although second, was nearly four rating points back at 8/16. WCBS-TV's combination of four *Muppets* (Monday through Thursday) and one *2 On the Town* (Friday) placed third in both services, slipping from 8/16 last year to 6.4/13 in Nielsen and from 8/16 to 6.9/13 in Arbitron (and is due to be replaced next fall with five *2 On the Town*'s).

All in the Family on WNEW-TV outperformed access entries on both WABC-TV and WCBS-TV, scoring a 9/19 in Nielsen and an 11/20 in Arbitron. *Family*'s ratings declined, however, from those it captured a year ago, an 11/20 in Nielsen and a 21 share in Arbitron. Nielsen ranked *Benny Hill* on WOR-TV fifth in prime access with a 7/14 rating, up from a 3/7 scored a year ago by WOR-TV with *Entertainment Tonight*.

WPIX(TV), which airs a half-hour of news in access, captured a 4/7 in Nielsen, about even with the 4/8 it scored a year ago. Arbitron gave WPIX a 4/8 and WOR-TV a 6/11.

At 6 p.m., WNEW-TV had the highest ratings in the market, capturing a 9/20 in Nielsen with *Three's Company*, which fared considerably better than did *Charlie's Angels* in the same time period on WNEW-TV a year ago (6/15). WPIX had a 5/11 in Nielsen with the *Jeffersons* at 6 p.m., down from a 7/17 last year for *Happy Days*. For WOR-TV at 6 p.m., *BJ and the Bear* captured a 4/9 in Nielsen, about on par with the 4/8 captured by *Hawaii 5-0* a year ago.

At 11 p.m., independents trailed all three affiliated stations. WNEW-TV captured a 7.9/15 in Nielsen with *M*A*S*H*, down from a 9/17 won a year ago for the same show. WPIX scored a 3.8/9 with the *Odd Couple* in Nielsen, up slightly from a 3/6 in Nielsen a year ago for the *Honeymooners* and WOR-TV captured a 2.8/6 for *Benny Hill* in Nielsen, down from a 3.6 for the same show a year ago.

WNEW-TV's 10 p.m. newscast slipped four-tenths of a rating point from last year's rating in Nielsen, finishing with a 5.6/9. It remained miles ahead of WPIX's combination of Independent Network News (3.4/6) and a half-hour of local news (3.3/6), although both of those broadcasts improved slightly over their performance in Nielsen (3/5) a year ago.

In Los Angeles, KNXT(TV)'s *2 On the Town* was number one in access in Nielsen, but took second place to KABC-TV's *Eye on LA* in Arbitron. *2 On the Town* grew in Nielsen,

**What brand new,
first-run strip
are these women
talking about?**



from a 10/17 a year ago to a 10.8/19, but declined in Arbitron from a 9/15 to an 8.4/15. *Eye on LA* showed a similar pattern, growing to a 10.4/18 from a 10/16 in Nielsen but dropping from a 9/15 to a 10.5/18 in Arbitron, while KTLA-TV's *Laverne & Shirley* and KTTV(TV)'s *M*A*S*H* both lost ground in both services. *Feud* averaged a 6.2/11 in Nielsen, down from a 7/13 last May and a 7.1/12 in Arbitron, compared with a 7/13 last year. *Laverne & Shirley* fell from a 10/17 last year to 8.1/15 in Nielsen and from an 11/18 to an 8.2/15 in Arbitron. *M*A*S*H* went from a 10/17 to an 8.3/15 in Nielsen and from an 11/19 to a 7.3/13 in Arbitron. KCOP(TV), airing *Tic Tac Dough*, stayed flat in Nielsen with a 6/11 but gained in Arbitron, from a 5/8 last year to a 7.5/13. KHJ-TV averaged a 2.6/5 Nielsen and a 2.8/5 Arbitron with *WKRP in Cincinnati*, compared with a 4/7 and a 2/5 captured last year with *Kojak*.

At 11 p.m., KNXT(TV) led the pack in Nielsen averaging a 7.5/19, compared with a 7/17 last year, while KABC-TV and KNBC(TV) were tied in Arbitron for first place, averaging 8.5/23. KABC-TV fell from an 11/27 in Nielsen last year to a 9.9/25 and in Arbitron, it dropped from a 9/25. KNBC gained in both services, from an 8/20 last May to a 9/23 in Nielsen and from a 7/21 in Arbitron.

In the 10 p.m. news, KTLA-TV averaged a 5.2/10 in Arbitron and a 5.7/10 in Nielsen, up in Arbitron from a 5/10 last May but

down in Nielsen from a 6/12. KTTV averaged a 2.3/4 in Arbitron and a 1.9/3 in Nielsen, compared with a 2/4 in both services last May. KCOP averaged a 1.3/3 for the first half hour and a 2/4 for the second in Arbitron and a 2.2/4 and a 1.5/3 in Nielsen. That compares to a 2/4 in both services last May. KHJ-TV had a 1.1/2 in Arbitron and a 1.5/3 in Nielsen, compared with a 1/3 and a 2/3 last year.

In Dallas, where Arbitron's meters have been running since March 1, WFAA-TV held a substantial lead in the 10 p.m. news race, averaging an 18/32. Behind it were KDFW-TV (15/27) and KXAS-TV (11/20), followed by independents KTVT(TV) 4/7, KXTX-TV (3/5) and KTXA(TV) 2/4.

In prime access, *Family Feud* (11/21) on KDFW-TV and *PM Magazine* (11/22) on WFAA-TV were neck and neck, followed by *One Day At a Time* (10/19) on KTVT(TV), *Entertainment Tonight* (6/12) on KXAS-TV, *M*A*S*H* (3/7) on KTXA and the second half of *Little House on the Prairie* (3/6) on KXTX and the second half of *Mission Impossible* (1/2) on KTWS.

At 6 p.m., *Three's Company* (12/23) on KTVT outperformed the leading news operation on WFAA-TV (10/20), while KDFW-TV's news averaged a 9/17 and KXAS-TV's averaged an 8/15. *Charlie's Angels* on KTXA tied the first half of *Little House* on KXTX (3/6) and the first half of *Mission Impossible* on KTWS brought up the rear with a 1/2. □

time programming on one network during each week of a 13-week monitoring period. Two different crosschecks are used, according to a spokesman, to increase the survey's reliability. □

Ratings Roundup

ABC-TV won the prime time ratings race for the week ending Sunday, June 5. In a week dominated by reruns but sprinkled with a few specials and made-for-TV movie premieres, A.C. Nielsen's National Television Index gave ABC an average 13.8 rating/24.7 share, eight-tenths of a rating point ahead of CBS-TV (13/23.1) and 1.4 points ahead of NBC-TV (12.4/22.2).

ABC accomplished its win with only two nightly wins, one of them, on Tuesday, when its summer-rerun series lineup (17.1/28.3), finished less than two rating points ahead of NBC's summer lineup, also reruns (15.7/26), but more than five rating points ahead of CBS's lineup, which included coverage of the NBA championship game between the Philadelphia 76ers and the Los Angeles Lakers (14.6/24). ABC's other nightly win was on Saturday (14.6/29.2).

CBS won Monday, Thursday, Friday and Sunday, while NBC took Wednesday. On Monday, reruns on CBS got the better of ABC's premiere of the made-for-TV movie, *Ghost Dancing* (16.7/28), as well as NBC's rerun of the movie, "Eyes of Laura Mars" (10.4/17). NBC's winning lineup on Wednesday (13.6/23.8), included the premiere of its summer comedy series, *Buffalo Bill* (13.6/22).

On Friday, NBC aired the first of a number of rerun episodes of its 1979 police adventure series, *Eisched* (12/23), which it is reviving as summer replacement programming.

The First 20

1. <i>Hart to Hart</i>	ABC	21.0/36
2. <i>M*A*S*H</i>	CBS	19.2/31
3. <i>One Day at a Time</i>	CBS	18.7/30
4. <i>Three's Company</i>	ABC	18.6/29
5. <i>60 Minutes</i>	CBS	18.5/40
6. <i>A Team</i>	NBC	17.8/30
7. <i>9 to 5</i>	ABC	17.8/28
8. <i>NBC Sunday Night Movie—Murder One, Dancer 0</i>	NBC	16.7/28
9. <i>ABC Monday Night Movie—Ghost Dancing</i>	ABC	16.7/28
10. <i>Hill Street Blues</i>	NBC	16.6/29
11. <i>Fantasy Island</i>	ABC	16.5/32
12. <i>ABC Sunday Night Movie—The Buddy Holly Story</i>	ABC	16.5/28
13. <i>Remington Steele</i>	NBC	16.3/26
14. <i>Love Boat</i>	ABC	16.2/31
15. <i>Magnum, P.I.</i>	CBS	16.0/29
16. <i>Charlie Brown Special</i>	CBS	15.6/28
17. <i>Simon & Simon</i>	CBS	15.5/26
18. <i>Cagney & Lacey</i>	CBS	15.1/26
19. <i>20/20</i>	ABC	14.9/26
20. <i>Alice</i>	CBS	14.7/29

The Final Five

59. <i>Monitor</i>	NBC	7.1/14
60. <i>Small & Frye</i>	CBS	6.5/12
61. <i>Dear Mr. President</i>	NBC	6.4/14
62. <i>Zorro and Son</i>	CBS	6.4/12
63. <i>ABC News Closeup—Vandishing America</i>	ABC	5.0/13

TV violence sets all time record says NCTV study

The incidence of violence on prime time network TV reached a new high in the first quarter of 1983, according to the latest survey by the National Coalition on Television Violence, which recorded an average of 9.7 violent acts per hour between Jan. 1 and April 1. That figure is up from a previous record of 8.7 acts per hour, set in the fourth quarter of 1982. ABC remains the network airing the most violent programs, averaging 11.4 acts per hour, compared with 10.2 acts per hour in the previous quarter.

NBC-TV's *A Team* (40 acts per hour) replaced ABC-TV's *Fall Guy* as prime time's most violent program. *Fall Guy*, which averaged 34 acts per hour in the last quarter of '82, according to NCTV researchers, fell to ninth place among the most violent programs in the first quarter of '83, averaging 28 acts per hour. It no longer ranks in NCTV's category for programs with "very high violence," those with more than 30 violent acts per hour.

During the most recent quarter, eight programs scored in the "very high" violence category, more, according to Thomas Radecki, NCTV chairman, than have done so since NCTV began monitoring TV violence in 1980. After *A Team*, they were ABC's *High Performance* (37), CBS's *Wizards and Warriors* (37), ABC's *Matt Houston* (33), and *Renegades* (33), NBC's *Voyagers* (32), the *NBC Tuesday Night Movie* (32) and ABC's *T.J. Hooker* (31). In the fourth quarter of 1982, ABC's *Tales of the Gold Monkey*

(31) was the only program other than *Fall Guy* to average more than 30 acts per hour.

Despite the increase in high violence programming, there were four fewer programs that averaged 10 or more acts of violence per hour during the first quarter of '83. At the same time, however, there were three fewer averaging two acts or fewer per hour. CBS and ABC were tied with 12 programs each in the low violence category, while NBC had 13.

Announcing NCTV's new findings, Radecki accused the networks of trying to downplay the effects of TV violence on society, citing testimony in recent hearings before the FCC and the House Telecommunications Subcommittee and statements made on ABC News's quarterly late-night program, *Viewpoint*. He called on Congress to reject efforts by broadcasters for deregulation of their industry and said that, instead, laws should be passed requiring such safeguards as a public movie rating system, increased funding for public TV, warnings aired before violent programs begin and a white dot aired while a violent show is in progress, "adjustable" TV set dials, permitting families to block out shows with unacceptable levels of violence, a prohibition on ads for violent toys and X-rated violent movies and a quota of seven hours per week of educational, informative or public affairs programming for children to be imposed on broadcasters.

Radecki's latest survey drew little response from the three major networks, which generally regard the NCTV methodology as unscientific and highly subjective. The NCTV uses a team of five or six college graduate students who monitor all prime



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Broadcast dereg: looking at quantifying quantification

Wirth asks FCC and NAB for research on radio and television programming

Quantification of a public interest standard for television and radio broadcasters as a quid pro quo for regulatory relief continues to be the focus of the House Telecommunications Subcommittee's effort, to fashion broadcast deregulation legislation. As part of that effort, Subcommittee Chairman Tim Wirth (D-Colo.) asked the FCC and the National Association of Broadcasters to furnish data on present programming to aid in establishing a standard. Now it appears that the FCC may be able to supply some of the data, although it seems unclear how much and when the task could be completed.

Several weeks ago Wirth asked FCC Chairman Mark Fowler for a breakdown of radio and television programming in 1981-82 in 10 categories by time periods, market size, gross revenues and station categories, to name a few (BROADCASTING, May 30). Wirth was particularly interested in obtaining information on children's and minority-oriented programming.

In a letter sent to Wirth last week Fowler said that some data is already on hand, surveys may be required to obtain some of the data, and that some may be unobtainable. He listed 10 projects to assemble whatever information that can be had. The chairman stated that the schedule for the projects is uncertain. "All the time frames must be accepted as approximate, because we have not been able to research all the required steps in any detail," wrote Fowler. "It should be noted that we have made the bold assumption that OMB [Office of Management and Budget] would approve the new forms required to complete projects 2, 4 and 7 in one week. In fact, it ordinarily takes two to three months for such approval.

"We also have assumed that we can compel all stations to provide information regarding children's, children's nonentertainment and minority programming, which the commission has never collected, without a rulemaking. Form 303-A, the annual programming report, which projects 4 and 7 would reinstate, was eliminated in the short-form renewal rulemaking. If rulemaking is required, significantly more time would be necessary for these projects," the FCC chairman wrote.

Fowler's letter said that the commission would face other difficulties in supplying the information that Wirth wants. It would place a drain on the FCC's computer resources and on its staff. "Indeed, 100% of Mass Media Bureau's computer resources are devoted to processing applications for low-power television, other existing services and preparing for the FM applications that we anticipate will result from the recent commission action in docket 80-90," said Fowler. "Some of the necessary computer activity may involve getting new computer services contracts, adding to the time estimates provided," he added.

There may be problems collecting some of the radio data, too, because the stations are no longer required to keep program logs, the chairman explained. "For television, the stations are required only to retain their logs for two years. Thus, data for 1980 may not be available on minority and children's programming."

According to the letter, some of the projects would collect data on:

- What percent of commercial TV stations' broadcast time is news, public affairs, nonentertainment, local entertainment, local news, local public affairs, local nonentertainment, and total local for the entire broadcast day—from 6 a.m. to midnight, and

from 6 p.m. to 11 p.m.—and by station type (network affiliated VHF and UHF and independent V's and U's). This project (1) would assemble 1980 figures and is estimated to take five weeks.

- What percent of commercial TV stations' broadcast time is devoted to minority and children's programming. This project (2) would gather data for 1980 and could take from seven to 11 months.

- Market sizes, revenue categories and audience sizes or ratings for stations in projects 1 or 2. It may take six weeks to complete this project (3).

- Old renewal forms from 1976 to 1980 in the three programming categories available for all radio stations. The FCC predicts it could take seven months to complete this project (9).

Now the commission, one FCC staffer said, is waiting to hear what Wirth "wants us to do."

Tom Rogers, counsel for the subcommittee, said they will be working closely with the FCC to obtain the data. Rogers said he has some problems with the commission's timetable to complete the projects. Rogers believes that stations don't need from three to six months to respond to the FCC data requests. Gathering the information, he added, doesn't have to be time consuming. "We will try to streamline the process as much as possible," Rogers said.

Wirth has pledged to get a deregulation bill through his committee no later than Oct. 15. That deadline could be seriously affected if the FCC's projections are accurate. There has been some speculation by congressional sources that Wirth's request for such detailed data is a "stall tactic." Others, including the NAB, say Wirth is committed to move forward on deregulation.

At a meeting last week with Wirth, NAB President Edward Fritts said the subcommittee chairman "told us that he had made a commitment to Chairman [John] Dingell [D-Mich.] to report out a bill by Oct. 15, a bill which would not contain 'excess baggage' in the form of other amendments or extraneous matters not related to deregulation."

Like the FCC, Fritts informed Wirth that the association did not have the data he wanted. But he told Wirth the NAB "would be glad to talk with him in terms of getting sufficient information to satisfy him." Fritts said he made it clear that the NAB is "vehemently opposed" to quantification for radio which "was already deregulated and affirmed by the court." Fritts told Wirth that some categories, such as minority programming, would be "virtually impossible" to measure.

Fritts met with Representative Al Swift (D-Wash.), whose broadcast deregulation bill includes the concept of quantification and is serving as the framework for discussions on legislation. Swift and others attempted to bypass Wirth and get legislation

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rough the subcommittee's parent Energy and Commerce Committee (BROADCASTING, May 9, 16, 23).

Swift and the NAB were negotiating over deregulation package that contained a limited quantification standard for television and no quantification for radio. Fritts said: "We don't feel like the original package constructed up to that point has fallen apart. Our first desire is to work with Tim in constructing a package which may or may not resemble that, I don't know. Our second desire is if that is not possible, then we will step back and take a look at what is possible."

The NAB president also met with Representative Mickey Leland (D-Tex.) who voiced serious concern about equal employment opportunities in broadcasting during the hearing on deregulation held by the subcommittee last month (BROADCASTING, May 30). Fritts had agreed to meet with Leland later to discuss that concern. "We talked to him in terms of what the NAB had done and how the industry is responding. We pledged to continue to work with him and try to help find answers to the problems. He has some constructive, positive ideas," Fritts said. □

can. "Given this reality, the commission should have evaluated the various regulatory and nonregulatory options available to assure itself that this new service will truly further the robust ideological and economic competition we have worked so long to achieve in broadcasting," Rivera said.

"The fact that MDS is subject to common carrier regulation theoretically promotes media access, but it does not negate the potential reduction in diversity of viewpoint when a single entity obtains the right to program multiple channels, or even a single channel in those markets where that entity already controls another mass media facility, like a cable system, television station or newspaper. This condition is one that has concerned the FCC for decades, as evidenced by existing one-to-a-market, duopoly and media crossownership restrictions applicable to broadcasters, all of which narrowly limit the number of media outlets one entity can own or control in a given geographic area," he said.

"What we have here is regulatory alchemy. A local TV licensee, operating in broadcast spectrum, is subject to all the trappings of Title III regulation. Merely by passing through the MDS common carrier 'filter,' the broadcaster becomes regulation-free in every respect, even though he may be offering service similar to that which he offers as a television licensee.

"The situation is all the more problematic because the business relationship between MDS licensees and their customers is often more individually tailored than that envi-

Rivera questions FCC's ruling on MDS ownership

Rivera says commission should have put restrictions on who can program multichannel systems

The FCC made a "serious public policy error" in refusing to address the media diversity implications of the newly authorized multichannel multipoint distribution service (BROADCASTING, May 30), FCC Commissioner Henry Rivera said last week.

"I am most disturbed by the commission's difference to its media diversity rules and policies in this context," he said. "Specifically, I seriously question the decision—or decision, more accurately—to allow broadcasters and cable operators to operate

or program MDS channels in markets where they already have a license or franchise, and to allow a single entity to program multiple MDS channels in a given geographic area," he added.

In the keynote speech at the Microwave Communications Association's annual convention in Washington, Rivera said that while MDS is a common carrier service, the commission should have faced the fact that to the viewer, MDS transmissions are indistinguishable from most other home video media, no matter what their regulatory classification. MDS transmissions, he said, can influence social, cultural, political and moral thought to the same extent traditional TV

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sioned by common carrier regulatory principles. Even if lawful, such relationships appear to sharply curtail, if not eliminate, the diversity furthering consequences that common carrier regulation normally provides."

Although Rivera said he didn't mean the commission should reclassify MDS as a broadcast service, he thought the diversity issue could have been addressed through dual licensing schemes, specific tariff provisions or a "hybrid" regulatory classification. "In this case, the commission simply chose to remain blind. By blinking reality, the FCC seriously undermined the credibility of its efforts to maximize diversity of ownership and expression. For it is essentially impossible to reconcile the commission's indifference to the media diversity issues posed here with, for example, its exhaustive case-by-case review of applications proposing combined UHF-radio operation in a single market. One can only conclude that the agency is abandoning its commitment to diversity as we have come to understand that concept. As a member of the agency, I find this silent policy shift highly regrettable."

Rivera also said that the majority of the commissioners had been unhappy with the MDS order. "To be blunt, there were probably sufficient votes on the commission to defeat the item as it was written," he said.

As Rivera analyzed it, FCC Chairman Mark Fowler was the only participating commissioner "completely satisfied" with the order.

Commissioner James Quello, Rivera said, only concurred in his vote because he

Not guilty. A federal district court jury in Chicago took 16 minutes last week to decide that WLS-TV Chicago did not violate the privacy of four WLS-TV news directors by taping their conversations in the control room during newscasts.

The four had sued the station and ABC, its owner, for more than \$2 million, claiming the tapings—done for about two months in 1978—constituted illegal eavesdropping (BROADCASTING, Aug. 7, 1978).

All four testified during the trial that they were never told why they were later removed from the newscast and that, though they are still at the station, each had lost tens of thousands of dollars and had not received bonuses normally paid to news directors.

Phil Boyer, vice president and general manager of WLS-TV when the tapings occurred, said they were not illegal and had been instituted to improve the quality of the newscasts, which he said were encountering technical problems.

The jury held last Monday that the four had not proved illegal eavesdropping.

The plaintiffs were: Gordon Preuss, John Harkins, Frank LoBianca and John Kochan.

Boyer is now vice president and general manager, product development and planning, ABC-owned television stations.

finally "concluded that the decision adequately protects the educational community."

Commissioner Mimi Dawson, he said, "voiced great dissatisfaction" with the order, believing, among other things, that only a single four- or five-channel system should have been authorized per market.

Commissioner Anne Jones, he said, was "sympathetic" to the diversity issues, as well as to Dawson's suggestion that only one multichannel MDS system be authorized.

"In the end, we submerged our individual concerns and adopted the staff proposal," he said. "Although there probably was enough dissent to defeat the item, doing so would have been pointless because there was not enough support to implement any of the pro-

posals made by individual commissioners he said. "In effect, we were virtually imprisoned by our institutional framework; short-circuiting the proposal entirely, which no one wanted to do, relief seemed possible only by approving the staff recommendations."

Wick says no reason for pay raise of younger Weinberger

USIA chief states opinion in response to senator's letter

U.S. Information Agency Director Charles Z. Wick, in a letter described by its recipient as "refreshingly candid," says there was "no justification" for the \$4,800 merit increase given Caspar Weinberger Jr., the son of the defense secretary, when he was with the agency. Wick said the pay raise and more than \$800 in cab fares were approved by his former deputy, Gilbert Robinson, who resigned last month to serve as special advisor for public diplomacy at the State Department. Weinberger also resigned last month citing the flurry of publicity regarding his raise.

Wick offered his comments regarding young Weinberger in a detailed response to Senator Edward Zorinsky (D-Neb.), who had pressed USIA for answers to questions regarding its hiring of relatives of administration officials. Zorinsky, who had complained about what he said was the inadequacy of earlier responses provided by Robinson, described the Wick letter as "refreshingly candid" and said it indicates Wick is prepared to deal with management problems that he, Zorinsky, had highlighted.

Weinberger was hired by the agency in July 1981 on Robinson's own recommendation, and was assigned to handle public liaison activities in New York. He was transferred to USIA's broadcasting bureau, in Washington, in July 1982.

Weinberger, who was earning more than \$50,000 when he left the agency, was granted the increase after Robinson gave him a "outstanding" job rating. Wick said he did not know of the evaluation—until he read it in the newspapers last month, and felt "there was no justification for it."

He said Robinson did not realize the "ou-

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standing" rating would trigger the 10.33% increase; he thought it was a routine matter. "Robinson states that had it been brought to his attention that his signature would produce a merit raise of that size, he would have pulled the document out for discussion," Wick said.

Weinberger's supervisor, Phyllis Kaminsky, did not provide the performance rating because, Wick said, Weinberger was formally attached to Robinson's office. Robinson directed that reassignment in October 1981 to make it possible for Weinberger to hire a staff assistant for the New

York office. Kaminsky was unaware of the arrangement, according to Wick.

Weinberger ran up the taxi fares at issue—a total of \$843.75—between January and June 1982. Kaminsky, who is no longer with USIA, regarded the amount as "improper" and refused to approve payment. But Robinson, Wick said, authorized reimbursement on the ground that "it was necessary for Weinberger to get around New York quite a bit to perform his duties."

Weinberger was one of several administration officials mentioned in press reports and in Zorinsky's questions to USIA about

its hiring practices. Wick, in response to Zorinsky's request, forwarded to the senator several resumes, among them those of Monica Clark, daughter of the president's national security adviser; Anne Collins, a friend of the Clark family; Barbara Haig, daughter of former Secretary of State Alexander Haig, and Daniel Wattenberg, son of the vice chairman of the Board for International Broadcasting.

Robinson had refused to submit the resumes, contending they were "official personnel files" that should not be made available to Congress. □

Upbeat U.S. delegation heads for Geneva

American group, led by Washburn, anticipates few problems ahead in negotiations over satellite slots

Representatives of some 30 countries are assembling in Geneva today (June 13) to open a new chapter in the information age for the western hemisphere—to draft a plan and procedures under which communications satellites for broadcasting directly to the home will operate in the 12 ghz band. Members of the U.S. delegation, led by Ambassador Abbott Washburn, a former FCC commissioner, were optimistic last week as they prepared to leave for Geneva, nagged only by the frustration of having failed to eliminate remaining differences with Canada regarding their respective proposals. But the

mood was upbeat, engendered in part at least by a feeling of being well prepared.

The U.S., where a readiness, indeed an eagerness, to make use of direct broadcast satellites has been evidenced by the number of companies applying to the FCC for authority to offer DBS service, has made what delegation members say was a major effort to get ready. The computer programs have been prepared, scenarios tested. And last week officials said they could foresee a conference from which, as the FCC's foreign affairs adviser, Kalmann Schaefer, vice chairman of the delegation, put it, "everyone goes home satisfied."

For the U.S., Washburn noted, that would require a plan that would accommodate its stated need for eight eclipse-protected orbit-

al slots—two in each of four service areas of roughly equal size—and for the full 500 mhz of spectrum (12.2-12.7 mhz) which is to be set aside for the service, at each location. What's more, he said, the U.S. wants a plan with sufficient flexibility to permit countries to introduce and modify DBS systems with a minimum need for coordination among them.

The U.S. is not concerned only with its own needs. The laws of physics, if not of diplomacy, would not permit that. To work, the plan must constitute an integrated whole. And Washburn said, "We think such a plan"—one that would meet the "realistic requirements" of all countries in the hemisphere—"will emerge." Schaefer said the U.S. believes it has developed the para-

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U.S. delegation. Front row (l-r): Melville Blake, State Department; Dr. John Clark, RCA Corp.; Robert E. Lee, former FCC commissioner; Ambassador Abbott Washburn; Kalmann Schaefer, FCC; William Hassinger, FCC; Francis Urbany, National Telecommunications and Information Administration; Susan Steubing, NTIA; Perry Ackerman, Hughes Aircraft Co.; Donald Jansky, Jansky Telecommunications Inc.; Robert Greenquist, Western Union Telegraph Co.

Back row (l-r): Ronald Stowe, Satellite Business Systems; James

Whitworth, Satellite Television Corp.; Edward Jacobs, FCC; Jay Ramasastry, CBS-TV; Paul Carroll, FCC; Steven Selwyn, FCC; Leslie Taylor, office of U.S. delegation chairman; Richard Shrum, State Department; Bruce Franca, FCC; Harley Radin, Radin Associates; Nicholas Marzella, STC; John Kiebler, NASA; Louis Stephens, FCC; John Kelleher, Corporation for Public Broadcasting; Edward Reinhart, STC; A. James Ebel, Fetzer Broadcasting Co.; Bruno Pattan, FCC; Richard Gould, Telecommunications Systems; Alex Latker, FCC, and Harold Ng, NTIA.

meters on which such a plan can be based—although he acknowledged that not all of the countries in the hemisphere have developed or disclosed their requirements.

But it will be the delegation's job in Geneva to persuade the countries there that its approach is the correct one. It will be a delicate selling job. As Schaefer noted, changes insisted on by countries at the conference could wreck the plan. "If you make a change, there is a domino affect on the rest of the plan," he said.

And the U.S.'s first order of business will be to attempt to resolve its remaining differences regarding parameters with Canada, which says it needs six orbital slots, one for each of that country's time zones. Besides Canada, the U.S.'s immediate concerns include Mexico, which says it needs two slots, and France, which says it needs one to serve two islands it owns off the east coast of Canada. The U.S. is confident those needs can be met, if there is agreement on the parameters.

As described by U.S. officials following a telephone conference call with their Canadian counterparts on Monday, the remaining differences between the two countries involve parameters dealing with power flux density—the measure of the signal strength on the earth's surface—and the amount of co-channel and adjacent-channel protection

to be afforded. The differences stem from the fact that the U.S., with high-definition television and other MAC (multiplex analog component) systems in mind, has designed a system with more power and smaller antennas than has Canada.

The U.S. is pressing for a power flux density value of minus 105 dbw (decibel watts) per square meter, Canada, a value of minus 109 dbw per square meter. Such a difference could result in harmful interference to the Canadian system at the receivers. As for the other conflicts, the U.S. is proposing equivalent co-channel protection ratio of 25 db and Canada, 28 db, and is proposing a more stringent earth station antenna pattern than is Canada.

Technical experts from the U.S. and Canada are to meet early this week in an effort to resolve the differences. And both sides appear to believe they will succeed. Jack Chambers, director of space communications for Canada and deputy chairman of its delegation, said, "We have differences, but there is a reasonable basis for agreement. I'm optimistic." The Americans say there are technical ways of meeting Canada's concern about interference without reducing the overall power of the satellite; the reduction in power could be restricted to the area along the border.

The U.S. is prepared to meet one Canadian

proposal and reduce the number of channels that would be carved out of the 500 mhz at each orbit location if a mutually acceptable package involving channel protection ratios and earth station antenna patterns could be developed. The U.S., officials said, would be prepared to reduce from 36 to 32 the number of channels it would propose at each orbit location. U.S. engineers, who say all of those matters are interrelated, contend the reduction in channels would not adversely affect U.S. interests.

The U.S. requirements were originally based on eight applications for DBS systems already approved by the FCC and five others that were then pending. All told, the U.S. said, the 13 applicants could fill 70 of the 72 channels called for by its proposal. Since then, two of the five pending applications have been withdrawn—Oak Industries and Advance Inc. But Schaefer said additional applicants are expected to come forward. Indeed, the U.S. position is that the eight slots it is seeking will not be sufficient. An industry advisory committee has forecast the U.S. will need between 68 and 215 channels by the end of the century.

Accordingly, the U.S. will seek a provision enabling countries to gain additional channels for use in the years ahead. It has proposed a procedural mechanism for increasing the number of slots, one that would provide for the use of noneclipse-protected as well as eclipse-protected orbital positions.

But a more immediate problem the U.S. sees is the need to recognize that requirements will evolve and that the plan, as a result, cannot emerge full blown. Officials note that economics and developing technology may persuade some DBS system owners to begin operations with two satellites serving all four regions before shifting to a four-channel operation. The flexible approach the U.S. is urging would permit such an evolution.

Another example of the kind of flexibility the U.S. will propose is the block grant, or multichannel approach, under which countries would be assigned blocks of spectrum which would be available for a variety of uses. The U.S., for instance, might combine several channels into one for high-definition

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A handy argument for the U.S. to use in favor of the flexibility approach is the experience of Europe (Region 1) and Asia (Region 2) in developing a rigid plan at a World Administrative Radio Conference in 1977. The U.S. led the effort among western hemisphere (Region 2) countries to steer clear of that plan and to prepare for a conference at which they would design one of their own. They are now six years behind, but the U.S. believes Region 2 has an opportunity to develop a plan that, with its accompanying procedures, would be far superior. Washburn contends the plan adopted in 1977 is so rigid as to have prevented Europe and Asia from taking advantage of the changes in satellite technology that have occurred over the past six years.

Unlike International Telecommunication Union-sponsored conferences of the recent past, there has been little talk surrounding preparations for the one starting today that political considerations will enter into the discussions and adversely affect efforts to

reach technical solutions to the technical issues under consideration. Not even the conflicts in Central America and the U.S.'s ongoing bitter feud with Cuba generated such speculation.

The declaration of Costa Rica, signed in San Jose last month by representatives of nine Latin American countries, called for the development of a plan assuring all countries "equal opportunities . . . to obtain the benefits" of DBS service, regardless of the size of the service area involved or the prospects of implementation of the system. And Armando Vargas, Costa Rica's minister of communication, who was the guiding figure at the meeting at which the declaration was adopted, said the delegates intended an "equal distribution" of orbital slots and frequencies (BROADCASTING, May 9). Such an approach is completely at odds with the one the U.S. is advocating.

However, U.S. officials dismiss the declaration as of no serious consequence. They say it has no legal standing, that those participating were not official delegates of their

countries. More than that, they say their understanding of the declaration is different from that expressed by Vargas—that it is not inconsistent with a flexible approach.

Washburn, who is one of those expressing that analysis of the declaration, said he hopes "extraneous political issues won't pop up at the conference." And he said he does not see any "tough political issues" ahead. "All of the delegations want their own needs fulfilled. Most of the delegates are technical people . . . very much down-to-earth engineers who are interested in solving technical problems."

Schaefer was at least as optimistic, "We see the potential for a professional approach to the solution of DBS that will allow everyone to go home satisfied. It could serve as an example to the rest of the diplomatic community, and revive the confidence of many in the ITU as an international institution."

Of course, all bets are being covered. "The U.S. delegation," Schaefer said, "is prepared for a conference that does not run smoothly." □

Moving out into the no man's land between telephone and cable

The adventurous from both industries are beginning to loach on their rivals' turf; lawmakers may be called on to separate the combatants

For the past two decades, the major American telecommunications war has been waged between the broadcasting and cable industries. And while no official truce has yet been struck between those two, the major firepower may be shifting over to another front: the increasing competition between cable and the nation's newly restructured telephone industry.

A critical skirmish of that new war will take place in the Senate this week, where cable is trying to win passage of its new "birthright" legislation (S. 66) and AT&T is trying to block the way. Specifically at issue: a provision that would allow cable companies to offer data transmission services on a non-common carrier basis.

Another battle may be fought at the FCC, which has been petitioned to amend its present telephone-cable crossownership rules, which prohibit telcos (with some exceptions) from owning cable systems in the same communities to which they provide phone service.

The arguments for and against dropping the telco-cable crossownership rules haven't changed much over the years. John Tracey, director of congressional relations for the United States Independent Telephone Association, notes that the rules have been in place for more than 10 years and that large portions of the country remain uncabled. "A lot of people in the more rural areas are denied service because the cable companies find it economically unfeasible" to provide service for them, he said. USITA's members have "the plant, the experience and the customers," he said.

Laird Walker, vice president for federal relations for Mountain Bell, Pacific Northwest Bell and Northwestern Bell (which will all be owned by a single holding company, US West Inc., after the AT&T divestiture is consummated) holds a similar view. While he said his companies don't intend to get into the business of entertainment program origination, he also said the prohibition should be rethought, at least in part. "If a community currently doesn't have cable, and the local telephone company can do that, then it looks as though the regulators should allow that to happen," he said.

The National Cable Television Association, of course, will oppose any move in that direction. According to Jim Mooney, NCTA's executive vice president, the association will continue to stand in the way of co-located telephone-cable operations, chiefly on the grounds that the phone companies would be afforded unfair advantages in such franchise competitions. "There are too many opportunities for the telephone companies to cross-subsidize their cable operations with revenues from their telephone businesses," he said. "The telephone companies have a history of predatory behavior; that's how AT&T got to be AT&T," he said.

Under the current FCC crossownership rules there is a significant exception to the prohibition against co-located cable systems. Under changes adopted in 1981 (BROADCASTING, Nov. 9, 1981), the FCC now permits telcos to offer cable service in uncabled rural areas (before that, telcos were required to seek waivers of the rules) as defined by the Census Bureau—that is, to a maximum of 2,500 homes. In denying subsequent petitions for partial reconsideration, the FCC made clear that the exemption applied only where no cable service is being provided or is under construction (BROADCASTING, Nov. 8, 1982). An FCC official

said last week that he wasn't sure how many independent telcos have applied since the waiver requirement was dropped, but that the commission approved 86 applications for co-located operations under the rural exemption in 1982.

Nonetheless, USITA late last year (BROADCASTING, Nov. 15, 1982) petitioned the FCC to repeal the telco-cable crossownership rules altogether. Comments have been received, and the petition (RM-4241) is currently in the Common Carrier Bureau's hands. While the next move should be to decide whether to launch a rulemaking, whether, or when, that will happen is unclear. While one bureau official said the matter is under "consideration," another said the petition is "gathering dust."

Moving in the opposite direction, some cable companies are expressing an interest in taking on some of the telephone companies' traditional lines of business—especially data transmission and other "institutional cable" offerings.

Institutional cable is not brand new. Manhattan Cable, which has the franchise for the lower half of that New York City borough, has been pioneering the concept for years. According to Mel Van Vlack, the company's chief engineer of data services, Manhattan Cable first started offering data transmission services over circuits in its cable television system in 1974. It now has a separate institutional system in place, consisting of about 17 miles of underground cable. The system has 14 major customers—including such heavyweights as the Chase Manhattan Bank, the City of New York and Manufacturers Hanover Trust. The company also has installed private systems for a half dozen customers, he said.

While the company currently is offering only local service, it plans to expand its reach. According to Van Vlack, the com-

pany is discussing interconnection arrangements with non-Bell common carriers, hoping to furnish its customers, through microwave and satellite links, with the ability to transmit data nationwide. The company, which is now generating revenues somewhere in the neighborhood of \$1 million a year from its data transmission business, also is hoping to make a deal with common carriers that would cut both ways, with Manhattan Cable supplying the common carriers with outbound traffic, and the common carriers, in turn, supplying Manhattan Cable with inbound traffic, he said. "We would like to be the local loop for everybody but Bell," Van Vlack said.

Warner Amex Cable Communications has apparently been attracted to the same light. Earlier this year, it announced it had signed a deal to put into place a high-speed data transmission system linking Westinghouse Electric Corp.'s four headquarters buildings in Pittsburgh. "The company expects to market similar cable-link agreements in Pittsburgh and other major metropolitan areas being served by Warner Amex, such as Dallas, Houston, Cincinnati and Columbus, Ohio," according to C. Thomas Rush, who is vice president of commercial sales for Warner Amex.

Viacom Communications has had a data transmission operation in place in Nashville—linking county and city buildings—for the past several years, and now is installing similar systems elsewhere. In Dublin, Calif., a San Francisco suburb, it has linked several buildings for the Hexcel Corp., a chemical company. Its Mountain View system, which is under construction just south of San Francisco, already boasts a link between city hall and the local police station. And, according to Lyn Simpson, Viacom manager of community relations, the company also is investigating the possibility of providing data transmission services in San Francisco's financial district. "It's a market that we really haven't touched, but it's a logical one because we think we can offer a superior service to what's in place," Simpson said. "There are a lot of people out there who aren't very happy about their telephone service."

Cox Cable Communications Inc. may have some of the most ambitious plans around, having created a subsidiary, Commline, devoted to providing high-speed data and video transmission services. It has been offering that service on its Omaha, Neb., system since June 1982. At the same time, it has been offering Indax, its two-way interactive technology, to about 100 "friendly" users. It's also involved there in an experimental joint venture with MCI Communications Corp., testing the effectiveness of using the cable system to bypass local telephone facilities altogether in completing standard voice telephone long distance circuits, according to an MCI spokesman.

According to Dave Andersen, Cox Cable spokesman, the company is planning to install Commline in a number of other markets as well—including New Orleans, Tucson, Ariz., and Great Neck, N.Y. "We see a very bright future in institutional cable," Andersen said. He also noted that Cox has already licensed United Cable Television Corp. to

offer Indax, and is considering handling Commline in the same way. Cox also is exploring the potential of offering Commline as a turnkey operation, he said.

Perhaps as a step in that direction, the company already is proposing to offer Commline beyond areas it hopes to franchise. For example, while the company is vying for only one of four franchises in Philadelphia, it is proposing to provide an institutional cable facility for the whole city.

While Commline may now be an intracity service, Cox, through microwave and satellite interconnection, also is hoping to turn it into an intrastate and interstate one as well, Andersen said.

Even though institutional cable hasn't caught on in a major way—the NCTA, for example, is aware of only nine systems where such cable data transmission services are being offered—there does seem to be a lot of interest in the business, especially among MSO's who have wired, or are hoping to wire, the large cities. Needless to say, the telephone companies, which offer the same sorts of services under regulatory constraints, aren't happy about that.

Cablesystems Pacific, which is building an institutional cable system in Portland, Ore., found that out the hard way two months ago when Pacific Northwest Bell, the local telephone company, told the cable operator to change its plans or Pacific Northwest would no longer permit it to use its conduits and utility poles. According to Cliff Carlsen, an attorney for Cablesystems, the cable company is suing Pacific Northwest over the dispute in Multnomah County circuit court. Pacific Northwest, meanwhile, has complained to the Oregon public utility commissioner (Oregon has only one commissioner, John Lobdell), requesting an investigation. Ed Morrison, administrator of the telecommunications division for the commissioner, said the matter is currently being considered by the state attorney general, and hearings before the commissioner will probably be launched by July.

Cox Cable ran into a similar problem. After it launched Commline in Omaha, Northwestern Bell complained to the Nebraska Public Service Commission. In the wake of several months of hearings, the state regulatory commission came down on Northwest Bell's side, finding Indax and Commline to be common carrier offerings. As a result, it told Cox to apply for common carrier status or stop offering those services. According to Cox's Andersen, the company has appealed the decision to federal district court in Lincoln, Neb., and, with the Nebraska state attorney general's permission, is continuing to offer Commline for the time being. Looking down the pike, however, Cox has asked the FCC to assert jurisdiction over local institutional cable systems, preempting state regulation, even for those systems receiving only a limited amount of interstate traffic.

Tim Sloane, NCTA associate counsel, maintained that the arguments against permitting state regulation of those services are compelling. High-speed data transmission is a "developing" service for cable, and regulation could impede its growth, he said. "There are few identifiable benefits to regu-

lation. Primarily because cable systems have such a small part of the market, they have no market power," he said. "They lack the ability to unilaterally set prices above costs, which the telephone companies can do because they're monopolists."

The telephone companies, of course, view the situation differently. As they see it, institutional cable may not be a big business right now, but they fear it will grow significantly. Unless such offerings are regulated for all players, or deregulated for all, the cable companies will be at a competitive advantage over telephone companies—to the detriment of the ratepayers who stay behind on the telephone system, they say. As their argument goes, if cable companies aren't regulated, and telcos still are, the cable companies will be able to concentrate on offering data service only to the most attractive business customers in any given area. If the telcos lose those customers, telephone company costs will remain virtually the same, but the pool of revenues they can generate in that area will diminish. The telephone ratepayers, who may have been receiving a subsidy from the users who depart the telephone network, will have to make up the difference in increased rates, it is said.

According to Bell's Walker, those choice business customers—the ones that the cable companies allegedly will be "cream skimming"—are particularly important to telephone company revenues. In the state of Washington, for instance, he said, 1% of Pacific Northwest Bell's business customers account for 40% of its business revenues. In Omaha, he said, fewer than 140 of the 200 business customers Cox is hoping to attract there now provide Northwestern Bell with \$40 million in annual revenues. "All we're asking for is a level playing field," Walker said.

(A Senate Commerce Committee staffer, however, pointed out that Walker's figures might not be as relevant as Walker might want them to seem. According to the staffer, FCC figures indicate that the total local revenues for all telephone companies in 1982 amounted to \$29.632 billion, while telephone company revenues from data services amounted to only \$331 million. That means, he points out, that data revenues accounted for only 1.1% of the telephone companies' local revenues. According to the same figures, he said, Northwestern Bell, the operating company serving Omaha, garnered only \$968 million in local revenues over its total service area in 1982, and only \$9 million of that, or less than 1%, from data service offerings.)

Of course, the prospect of having 50 different regulatory schemes governing data transmission, and similar, offerings in the 50 states could be avoided if Congress steps in, as it is trying to do with S. 66. The so-called cable deregulation bill, as approved 15-2 by the Senate Commerce Committee, would curtail state and local authority to regulate cable, grant cable systems full control over the rates they charge subscribers for basic service in large markets, provide for timely consideration of a cable system's renewal application and provide a renewal test that prevents cities from arbitrarily refusing franchise renewal. It is scheduled for floor de-

bate today (June 13) and vote tomorrow.

Among the issues, however, is a provision that would permit cable operators to offer data and similar services without federal or state regulation. The telephone companies have opposed that, contending that part of the bill would lead to all the inequities previously described. Commerce Committee Chairman Bob Packwood (R-Ore.), and Senators Barry Goldwater (R-Ariz.), the bill's author, and Ernest Hollings (D-S.C.) have proposed an amendment to try to appease the telephone companies. It would continue to permit cable companies to offer data services without regulation but also would permit telephone company deregulation in the same area when there is "genuine competition." Under the amendment, the telcos would have to petition for that deregulation; the decision over whether that competition did in fact exist would apparently be decided by state regulators. The amendment would further require cable operators to file an "informational tariff" when they provide data services.

While NCTA might prefer the bill to pass as originally approved by the Commerce Committee, it also supports the Packwood-Goldwater amendment, according to NCTA's Mooney. The telephone companies, however, are backing an amendment proposed by Senator James Abdnor (R-S.D.) that essentially would reaffirm the status quo, permitting federal and state regulation of cable data, and similar, services. The fear on the cable's part is that the amendment may also preclude the FCC from preempting the states in this area.

According to Mooney, the telephone companies, in arguing for a "level playing field," are seeking to obscure the mark. "They try to gloss over the fact they have 99% of that service," he said. "The reason they're regulated has nothing to do with the service; they're regulated because they're the dominant carriers."

Bell's Walker, however, said the Packwood-Goldwater compromise amendment doesn't go far enough. Even with the amendment, the bill would permit cable to "skim the cream," he said. Although it would permit the state regulatory agencies to deregulate the telco's offering of data transmission services once "genuine competition" exists, the telcos' appeals to the state regulatory commissions would be time consuming, "and in the process, very significant revenues can be lost," he said. "We believe that for equal competition to exist, the same ground rules must apply to all providers."

Computer 2 go-ahead. The FCC's Computer 2 decision permitting AT&T to offer enhanced services and deregulating telephone equipment has cleared its last judicial hurdle. The Supreme Court rejected petitions that it review the decision of the U.S. Court of Appeals in Washington that had affirmed the commission action. Several states and the National Association of Regulatory Utility Commissioners had contended that the commission had exceeded its jurisdiction in deregulating areas under states' control.

Walker said.

Whatever happens on Capitol Hill this week, both telephone and cable interests appear certain to be at loggerheads for years as each breaks ground on its own, and the other's, new Fifth Estate frontiers. □

RET applies for MDS service

Shooshan and Jackson, Washington telecommunications consultants, among principals of applicant

Rural Entertainment Television, a joint venture of Combined Cable Corp. and Multi-Channel Video Corp., has asked the FCC for developmental authority to test a pair of six-channel, over-the-air "wireless cable" systems.

For one system serving Paxton and Ford counties in Illinois. RETV has requested six channels in the 2.5 ghz band (currently allocated to the instructional television fixed service). For the other system, serving southwest Wisconsin, the company has requested six channels in the 12 ghz band (currently allocated for cable television relay service).

Combined Cable is a Chicago-based MSO. MultiChannel's principals are Harry M. (Chip) Shooshan III, Charles Jackson and Catherine Reiss Sloan. Shooshan and Jackson are principals of the Washington telecommunications consulting firm that bears their names. Sloan is an associate with

the firm.

RETV said its plan was to "bring the benefits of the video revolution to people whose homes are located beyond the reasonable reach of traditional cable systems."

Under its proposal, RETV plans to offer two movie services, one 24-hour news service, a sports service and one service comprising the best programming from RCA's Satcom satellite. Another channel would be devoted to a combination of educational programming and C-SPAN congressional coverage. RETV also proposes to permit local governments access to the educational channel for emergency uses.

RETV said the service would be offered on a monthly subscriber basis, and rates would be comparable to regular cable TV service.

Sloan said MultiChannel would be handling the application work, system design and technical tests. Combined Cable, she said, would be handling the programming and conducting marketing tests.

L.A. franchise holder rumored up for sale

CommuniCom, which holds the largest cable franchise in Los Angeles, confirmed last week that it "is seeking additional financing for its system" which could involve selling part of the company to an equity partner. Other knowledgeable sources said the entire

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company, owned by the privately-held Neilson Enterprises Inc. of Wyoming, is up for sale, but a public relations representative would only confirm the accuracy of a CommuniCom statement that construction costs make it "necessary to seek additional financing at this time."

CommuniCom holds the 310,000-home Hollywood-Wilshire franchise, extending from downtown Los Angeles to the ocean at Venice. The firm has other southern California franchises totaling about 90,000 homes, and is valued at more than \$70 million. The company estimates construction of the remainder of its Hollywood-Wilshire franchise, fined repeatedly by the city for failure to meet previous deadlines, will cost more than \$100 million.

"I know it [CommuniCom] is for sale," Bruce Burnham, vice president for market development at Cox Cable Communications, told BROADCASTING last week. "We have had some conversations with them, but we're not talking dollars yet or anything of that sort. I think their discussions with other companies have gone further [than with Cox], however." Burnham said Cox is interested in continuing those conversations, and said it was his understanding the franchise properties would be sold as one block.

"CommuniCom has had some conversations with us," confirmed William Shainker, president of Los Angeles-based Sun Cable Services. That firm, a unit of Kaufman & Broad, is the only company bidding the south-central franchise in Los Angeles, an

unwired 700,000-home area adjacent to the Hollywood-Wilshire franchise. Shainker told the *Los Angeles Times* last Tuesday (June 7) his impression is that there are "a number of options for a piece, or all, of the company."

Cox also has a relatively prominent local presence, with franchises in San Diego and Santa Barbara. Other companies rumored to be bidding for the property are the New York Times Co. and United Cable Television of Denver, but that could not be confirmed last week.

One indication of the impending change

surfaced in an interoffice memo sent to employees by CommuniCom president Tom Kanarian recently. Kanarian advised employees that CommuniCom "will be reorganizing and consolidating various functions within the company to re-emphasize our commitment to provide quality service to our subscribers," adding: "While these changes may be difficult in the short term, it will provide us with exciting new opportunities in the long term."

A reliable company source, who asked not to be identified, said 48 CommuniCom employees were to be laid off last Friday. □

Changing Hands

PROPOSED

WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz., and WDAM-TV Laurel-Hattiesburg, Miss. □ Sold by Service Broadcasters Inc. to Beam Communications Corp. for over \$25 million. **Seller**, based in Hattiesburg, Miss., is headed by Sy A. Rosenbaum. It has no other broadcast interests. **Buyer**, based in Chicago, is owned by Frank L. Beam, former owner of Chicago-based advertising agency, Frank L. Beam Co. He has no other broadcast interests. WCFT-TV is CBS affiliate on channel 33 with 1,120 kw visual, 203 kw aural and antenna 540 feet above average terrain. KYEL-TV is CBS affiliate on channel 13 with 316 kw visual, 31.6 kw aural

and antenna 1,700 feet above average terrain. WDAM-TV is NBC affiliate on channel 7 with 316 kw visual, 47 kw aural and antenna 510 feet above average terrain. **Broker: R.C. Crisler & Co. Inc.**

KPWR-TV Bakersfield, Calif. □ Sold by Gillett Group Inc. to Ackerley Communications Inc. for \$6.3 million ("In Brief," June 6). **Seller**, based in Nashville, is owned by George N. Gillett Jr. It also owns WSMV(TV) Nashville. **Buyer** is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm and recently bought KKT(TV) Colorado Springs for \$15.5 million (BROADCASTING, Feb. 21) and WIXT(TV) Syracuse, N.Y., for \$13.8 million (BROADCASTING, May 10, 1982). KPWR is CBS affiliate on channel 17 with 5,000 kw visual, 500 kw aural and antenna 3,813 feet above average terrain. **Broker: R.C. Crisler & Co. Inc.**

WCIB(FM) Falmouth, Mass. □ Sold by New England Media Corp. to Cape & Islands Broadcasting Inc. for \$2 million. **Seller** is owned by Kenneth J. Patch, president (50%), and Roger A. Neuhoff and family (50%). Neuhoff is also president and principal stockholder of Eastern Broadcasting Corp., which owns five AM's and five FM's. **Buyer** is owned by Lawrence K. (Larry) Justice, president, who has been Boston radio personality for past 18 years with Westinghouse and RKO stations. WCIB is on 101.9 mhz with 50 kw and antenna 240 feet above average terrain. **Brokers: Blackburn & Co. Inc. and The Keith W. Horton Co. Inc.**

KFJZ(AM) Fort Worth □ Sold by Swanson Broadcasting-Fort Worth Inc. to Founders Broadcasting for \$2 million. **Seller** is headed by Gerock H. Swanson, president. It also owns WBYU(FM) New Orleans; KKNZ(FM) Oklahoma City; KRMG(AM) Tulsa, Okla., and KKYX(AM) San Antonio, Tex. **Buyer** is subsidiary of Founders Communications Inc., headed by John L. Teeger, president. It is venture capital group involved in mobile-home manufacturing and oil and gas drilling. It has no other broadcast interests. KFJZ(AM) is on 1270 khz with 5 kw full time. **Broker: Blackburn & Co. Inc.**

KSEI(AM)-KRBU(FM) Pocatello, Idaho □ Sold by KSEI Broadcasters Inc. to Pacific Northwest Broadcasting Corp. for \$1.35 million. **Seller** is owned by Western Broadcasting

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Co., headed by Earl E. Morgenroth, chairman and president, and principally owned by estate of Dale G. Moore. It owns three AM's, two FM's and four TV's. Buyer is principally owned by Charles H. Wilson, president (50.77%), and 12 others. It also owns KPNW-AM-FM Eugene and KCMX-AM-FM Ashland, both Oregon; KBOI-AM-FM Boise, Idaho, and KPAY-AM-FM Chico, Calif. KSEI is on 930 khz with 5 kw full time. KRBU is on 104.9 mhz, with 3 kw and antenna 582 feet below average terrain.

WMNX(FM) Tallahassee, Fla. □ Sold by Metropolitan Broadcasting Corp. to American Communications & Television Inc. for \$950,000. Seller is headed by James E. Broadus Jr., president. He is vice president and general manager of WWWQ(AM)-WPFM(FM) Panama City, Fla. Buyer is owned by American Communications & Television Inc. (ACT) (80%) and Richard T. Drury (20%). ACT is publicly held company, headed by Mark K. Goldstein, president. It is 90% owner of construction permit for new TV at Forest City, N.C., and 49% owner of permittee of low-power TV's in Lake City and Ocala, both Florida, and is applicant for new FM at Micanopy, Fla. It also operates or has franchises for cable TV systems in Alachua and Marion counties, both Florida, and SMATV systems in south Florida. Drury is executive vice president of Sunshine Wireless Co., which owns three AM's and three FM's. He is also general manager of WMGI(AM)-WYKS(FM) Gainesville, Fla. WMNX is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

WAMV(AM)-WCNV(FM) Amherst, Va. □ Sold by Central Virginia Media Inc. to Winfas Inc. for \$825,000, including \$180,000 non-compete agreement. Seller is owned by S. Vance Wilkins Jr., who has no other broadcast interests. Buyer is principally owned by Larry W. Nichols and W.S. Foster Jr. It also owns WJNC(AM)-WRCM(FM) Jacksonville, N.C. WAMV is daytimer on 1420 khz with 1 kw. WCNV is on 107.9 mhz with 4.1 kw and antenna 1,920 feet above average terrain. Broker: Chapman Associates.

Construction permit for WTSF(TV) Ashland, Ky. □ Sold by Tri-State Family Television Inc. to Tri-State Family Broadcasting Inc. for assumption of \$643,863 in liabilities. Seller is nonstock, nonprofit corporation, headed by John Alley, president, who will be director of new corporation. It has no other broadcast interests. Buyer is owned by seven stockholders, headed by Claude Messinger, chief executive officer, including five present board members of seller and Dr. G.O. McClelland of West Hamlin, W. Va., and Dr. Robert Tackett of Ashland. It has no other broadcast interests. WTSF is independent, which went on air April 30. It is on channel 61 with 229 kw visual, 22.9 kw aural and antenna 410 feet above average terrain.

WKYO(AM)-WIDL(FM) Caro, Mich. □ Sold by Thumb National Bank and Trust Co. to East Michigan Broadcasting Co. for \$500,000. Seller is voluntary receiver of Tuscola Broadcasting Co., headed by Paul Clabuesch, president. It has no other broadcast interests. Buyer is owned by William D. Benkelman, president, who is president of

chemical plastics firm in Bloomfield, Mich., and has no other broadcast interests. WKYO is on 1360 khz with 1 kw day and 1 kw night. WIDL is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

WKVT-AM-FM Brattleboro, Vt. □ Sold by Webster Broadcast Group to Brattleboro Broadcasters Inc. for \$450,000. Seller is owned by 10 stockholders headed by Donald V. Webster, who have no other broadcast interests. Buyer is headed by David Underhill and wife, Linda (51% jointly). David Underhill is corporate director of operations and planning for Standard Communications, Salt Lake City-based owner of six AM's, six FM's and seven TV's. Linda Underhill is former employe of WBZ(AM) Boston. WKVT is on 1490 khz with 1 kw day and 250 w night. WKVT-FM is on 92.7 mhz with 410 w and antenna 712 feet above average terrain. Broker: Bob Kimel's New England Media Inc.

WLBG(AM) Laurens, S.C. □ Sold by CraCom Inc. to Southeastern Broadcast Associates Inc. for assumption of \$278,766 liabilities. Seller is owned by Craig S. Turner (56%), and wife, Mary V. (19%), and Harold Y. Culbertson (25%), who have no other broadcast interests. Buyer is owned by Emil J. Finley (60%) and wife, Mary Lou A. (40%). Emil Finley is general manager at WMYN(AM) Mayodan, N.C. Mary Lou Finley is registered nurse. WLBG is daytimer on 860 khz with 1 kw.

□ Other proposed station sales include: KTIM-AM-FM San Rafael, Calif. (BROAD-

CASTING, May 30); WOWD(FM) Tallahassee, Fla. (BROADCASTING, May 30); WKEQ(AM) Burnside, Ky.; WVLY(AM) Water Valley, Miss.; KHME(FM) Comanche, Okla.; WRHY(FM) Starview, Pa. (BROADCASTING, June 6); WEAM(AM) Arlington, Va. (BROADCASTING, May 16), and WFMR(FM) Menomonee Falls (BROADCASTING, May 30). (See "For the Record," page 124).

APPROVED

KBHK-TV San Francisco □ Sold by Field Communications Corp. to United Television Inc. for \$23 million. Seller, based in Chicago, is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%), who have also sold, subject to FCC approval WLVI-TV Cambridge, Mass. (BROADCASTING, March 28) and WKBD-TV Detroit (BROADCASTING, May 23). They also own WKBS-TV Burlington, N.J. Field is divesting its broadcast properties. Its sale of WFLD-TV Chicago to Metromedia has been approved by FCC (BROADCASTING, March 7). They also own three cable systems and daily *Chicago Sun-Times*. Buyer is publicly held corporation 46% owned by Chris-Craft Industries. United also owns KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex., and KTVX(TV) Salt Lake City. Chris-Craft owns KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. KBHK-TV is independent on channel 44 with 2,000 kw visual, 230 kw aural and antenna 1,610 feet above average terrain.

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Warner Amex: life on the media front line

Fifth largest MSO, innovator of two-way technology and satellite programmer, must balance its risktaking to avoid financial overextension

Warner Amex Cable Communications, the New York-based cable MSO that is owned equally by Warner Communications Inc. and the American Express Co., is, like the cable industry as a whole, entering a new phase in which the focus is on marketing and profits. The major franchising battles of the late 70's and early 80's for the right to wire America's big cities are almost over, and the peak construction year for both WA and the industry was 1982.

However, there is no consensus that WA can fairly be described as a microcosm of the industry. Analysts and other industry observers point to the company's two-way interactive Qube technology, which is either in or being installed in all seven of its current metro systems, and will be installed in Milwaukee, for which WA signed a franchise agree-

ment two weeks ago; its two New York franchises, if agreements are ever reached there, and possibly other franchises as it comes time to renegotiate. That puts Warner Amex on the "leading edge" of the two-way technology in cable, some observers say, setting it apart from other players, at least for now. Cox is still experimenting with its two-way Indax system in San Diego and Omaha, while others in the industry, such as Tele-Communications Inc., have elected to go with one-way addressable technology. There also are pessimists who argue that Qube might have put WA on the "leading edge" of the franchising scene, but that the technology will never emerge as a significant profit center.

Warner Amex is also atypical because the company has been willing to take on more big-city builds than any other MSO—with apparent success (although not without a number of problems). The company's metro systems division, now headed by Larry Wangberg, includes franchises in Cincinnati, Pittsburgh, Dallas, Houston, Colum-

bus (Ohio), Milwaukee and the suburbs of both St. Louis and Chicago. With the exception of Milwaukee, where construction has not yet begun, Warner claims to be substantially ahead of, or on, schedule—a claim verified by most cities with the exception of Houston and Pittsburgh. Houston did not dispute the claim, but the city had not made a check within the last year. In Pittsburgh, WA claims to have completed 95% of the construction, while the city notes that some of that has not been "certified" as having been constructed properly.

If the New York negotiations are completed for WA's targeted franchises in Brooklyn and Queens, those systems, when constructed, would also be folded into the metro division.

Although analysts note the paucity of available information about Warner Amex, largely due to its private company status (even though it's held by two publicly owned entities), they also estimate that the company will spend \$1 billion or more building its metro systems. Even that figure sounds conservative, since the company recently extended its line of credit from \$600 million to \$800 million and still faces building Milwaukee and two New York franchises.

With that kind of building, it's hard to stay out of the red. WA lost \$46.6 million in 1982, which is explained primarily as the result of financing system construction (which totaled almost 11,000 miles of plant last year) as well as the marketing of the satellite program services under the banner of Warner Amex Satellite Entertainment Co.—MTV: Music Television, Nickelodeon and the Movie Channel.

And 1983 will probably be a year in which WA has even greater losses, perhaps \$60 million or more, according to Drew Lewis, who was tapped last winter to replace Gustave Hauser as the company's chief execu-

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tive officer. His mandate is to steer the company into profitability over the next several years.

During his few months in office, Lewis has been familiarizing himself with the industry and the company and formulating a decentralized structure that is now largely in place.

In an interview with BROADCASTING editors, Lewis downplayed both current and future losses.

"People report us as a troubled company," he said. "This is not a troubled company. In this business, especially with all the construction we've been doing, you have to anticipate a long period before payback. We'll have comparable losses this year [as in 1982], conceivably even more, depending on how far we get with Milwaukee, and the following year we hope to be doing Queens and Brooklyn. And at that point the other metros will be for the most part on line so the losses will be going down."

He concluded, almost matter-of-factly, that, "as long as you are building these large systems, there are not going to be any profits. And it's just that simple." Analysts who follow cable agree. E.F. Hutton's Susan Watson pegs construction costs as WA's biggest obstacle to profitability, as does independent analyst Paul Kagan. The cable industry in general and Warner Amex in particular, said Kagan, "will begin showing increased earnings when they slow down or stop building all these big city systems."

Lewis agrees with that assessment, but contends that it is "a conscious decision on



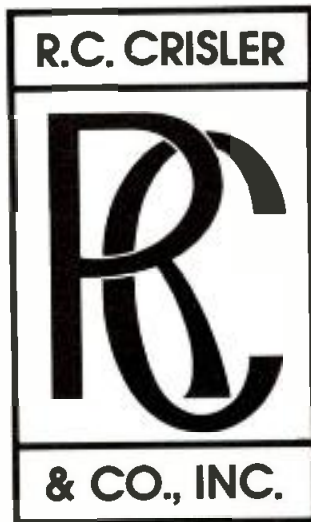
Lewis

the part of Warner and American Express not to cut the losses now because it would be detrimental to what we want to do long term." And what Warner wants to do is make a profit. The company has told analysts it hopes to turn the profit corner by 1985, but many in the financial community think 1987 is more realistic. And there is some sentiment among analysts that WA will have to scale down some of the promises made to its big cities if the company ever hopes to get into the black.

The cities, however, say that WA has not approached them about renegotiation and has expressed every intention of carrying the commitments under the existing contracts. At this stage the possible exception appears

to be Pittsburgh, where Richard Emenecker, superintendent of the city's bureau of cable communications, expressed "concern" that WA has not provided the city with the basic design of the proposed institutional network, which was supposed to be built simultaneously with the residential systems. WA began construction of the Pittsburgh system in early 1980. "We are concerned about them making it," said Emenecker, referring to the system construction deadline of Aug. 25, 1984. "We see no reason why they should not be able to do it." Emenecker also said that WA has said that they now want to provide access to the institutional network "on a demand basis," although the franchise agreement calls for the network to be available to "virtually all institutions" throughout the city.

Larry Wangberg, newly appointed head of all the WA metro systems, said that 60 miles of the institutional loop has already been constructed, and that it will be completed on time with virtually all institutions having access. "It's a new area for institutions, cities and cable operators," explained Wangberg. "What we are now proposing is that we build the network as we work with institutions and determine their needs so that we can best satisfy them." He added that a market survey has been completed on practical uses of the institutional network and that "we'll now be rolling that network out as we develop an understanding—and the institutions develop an understanding—of the opportunities that can be had from such a network. We've learned that most institutions are not pre-



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pared to take advantage of this new telecommunications capability. It's going to take some time to adapt to it. It may mean changes in how they run their institutions and changes in their communications programs. Most of them are not prepared to take advantage of it."

Asked if the company may be looking to renegotiate some of the franchise agreements it has made, the company's new chairman answered, "Yes and no. I mean we are not going to go back on the contracts that we have signed, but as I told many cable committees I've met with and mayors, if they want us to put up access studios all over town..."

"We have a studio in Pittsburgh which was

part of our contract. And I've been in NBC's, CBS's and ABC's studios in Chicago, New York and Washington, and ours puts theirs to shame. The *Today* show is produced in a much shabbier place than our Pittsburgh studio. And we don't use it. And you can say fine, we promised it so we're paying for it, but ultimately, the consumer is going to pay for that studio. And ultimately we are going to get our investment out of Pittsburgh. And if we don't get our investment out of Pittsburgh, we're not going to be in Pittsburgh."

Although he used Pittsburgh as an example, Lewis emphasized that he was not only referring to all of WA's metro systems, but also to other MSO's in major urban areas

across the nation. "It's clear that nobody's going to stay in these big cities unless they can make a profit."

Although Lewis admits that he knows less about the cable business than many of his peers, having come to his present position just a few short months ago, he is not without definite opinions about the industry.

In the bids to wire the cities, he says, "we promised too much. Essentially that's what we and everyone else did. We promised too much, underestimated our construction costs and gave too low rates." And again, he hammered home the point that "nobody is going to stay in this business if there is not going to be a return on investment, if there is not going to be a profit. So it is clear to me that in all these big cities ultimately the prices have to rise to the point where the company can make money." And if they don't, he concludes, "the cities [or someone else] are going to be in the cable business because we are not going to be in it."

It is also clear to Lewis that excellent relations with the community are essential to franchises striving to make a buck. In fact, he suggests that much of WA's return on investment may not materialize until the re-franchising stages of the metro areas. "At the end of 15 years in many of these cities," he said, "we'll be lucky if we have our in-

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Wangberg

vestment out. So what we have to do, I think, is have a good relationship with the community both politically and community-wise," in order to re-franchise successfully. "If we are going to make money in this business, it's clearly going to be in the extensions of the franchises."

And although the company and others in the industry apparently made more promises than the could realistically keep, given the rates offered, Lewis says if it were his to do all over again, "I'd probably do exactly what they did here—it was the only way to get franchises." In other words, the company was forced by the competitive nature of the big city bidding wars to overextend itself in the near term to get where it wants to be in the future. Warner and American Express, says Lewis, through their joint venture, "have committed to this industry. And we see cable as an industry that is moving in and taking over as the dominant factor in video communications." By the early 1990's, he suggests, cable penetration nationally and within WA's systems should be between 60% and 70%. "But in order to do that," explained Lewis, "we are going to have to

[continue to] swallow some of the losses to be able to capitalize on what we think will be a very good business in the future."

Upon acceptance of the chairmanship of Warner Amex, Lewis received ultimate responsibility for one area that his predecessor did not—Warner Amex Satellite Entertainment Co. And his presence on the scene at WA has also been felt in the corridors of the co-owned program service company. He acknowledges some involvement behind recent decisions to charge operators a fee for MTV, the advertiser-supported video music channel, and to accept commercials for Nickelodeon, the children's cable channel.

"I guess the idea evolved," explained Lewis, in the sense that "I put pressure on every [area] in this company to turn a profit. MTV, I think most would agree right now, is the hottest product in cable. It is not breaking even and we are going to put it on a profitable basis." He added that the company does not have to charge a great deal per subscriber to turn MTV around. "There is a lot of leverage in the numbers," he said, referring to MTV's current subscriber universe of 13.5 million, which he says should hit 20 million by the end of next year.

Much has been made of the employee cuts that Lewis has imposed at WA's corporate

the field. My point is that Houston, for example, has the potential to be a \$200-million business, and should be run out in the field. I don't want to reinvent the wheel—we are going to have marketing coordination from New York. But the people in the field will have direct-line responsibility for running those operations." Of the cuts he concluded, "It's not pleasant to eliminate positions, but we'll be a better organization for it."

There is a flip side to the decentralization of the company's operating structure and that's the consolidation of positions and authority within the corporate staff in New York. The corporate programming, marketing and sales departments, designed to give support and guidance to operatives in the field, have been combined and are now headed by

Richard Aurelio, who was formerly responsible for WA's franchising efforts. And Linda Godsen, who Lewis tapped from the Department of Transportation, which he headed for the first two years of the Reagan administration, has been brought in to head the newly combined government and public affairs departments.

WA's metro systems, which had been divided into two separate divisions, are now combined into one, headed by Larry Wangberg. The metro division systems represent WA's investment in the future. Unlike the systems in the national division, which includes 800,000 subscribers in 140 systems in 27 states, the metro systems feature Qube, which provides up to 10 two-way addressable channels. Each of the metro system

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Schneider

offices in New York—107 out of a total of 321 positions have been eliminated since February, representing a one-third reduction in the New York-based work force. The point that Lewis makes in discussing those cuts is that they should not be viewed primarily as a cost-cutting factor, but rather as actions taken to decentralize operations throughout the company. And, looking back, Lewis relates that perhaps the most pressing problem that confronted him upon walking in the door at WA was what he saw as the inefficiency and confusion that permeated the company's operating structure.

"You're not going to make any money in this business just cutting your overhead," he said. The benefits of those cuts will be "a decentralized, streamlined organization, not the cost savings." The company had a "tremendous overlap problem in New York," with full-fledged marketing operations both there and in the field, said Lewis. When a problem was encountered in any given system, "the way we solved it was to hire more people in New York instead of solving it in



Warner Amex
Cable Communications Inc.



presidents reports to Wangberg.

Expanding on the necessity for decentralization, Wangberg said, "Each market presents unique challenges. I think it's impossible for anybody to sit in New York and run these businesses from a day-to-day decision-making standpoint."

Wangberg has come to his new position at an opportune time. When he joined WA in 1978, the Columbus, Ohio, system, first of the metro operations, had 25,000 subscribers. Since then, WA has won seven additional major urban franchises, containing more than 1.8 million homes, and is currently negotiating for two additional franchises in New York (for pieces of Queens and Brooklyn) which would bring another 494,000 homes into the metro systems fold.

Within the past few years, cable operators, particularly in major population centers, have been concerned with the emergence of competing program delivery vehicles, most notably satellite master antenna television systems (also called private cable operators) and multipoint distribution outlets. However, Wangberg says he's not particularly worried about such competitors. He does admit though that Dallas and Houston are where WA has had the biggest problem with SMATV operators. And to deal with the problem, WA has gotten into that business itself. "Our position is," explains Wangberg, "if there's an apartment complex that we haven't built cable to yet, and they are insisting upon service immediately, I will put in an earth station and headend to serve them until I get out there with my cable plant." So far, he adds, the company has installed about 10 such systems. And in any event, Wangberg sees the SMATV problem as short term for two reasons—the wider array of program services that cable can provide a community once it's wired, and what he claims is growing consumer dissatisfaction with existing SMATV operators. "They forget they have to maintain the operation and continuously sell it . . . as a result I think it's a short-term thorn in our side that is going to go away."

Reports from city cable authorities in WA's metro are generally positive at this point, with some noting a marked improvement in the company's service to the community. In Houston, for example, not long ago, complaints were coming into the city at a rate of about 1,300 per month concerning Warner's service. Those complaints "have dropped off considerably," said Marsha Gardener, director of services for the city of Houston. Even Pittsburgh's Emenecker, who expressed the most concern about the company's performance in a metro area, had mild praise for WA. "We knew the relationship would not be without its problems and difficulties, and they deserve credit for at-

tempting and accomplishing a task that's never been done before."

Nevertheless, Emenecker suggested that Warner may have some rewiring to do in Pittsburgh. The franchise is divided into five "separately programable community areas," (SPCAs) which are for the most part divided along ward boundary lines. Each of these areas has a separate studio, which, by the terms of the franchise agreement and a city ordinance, is required to have the capability of transmitting programing to each home within its SPCA. Emenecker reported that in some cases Warner has not provided that capability and that some rewiring may be required. He also says that Warner has not met all of the city's electrical and safety code requirements in some areas that have been constructed. WA's Wangberg responded that Emenecker is talking largely about technicalities and the usual cleanup jobs that are taken care of after a system is essentially complete. As to the SPCA problem, Wangberg replied, "once again we are talking about something very insignificant in view of the total picture, because we're passing about 160,000 homes" in Pittsburgh, while that problem concerns 70 or 100 homes.

On the marketing side of the picture, WA's Aurelio cited several problems of concern to the industry as well as the company, including subscriber retention, pay service churn and pricing and packaging of services.

In recent years the marketing of services among WA systems has been "almost entirely a direct-sales effort," said Aurelio. "I think now we're leaning more toward a mix of the various selling disciplines," including advertising and direct-mail campaigns. As to churn, he said, "a lot of it is understanding what people want," and perhaps doing a better job of educating the consumer as to what he's getting for his money. "A lot of it is just common sense marketing," he added, noting that "the factors and variables change from market to market."

Aurelio said that WA will attempt to bring the message home that "cable is the biggest consumer bargain in the country. We think it's undervalued generally, and that has not been communicated effectively to subscribers and nonsubscribers." Significant resources within Aurelio's domain are geared toward research and analysis and he indicated they will have their work cut out for them in the coming months. "We've got to do a lot

more work on finding out what it is the customers want and how they want these services packaged."

In order to make the metro systems profitable Aurelio said, revenues must be increased per home. It's difficult to estimate the average revenue that is being generated on a per-home basis, said Aurelio, but eventually, "we're shooting to get more than \$3 per home."

Advertising revenues will also play a significant part in WA's drive toward profitability, not only from the WASEC services, but from spots sold on systems as well, particularly the Qube systems and the Qube network. But to hear WA executives describing advertising on Qube, it sounds more like laboratory than a medium. The selling point behind two-way addressability, they note, is that advertisers can test a product's acceptability or even a commercial's credibility by combining a 30-second spot with a 30-second electronic questionnaire.

The Qube network, launched last month interconnects by satellite the seven metro Qube operations which, combined, now have a subscriber base of about 250,000 said Scott Kurnit, vice president for Qube programming. Currently, the network provides one-and-a-half hours of programing daily, plus two specials per month. Subscribers have shown a preference so far for "primarily generic interactive programs," on the network, Kurnit said. He cited game show as a product that can move from the local to the national audience. "Viewers like the shows where they can really participate," he explained, "where they're influencing the flow of action or being tested."

And though it may sound like one, Whitney Goit, vice president for advertising sales on Qube, emphasized at the time of the Qube network launch that it "is not an experiment or a toy," but the practical fulfillment of one of cable's blue sky promises. Kurnit adds that "we've got a dozen discussions going on with advertisers and producers" concerning the use of the Qube network as a research tool.

Another element of Qube that WA is banking heavily on is pay-per-view. Depending on the market, said Kurnit, WA is transmitting from three to six pay-per-view channels that show between 1,500 and 2,000 starts a month. Ninety percent of the p-p-v offerings are movies, he said, with the balance divided between sporting events and concerts. Movies that do well on p-p-v "generally track with what does well theatrically." The exception, he noted, are "heavy dramatic films," that require too much of the viewer's attention. "People just don't have the patience at home," explained Kurnit, "because there are distractions." The kinds of movies that do better are movies that you can come in and out of.

Kurnit also said he would like to add more concerts to the Qube program menu. But the hitch is that the concerts must be cablecast live to really sell because "we've found that the ones on tape don't perform that well." Kurnit also suggested that local and regional acts might be sold exclusively on the Qube network or particular systems.

Future Qube Network programming ideas include, Kurnit said, taking "some existing

Stock Index

Exchange and Company	Closing Wed. Jun 8	Closing Wed. Jun 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	62 5/8	60 1/2	+2 1/8	+ 3.51	12	1,816
N Capital Cities.....	142 1/2	144	-1 1/2	- 1.04	19	1,878
N CBS.....	67	65 5/8	+1 3/8	+ 2.09	14	1,986
N Cox.....	48	49 1/4	-1 1/4	- 2.53	21	1,360
A Gross Telecasting.....	54 1/2	53 5/8	+ 7/8	+ 1.63	13	43
O LIN.....	45 1/2	44 1/4	+1 1/4	+ 2.82	24	472
N Metromedia.....	512	493	+19	+ 3.85	35	1,432
N Outlet Co.....	41	41 3/8	- 3/8	- .90	17	166
O Scripps-Howard.....	23 3/4	24	- 1/4	- 1.04	13	248
N Storer.....	29 1/8	29 1/8			d	477
O SunGroup Inc.....	4 3/4	4 3/4			7	3
N Taft.....	53	51 1/4	+1 3/4	+ 3.41	15	482
O United Television.....	12 1/2	12 3/4	- 1/4	- 1.96	16	148

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	28 1/4	29 1/2	-1 1/4	- 4.23	28	170
A Affiliated Pubs.....	43	44 1/2	-1 1/2	- 3.37	21	336
O A.H. Belo.....	46	45 3/8	+ 5/8	+ 1.37	17	430
N American Family.....	21 5/8	20 7/8	+ 3/4	+ 3.59	15	293
O Associated Commun.....	31 5/8	30 3/4	+ 7/8	+ 2.84	13	75
N John Blair.....	67 1/4	66 3/4	+ 1/2	+ .74	15	263
N Charter Co.....	12 3/8	12 3/4	- 3/8	- 2.94	15	261
N Chris-Craft.....	23 5/8	23 1/4	+ 3/8	+ 1.61	25	146
N Cowles.....	17 5/8	18 1/4	- 5/8	- 3.42	19	70
N Dun & Bradstreet.....	127	126	+1	+ .79	24	3,575
N Fairchild Ind.....	20 1/8	20 1/2	- 3/8	- 1.82	13	263
N Gannett Co.....	64 1/4	63 1/4	+1	+ 1.58	19	3,423
N General Tire.....	34 1/2	35 7/8	-1 3/8	- 3.83	33	830
O Gray Commun.....	44 1/2	44 1/2			13	21
N Gulf United.....	27 1/4	27 1/8	+ 1/8	+ .46	9	764
N Harte-Hanks.....	45 1/2	44 3/8	+1 1/8	+ 2.53	16	452
N Insilco Corp.....	22 1/4	22 3/4	- 1/2	- 2.19	20	355
N Jefferson-Pilot.....	33 1/2	33 3/8	+ 1/8	+ .37	8	718
O Josephson Inti.....	18 1/4	19	- 3/4	- 3.94	13	88
N Knight-Ridder.....	53 3/4	56 1/4	-2 1/2	- 4.44	16	1,753
N Lee Enterprises**.....	22 7/8	20 6/8	+2 1/8	+10.24	32	624
N Liberty.....	18 1/2	18 3/4	- 1/4	- 1.33	15	181
N McGraw-Hill**.....	45	44 7/8	- 1/8	- .03	20	2,244
A Media General.....	58 3/4	61 3/4	-3	- 4.85	12	408
N Meredith.....	107 3/8	106	+1 3/8	+ 1.29	12	335
O Multimedia.....	38 1/2	37 1/4	+1 1/4	+ 3.35	20	606
A New York Times Co.....	76 5/8	77 1/4	- 5/8	- .80	18	990
A Post Corp.....	44 1/2	43 3/4	+ 3/4	+ 1.71	20	81
N Rollins.....	14 3/8	14 5/8	- 1/4	- 1.70	14	373
N Schering-Plough.....	45	45 1/4	- 1/4	- .55	13	2,396
N Signal Cos.....	33 5/8	31	+2 5/8	+ 8.46	66	3,564
O Stauffer Commun.*.....	43	43			11	43
A Tech Operations.....	34	30 3/4	+3 1/4	+10.56	22	28
N Times Mirror Co.....	74 1/2	74	+ 1/2	+ .67	17	2,547
O Turner Bcstg.....	22	19	+3	+15.78	d	449
A Washington Post.....	66	67 1/2	-1 1/2	- 2.22	18	933
N Wometco.....	34 1/2	34 3/8	+ 1/8	+ .36	23	596

CABLE						
A Acton Corp.....	8 7/8	9 1/2	- 5/8	- 6.57	52	45
N American Express.....	66 7/8	70 5/8	-3 3/4	- 5.30	14	8,514
O Burnup & Sims.....	8 5/8	8 1/2	+ 1/8	+ 1.47	d	76
O Comcast.....	23 1/4	22 1/4	+1	+ 4.49	24	180
N General Instrument.....	55 3/8	51 7/8	+3 1/2	+ 6.74	17	1,718
N Heritage Commun.....	13 1/2	14 3/8	- 7/8	- 6.08	22	99
O Rogers Cablesystems.....	10 3/4	10 5/8	+ 1/8	+ 1.17	d	237
O Tele-Communications.....	34 5/8	35	- 3/8	- 1.07	74	730
N Time Inc.....	68 3/4	66 3/4	+2	+ 2.99	27	3,903
O Tocom.....	9 1/2	10 1/4	- 3/4	- 7.31	8	66
N United Cable TV.....	22 7/8	21 7/8	+1	+ 4.57	d	250
N Viacom.....	36 1/4	36 1/4			18	419

Exchange and Company	Closing Wed. Jun 8	Closing Wed. Jun 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Indus.....	7 1/4	6 5/8	+ 5/8	+ 9.43	81	40
N Coca-Cola.....	52	52 3/8	- 3/8	- .71	13	7,058
N Disney.....	69 1/2	75	-5 1/2	- 7.33	22	2,391
N Dow Jones & Co.....	49 7/8	48 1/2	+1 3/8	+ 2.83	34	3,183
O Four Star***.....	14	11	+3	+27.27	15	11
N Getty Oil Corp.....	64 3/8	66 3/4	-2 3/8	- 3.55	8	5,094
N Gulf + Western.....	27	28	-1	- 3.57	14	2,076
O Lorimar.....	25 1/4	24 1/2	+ 3/4	+ 3.06	16	125
N MCA.....	38 1/4	35 3/4	+2 1/2	+ 6.99	10	1,824
N MGM/UA.....	19 3/8	21	-1 5/8	- 7.73	25	964
N Orion.....	24 1/8	25 7/8	-1 3/4	- 6.76	d	215
O Reeves Commun.....	19 1/2	21 5/8	-2 1/8	- 9.82	10	240
O Telepictures.....	17 3/4	19 1/4	-1 1/2	- 7.79	24	103
O Video Corp. of Amer..	9 1/2	9	+ 1/2	+ 5.55	22	16
N Warner.....	28 1/2	30 1/8	-1 5/8	- 5.39	12	1,821
A Wrather.....	33 3/4	33	+ 3/4	+ 2.27	d	75

SERVICE						
O BBDO Inc.....	42 1/4	42 1/4			16	246
O Compact Video.....	9 1/8	9 1/2	- 3/8	- 3.94	d	30
N Comsat.....	79 5/8	81 3/4	-2 1/8	- 2.59	94	717
O Doyle Dane Bernbach	27 3/4	27 3/4			21	161
N Foote Cone & Belding	49 1/8	49	+ 1/8	+ .25	13	137
O Grey Advertising.....	104	104			9	60
N Interpublic Group.....	57 1/8	57	+ 1/8	+ .21	14	267
N JWT Group.....	33 3/4	34 3/4	-1	- 2.87	675	179
O MCI Communications.....	49 7/8	48 1/2	+1 3/8	+ 2.83	32	5,816
A Movielab.....	6	5 3/4	+ 1/4	+ 4.34	d	10
O A.C. Nielsen.....	38	37 1/2	+ 1/2	+ 1.33	19	1,176
O Ogilvy & Mather.....	59 1/4	58 3/4	+ 1/2	+ .85	17	255
O Telemation.....	7 1/4	6 1/2	+ 3/4	+11.53	16	8
O TPC Communications.....	2 1/4	2 7/8	- 5/8	-21.73	d	2
A Unitel Video.....	11	11 1/2	- 1/2	- 4.34	16	15
N Western Union.....	41 1/4	44 1/2	-3 1/4	- 7.30	12	988

ELECTRONICS/MANUFACTURING						
O AEL.....	36 3/4	36	+ 3/4	+ 2.08	d	72
N Arvin Industries.....	21	21 5/8	- 5/8	- 2.89	13	147
O C-Cor Electronics.....	19	17 3/4	+1 1/4	+ 7.04	15	67
O Cable TV Industries..	9 1/4	7	+2 1/4	+32.14	62	28
A Cetec.....	11 5/8	10 3/8	+1 1/4	+12.04	29	25
O Chyron.....	26 1/2	25 3/4	+ 3/4	+ 2.91	29	108
A Cohu.....	8 5/8	8 7/8	- 1/4	- 2.81	25	15
N Conrac**.....	18 3/8	18 3/4	- 3/8	- 2.00	26	224
N Eastman Kodak.....	71 1/4	73 3/4	-2 1/2	- 3.38	10	11,806
O Elec Missile & Comm.	13 1/2	13 1/4	+ 1/4	+ 1.88	d	39
N General Electric**.....	55 5/8	57 1/2	-1 7/8	- 3.26	d	50,692
N Harris Corp.....	42 7/8	43 5/8	- 3/4	- 1.71	23	1,350
O Microdyne.....	15	15 1/2	- 1/2	- 3.22	36	70
N M/A Com. Inc.....	29 3/8	30 1/2	-1 1/8	- 3.68	40	1,258
N 3M.....	84 1/4	87 5/8	-3 3/8	- 3.85	16	9,932
N Motorola.....	127	116 1/2	+10 1/2	+ 9.01	28	4,939
N N. American Philips..	69 3/8	66 1/4	+3 1/8	+ 4.71	13	961
N Oak Industries.....	12	11 1/8	+ 7/8	+ 7.86	48	196
A Orrox Corp.....	5 5/8	6 1/8	- 1/2	- 8.16	5	12
N RCA.....	28 1/8	28 1/4	- 1/8	- .44	17	2,295
N Rockwell Inti.....	55 3/4	57	-1 1/4	- 2.19	12	4,278
A RSC Industries.....	6 1/2	6 5/8	- 1/8	- 1.88	65	21
N Scientific-Atlanta....	18 7/8	18 1/2	+ 3/8	+ 2.02	d	446
N Sony Corp.....	14 7/8	15 5/8	- 3/4	- 4.80	28	3,432
N Tektronix.....	78	73 1/2	+2 1/2	+ 3.40	23	1,439
O Telemet-Geotel.....	3 1/2	3 1/2			27	11
A Texscan.....	25	26	-1	- 3.84	30	151
N Varian Associates.....	54	52 3/8	+1 5/8	+ 3.10	32	1,131
N Westinghouse.....	49 1/8	48 1/2	+ 5/8	+ 1.28	10	4,295
N Zenith.....	26	22 1/4	+3 3/4	+16.85	d	492

Standard & Poor's 400 Industrial Average 181.75 181.11 + .64

Notes: A-American Stock Exchange, N-New York, O-Some over the counter (bid price shown), supplied by Shearson/American Express, Washington. P/E ratios are based on estimated new-year earnings as published by Standard & Pears. If no estimate is available, figures for last 12 reporting months are used. Earnings figures are

exclusive of extraordinary gain or loss whenever possible. Footnotes: * Stock did not trade on given day, price shown is last traded price. d-Deficit. ** 2/1 stock split. *** Purchase of Gold Key Entertainment (see BROADCASTING, Jun 6 pg. 112).



Aurelio

product and [converting it to] interactive programming." He cited old mystery programs as an example, where inserts could be added at various points with a host asking, "Who did it?"

WA projects that Qube subscribers will total 400,000 by the end of 1983 and 1 million within five years.

The acquisition and negotiation of the various programming services for the WA cable systems is the responsibility of Sheldon Perry, senior vice president for programming. As part of WA's restructuring, Perry received additional duties as special adviser to Drew Lewis on programming and program development.

He describes programming a cable system

as "a little more esoteric" than programming a television station. "You really have to divine new ways of doing business that are uniquely suited for the cable marketplace."

Pay-per-view programming is one area that Perry is taking a special interest in developing. Theatrical films, he said, "will always remain a staple in this business," but he hopes that sports events will take on a greater role in p-p-v programming as well. He sees "a giant market out there" for p-p-v, and that's the message he's delivered to Drew Lewis. But there are obstacles, two of which Perry says, are over-priced rights fees and lack of quality events.

Cable networks today often seem to appear only to pull the plug by the following afternoon. Not so with WASEC. Launched four years ago, WASEC has moved to the forefront of satellite-delivered cable program suppliers by serving a total of more than 28 million subscribers.

WASEC's MTV is now seen by a potential 13.5 million subscribers spanning 1,650 cable systems, while Nickelodeon serves 12,750,000 on more than 2,500 systems and The Movie Channel serves 2.4 million over 2,600 systems.

The reason WASEC MTV is so successful, explains WASEC chairman and chief executive officer, Jack Schneider, is because "it's like nothing you've ever seen before." Unlike broadcast television, where the business of programming often seems to thrive on instability, Schneider takes pride in pointing out that WASEC has made it because it has not swerved from its original purpose: To provide programming that is "not necessarily more of the same."

Despite the good numbers in terms of subscribers, Schneider does not appear relaxed. But that could be attributed to his philosophy that "we are extremely self-critical around here." Although the company is not yet turning a profit, its growing subscriber rolls indicate circumstances should be substantially different in the future.

Schneider offers no apologies about the decisions to charge operators for MTV and to carry commercials on Nickelodeon. There is no compact between cable operators and program suppliers and viewers regarding the ban of commercials on basic services, Schneider said, as there may be implicitly with pay services. He said that basic services like CNN, USA Network, ESPN and others all carry commercials. But in 1982, he said, "we found that the amount of advertising support available to the cable industry was not what we anticipated, and so we re-examined the spectrum of basic services and concluded the dual stream of economic support was the way to go."

Although he wouldn't identify what ideas were being researched because "there may appear to be an economic base for starting a new service and that window may close" Schneider confirmed there is "most certainly" room for another programming service at WASEC. He noted that the company owns or leases six transponders aboard Satcom I ("the right bird"), but now uses only half of them; the other half are subleased. He also noted there is a program development staff "in place and working." What hinders such a venture other than the marketplace is the

channel capacity on many systems today, he said. "But as channel capacity in the mega-systems expands and as more limited channel capacity systems rebuild," he said, "then as it presents a new opportunity to introduce new channels we will do so."

WASEC's most successful service to date, in terms of subscribers, is MTV. Schneider, along with WASEC President Bob Pittman, are credited with being the major forces behind the music channel. It also is the most recent of the WASEC services, having been introduced in August 1981 after more than two years of research.

As for supplying WASEC services to other video outlets, like DBS, MDS, SMATV and low power TV stations, Schneider said there were no "present plans." He qualified that statement, however, by adding, "I think there are going to be a number of developments, either legal or economic, that will change that. . . . Long range planning in cable today consists of deciding where we are going for lunch. . . . Until then at least, WASEC is taking a wait-and-see approach."

"I think DBS has a role in building in those areas that are uneconomic for cable to develop," Schneider considered, "but if that's the case, then the question is 'should those areas be denied our services?' I think not, but I haven't thought through a policy yet."

Despite the apparent success in the growth of WASEC programming subscribers, Schneider denies any of the services have reached a point where they sell themselves. The cable marketplace is too diversified and inconsistent for any sure-fire formula to sell, he explained. WASEC has more than 150 salesmen who are charged with representing all three services. In regard to selling the services to WA systems, Schneider said the MSO is not WASEC's biggest customer—only 6% of MTV subscribers belong to WA systems, and there are more ATC Nickelodeon subscribers than WA Nickelodeon subscribers, he said.

Schneider also reports that Drew Lewis, has not moved to fold WASEC into WA. "He has recognized that this is a separate business with separate management requirements." He adds that Lewis "has substantially let us continue to operate as a separate organization, as we have operated in the past." □

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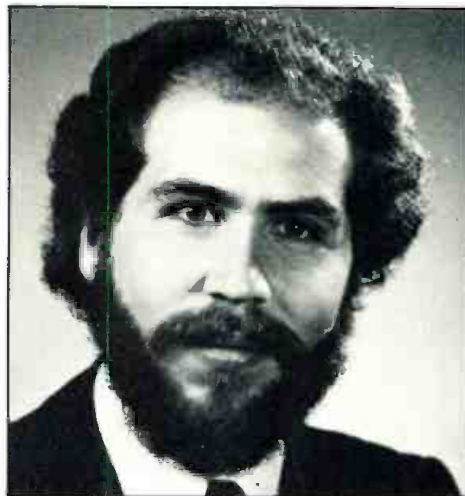
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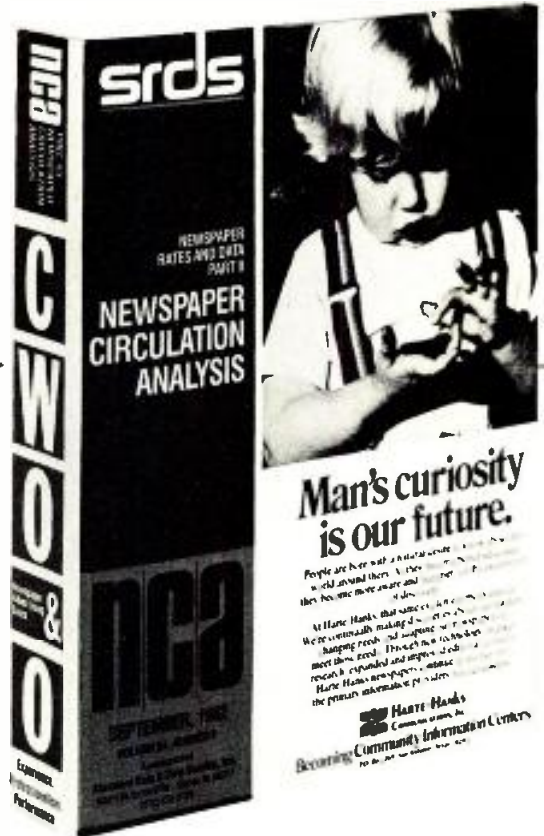
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TELECASTINGS

Explaining differences

Researchers for major New York commercial TV stations think they may have found one reason—not necessarily the whole reason, but perhaps part of it—for discrepancies between Nielsen and Arbitron findings in local audience measurements in New York.

The researchers, through their New York Television Station Research Committee, commissioned Statistical Research Inc., a leading independent research organization, to conduct a study to determine the number of multiset households and cable households in the New York area of dominant influence (ADI). SRI did, and reported back that 65% of the households have more than one TV set and that 34.8% of the households have cable. Then the committee, headed by Kathy Lenard, TV research vice president for NBC-owned stations, checked the distribution of the Nielsen and Arbitron meter samples in the ADI.

Nielsen's was "close" to the SRI figures, Lenard said, with 62% of its meters in multiset households and 32% in cable households. But Arbitron, she said, was shy some

10 percentage points on both counts: 53% of its meters were in multiset homes and 25% were in cable homes. "We don't say that this is the whole cause [of the inconsistencies] but it could be part of the cause," Lenard said.

The committee has presented its material to Arbitron and asked for a meeting, hoping to get its sample distribution into closer conformity with SRI's findings. An Arbitron spokeswoman said last week that officials were studying the material.

The committee also wants some other information—such as how many sets in its multiset households Arbitron has failed to meter—and why.

The committee, in addition to Lenard, consists of Jane Smerglia, WABC-TV; Neil Walden, WCBS-TV; Diane Sass, WNEW-TV; Jane Pearlman, WPIX-TV; Fred Gold, WOR-TV and Chris Roman, WNJU-TV Newark, N.J.

Differences between Arbitron and Nielsen results are nothing new. But they were more glaring than usual in this spring's May sweeps, when—for just one example—Nielsen had WNBC-TV first and WABC-TV third in the 6 p.m. news race, while Arbitron put WABC-TV first and WNBC-TV third (BROADCASTING, May 30).

It's an ongoing problem that the research committee—and researchers individually—have been grappling with for a long time. NBC's Lenard recalled that WCBS-TV's Neil Walden brought to a recent meeting a file copy of a memo from a CBS president asking his research people what was being done to resolve the differences. The CBS president was Frank Stanton, and the time was 1964.

Court moves

KABC-TV Los Angeles is blaming declining ratings for its decision to cancel *The People's Court*, which it is replacing with an in-house magazine strip, *L.A. Today*, beginning Sept. 5. The ABC owned-and-operated station has been airing the half-hour Telepictures series weekdays at 3:30 p.m. before its three-hour local news block. The series will be picked up there by independent KCOP(TV) beginning Sept. 19, to be aired at 7:30 p.m. on weekdays. A spokesman for Telepictures said there would be "a significant jump" in the license fee and advertising rates for the show, based on anticipated higher ratings in prime time access.

Blooper suit

The Dick Clark Co. last week filed a \$10-million lawsuit against Alan Landsburg Productions, Chip Enterprises and individuals involved with those firms in the production of a recent ABC-TV special, *Life's Most Embarrassing Moments*, charging the program constituted copyright infringement and unfair competition against the series of TV's *Censored Bloopers* specials that Clark has

been producing for NBC-TV. The suit, filed in U.S. District Court in Los Angeles, claims the ABC program was "substantially a copy of the NBC series and that the producer have taken advantage of goodwill generate by Clark's firm among outtakes sources. The action, which includes a request for an injunction barring Landsburg Production from continuing with two planned *Moment* specials, seeks \$3 million in compensator and \$7 million in punitive damages.

Fade out

The Los Angeles broadcast stations of RKO General, together with RKO Pictures, the American Film Institute and the University of California-Los Angeles Film Archive have scheduled a star-studded June fund raising benefit for preservation of American films and television shows. The event, hosted by Bette Davis, Jessica Lange and James Caan, will take place at the Beverly Hilton hotel in Beverly Hills, Calif. with co-sponsorship by KHJ(AM), KHJ-TV and KRTH(FM).

"This country's moving image heritage, the visual record of our last 100 years, is in serious danger," said Robert Manby, president of RKO Pictures, an RKO General subsidiary. "We've already lost nearly half of the theatrical films produced in the U.S. before 1950. And under present circumstances the remaining films may not survive the century. In addition, more than one-third of all films and television programs produced since 1950 are also gone."

According to preservation experts, the biggest threat to films is the volatility of nitate stock and chemically unstable color dyes. Because no technique is available for permanent preservation of videotape, master tapes must be re-recorded regularly.

Among the better-known television programs now lost are Johnny Carson's debut as host of *The Tonight Show* in 1962, many episodes of Steve Allen hosting the same program, the first five years of the original *Honeymooners* series, and part two of "The Petrified Forest" (1955) starring Humphrey Bogart and Lauren Bacall. Lost films include many works by D.W. Griffith, W.C. Fields, Frank Capra, Lillian Gish, Greta Garbo and John Barrymore.

One more to go

What used to be a small group of state without their own public television station is now even smaller. On the grounds of Central Wyoming College, KCWC-TV Riverton, Wyo., went on the air May 27, programming 17 hours daily of Public Broadcasting Service fare on ch. 4. The station is licensed to the school and is expected to serve a 22,000 square-mile area. That leaves only Montana without its own public TV station.

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For the Record

As compiled by BROADCASTING, May 30 through June 3, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

- Bethesda, Md.—Great Music Stereo Broadcasters Inc. seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: P.O. Box 2952, Houston 77252-2952. Principal is owned by Edith Lorraine Baker, president, who is also applicant for new FM in Washington. Filed May 12.
- Bethesda, Md.—Suburban Communications Ltd. seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: 3908 Aspen Street, Chevy Chase, Md. 20815. Principal is owned by Rosemarie Brooks, general partner and 23 other limited partners, including Russell H. Long and Wylie H. Whisonant Jr., who are also applicants for six new AM's and five new FM's. Filed May 12.
- Bethesda, Md.—Spring Communications seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: 2720 Unicorn Lane, N.W., Washington, D.C. 20015. Principal is owned by Kent B. Amos (70%), Candace Shannon Lewis (10%) and Donald J. Moore (20%). Lewis is staff announcer for WKYS(FM) Washington; Moore has interest in applications for new AM, two new FM's and new TV. Amos has no other broadcast interests. Filed May 12.
- Boston—Boston Radio Corp. seeks facilities of WRKO(AM) Boston; 680 khz, 50 kw-U, DA-2. Address: 17 Tower Road, Lexington, Mass. 02173. Principal is owned by James P. Breeden, president (10%), Malcolm E. Peabody (15%), Frederick R.L. Osborne (15%), and his brother, Richard (10%); Jacqueline L. Kay, M. David Lee II, Patricia Hardiman Long, Virginia W. Parks and Donald L. Stull (10% each). They are also applicants for new FM at Boston, and Osbornes have interests in Auburn, N.Y., cable system. Filed May 12.
- Boston—Fenway Broadcast Associates Ltd. seeks facilities of WRKO(AM) Boston; 680 khz, 50 kw-U, DA-2. Address: 62 New Whitney Street, Boston 02115. Principal is owned by Carolyn Ray, general partner, and 23 limited partners, including Russell H. Long and Wylie H. Whisonant Jr., who are also applicants for six new AM's and five new FM's. Filed May 12.

- Boston—Stephen E. Powell seeks facilities of WRKO(AM) Boston; 680 khz, 50 kw-U, D-2. Address: Pinkham Notch Road, Box 326, Jackson, N.H. 03846. Principal has interest in new FM to replace deleted facilities of WXLQ(FM) Berlin, N.H., and six new AM's, six new FM's and three new TV's. Filed May 12.

- Wellesley, Mass.—Cozzin Communication Corp. seeks facilities of WRKO(AM) Boston; 680 khz, 50 kw-U, DA-2. Address: 29425 Chagrin Boulevard, Pepper Pike, Ohio 44122. Principal is owned by Bill Cosby (51%) and Joseph T. Zingale, president (49%). It also is applicant for 22 new low-power TV's and six new AM's, six new FM's and three new TV's. Filed May 12.

- New York—Magna Media Corp. seeks facilities of WOR(AM) New York; 710 khz, 50 kw-U, DA-1. Address: 784 Columbus Avenue, #15K, New York, 10025. Principal is owned by James H. Dowdy, president (39.7%) and eight others. They are also applicants for new FM at New York. Filed April 27.

- New York—Michael G. Lacy seeks facilities of WOR(AM) New York; 710 khz, 50 kw-U, DA-1. Address: 255 S. 4th, Tooele, Utah 84074. Principal is former talk show host on KTLA(AM) Tooele, Utah. Filed May 11.

- North Huntingdon, Pa.—Michael L. Horvath seeks 1590 khz, .5 kw-D. Address: 120 Ward Drive, North Huntingdon, Pa. 15642. Principal has no other broadcast interests. Filed April 26.

- Memphis—River City Radio Ltd. seeks facilities of WHBQ(AM) Memphis; 560 khz, 5 kw-D, 1 kw-N, DA-2. Address: Suite 1101 Jefferson, Memphis 38103. Principal is owned by W. Otis Higgs Jr., Kenny W. Armstrong and Maurice Franklin (one-third each, general partners) and 22 limited partners, including Russell H. Long and Wylie H. Whisonant Jr. (see above). Filed May 12.

- Jacksonville, Tex.—Cherokee Broadcasting Co. seeks 840 khz, 1 kw-D. Address: 650 North Bolton Street, Jacksonville, Tex. 75766. Principal is owned by G.E. Gunter, who is also applicant for 10 low-power TV's, three new FM's and seven new TV's. Filed May 25.

FM applications

- Prescott Valley, Ariz.—Gary and Berta Frank seek 106.3 mhz, .540 kw, HAAT: 625 ft. Address: 2936 W. Solano Drive North, Phoenix 85017. Principals are Gary Frank and wife, Berta. Gary Frank is air engineer at KNXV-TV Phoenix. Berta Frank has no other broadcast interests. Filed May 31.

- Bakersfield, Calif.—Glenn L. Orsburn seeks 107.1 mhz, 3 kw, HAAT: 27 ft. Address: 902 Poli, Ventura, Calif. 93001. Principal has no other broadcast interests. Filed May 26.

- Bradenton, Fla.—Sonlight Broadcasting Inc. seeks 88.1 mhz, 100 kw, HAAT: 480 ft. Address: 2221 59th Street West, Bradenton, Fla. 33529. Principal: Nonprofit educational organization headed by Dean Laukhuf. It has no other broadcast interests. Filed May 27.

- Sanibel, Fla.—Buenos Aires Radio seeks 104.9 mhz, 3 kw, HAAT: 299 ft. Address: 115 San Salvador Street, Naples, Fla. 33942. Principal is owned by Rita C. Halley, who has no other broadcast interests. Filed May 31.

- Chicago—Schiffman, Blaustein and Magan seeks 103.5 mhz, 4.3 kw, HAAT: 1,500 ft. Address: 22 Tehama Street, Brooklyn, N.Y. 11218. Principals are Steven Schiffman, Bruce Blaustein and Jack Magan, who are also applicants for new FM's at Los Angeles, Fort Lauderdale, Fla., New York and Boston. Filed May 19.

- Derider, La.—Beauregard Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 202 ft. Address: 1514 Highway, 171 North, DeRidder, La. 70634. Principal is owned by Jim Weems, Amelia A. Pellerin (30% each), John K. Wilson (20%), Marcus Jones and E. Ray Toney (10% each). Weems and Pellerin have no other broadcast interests; Wilson and Jones are applicants for new FM at Cuero, Tex., and with Toney, bought, subject to FCC approval, WFEX(FM) Clinton, La.; Toney and Jones also own WZBR(AM) Amory, Miss.; Jones also owns KODK(FM) Kingsville, Tex. Toney also has 20% interest in new FM's at new Albany, Miss., and Varnado, La. Filed May 19.

- Farmington, N.M.—Quad City Communications Inc. seeks 102.1 mhz, 100 kw, HAAT: 340 ft. Address: P.O. Box J, Aztec, N.M. 87410. Principal is owned by Leland R. Phillips, president (65%), R. Douglas Benton and Wayne E. Marcy (15% each) and Larry Wood (5%). It also owns KKBK(AM) Aztec, N.M. Filed May 13.

- St. Marys, Pa.—Bayko Broadcasting Co. Inc. seeks 97.5 mhz, 17.8 kw, HAAT: 752 ft. Address: 14531 Ridge Road, North Huntingdon, Pa. 15642. Principal is owned by Robert S. Bayko, president, his wife, Mary Ann (33% each), and his mother, Mary Jane (34%). It has no other broadcast interests. Filed May 31.

- Sweet Valley, Pa.—Gospel Media Institute Inc. seeks 88.1 mhz, 1 kw, HAAT: 113.4 ft. Address: Box 40-C, Hunlock Creek, Pa., 18621. Principal: Nonprofit organization, headed by Burl F. Updyke, president. It has no other broadcast interests. Filed May 31.

- *Laredo, Tex.—Diocesan Radio Corp. seeks 88.1 mhz, 3 kw, HAAT: 246 ft. Address: 1200 Lantana, Corpus Christi, Tex. 78407. Principal: Nonprofit educational institution, headed by Msgr. Robert E. Freeman. It is also applicant for new FM at Robstown, Tex. (see below). Filed May 31.

- *McKinney, Tex.—Farmersville Educational Association seeks 91.3 mhz, 10 kw, HAAT: 375 ft. Address: 2600 Ace Lane, Lewisville, Tex. 75067. Principal: Nonprofit educational institution, headed by Edward DeLong, president. It has no other broadcast interests. Filed May 23.

- *Robstown, Tex.—Diocesan Radio Corp. seeks 89.5 mhz, 1.56 kw, HAAT: 396 ft. Address: 1200 Lantana, Corpus Christi, Tex. 78407. Principal is also applicant for new FM at Laredo, Tex. (see above). Filed May 31.

TV applications

- Baton Rouge, La.—Spondo Ltd. Inc. seeks ch. 44; ERP: 4,989 kw vis., 499 kw aur., HAAT: 1,670.3 ft.; ant. height above ground: 1,674.5 ft. Address: P.O. Box 386, Feeding Hills, Mass. 01030. Principal is equally owned by Raymond A. Goudreau, president, Martin E. Firestone and John A. Fergie. Firestone and Fergie have interest in WSJN-TV San Juan, P.R., and WPML(TV) Mobile, Ala., and CP for new TV at Shreveport, La., and 10 low-power TV's. Goudreau has no other broadcast interests. Filed May 26.

- Port Huron, Mich.—Brian Haskin seeks ch. 46; ERP: 2,887.4 kw vis., 288.74 kw aur., HAAT: 688 ft.; ant. height above ground: 672 ft. Address: 7884 Kendall, Richmond, Mich. 48052. Principal has no other broadcast interests. Filed May 26.

- Rapid City, S.D.—Haynes Communications Co. seeks ch. 15; ERP: 750 kw vis., 75 kw aur., HAAT: 502.3 ft.; ant. height above ground: 530 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principal is owned by Carl Haynes, who is also applicant for two new FM's and four new TV's. Filed May 31.

AM actions

- College Park, Ga.—Clayton Broadcasting Ga./Clayton Broadcasting Corp. granted 890 khz, 2.5 kw-D. Address: Suite 604, Peachtree & Broad Building, 66 Luckie Street.

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Atlanta 30303. Principals: Subsidiary of New York-based Price Communications, headed by Robert Price, president. Price Communications also bought subject to FCC approval, WOWO(AM) Fort Wayne, Ind., and also is applicant for new AM at Annandale, Va. (BP-820811AN). Action May 20.

■ Madisonville, Tex.—Madison County Radio Inc. dismissed application for 880 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 176J, Rural Route 3, Denison, Tex. 75020. (BP-810526AD). Action Feb. 1.

FM actions

■ Gibson City, Ill.—John R. Noble returned application for 106.3 mhz, 3 kw, HAAT: 282 ft. Address: P.O. Box 529, Gibson City, Ill. 60936. (BPH-821022AG). Action May 15.

■ *Zeeland, Mich.—Echo Broadcasting Inc. returned for 89.3 mhz, 8.9 D-N kw, HAAT: 1,295 ft. Address: 592 Elm-dare Court, Holland, Mich. 49423. (BPED-830210AB). Action May 18.

■ *Buffalo, N.Y.—Medaille College Inc. dismissed application for 89.9 mhz, 4.3 kw, HAAT: 121 ft. Address: 18 Agassix Circle, Buffalo 14214. (BPED-810618AI). Action May 18.

■ Cheney, Wash.—Delta Radio Inc. returned for 101.1 mhz, 100 kw, HAAT: 541 ft. Address: 3970 Overland Avenue, Culver City, Calif. 90230. (BPH-830208AC). Action May 18.

■ Powell, Wyo.—Broadcast Enterprises granted 104.4 mhz, 100 kw, HAAT: 1,855 ft. Address: P.O. Box 968, Powell 82435. (BPH-810812AF). Action May 19.

TV actions

■ Pine Bluff, Ark.—Pine Bluff Broadcasting Inc. granted ch. 38; ERP: 2,698 kw vis., 269 kw aur., HAAT: 1,951 ft.; ant. height above ground; 1,936 ft. Address: 67 Madison, Memphis 38103. Principals: Pine Bluff Television Ltd. (49%), Chloe K. Poag and A.G. Kasselberg (25.5% each). Pine Bluff Television is principally owned by Chloe Poag and A.G. Kasselberg. None has other broadcast interests. (BPCT-821119KE). Action May 18.

■ Carroll, Iowa—Television Development Association of Iowa dismissed application for ch. 30; ERP: 1,024 kw vis., 162 kw aur., HAAT: 2,100 ft. ant. height above ground: 1,969 ft. Address: 7209 Airline Avenue, Des Moines, Iowa 50322. Principals: Michael D. Pauley, Jeffrey E. Groves and William Newbrought (one-third each). (BPCT-821203KE). Action May 23.

■ Bowling Green, Ky.—CMM Inc. granted ch. 40; ERP: 1,096 kw vis., 10.9 kw aur., HAAT: 340 ft.; ant. height above ground: 324 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. (BPCT-830217KO). Action May 18.

■ Muskogee, Okla.—Hasler Productions Inc. granted ch. 19; ERP: 732.4 kw vis., 73.2 kw aur., HAAT: 500 ft.; ant. height above ground: 236.71 ft. Address: 2925 West Broadway, Muskogee, Okla. 74401. Principals: Equally owned by John Thomas Doerner; Willie Patricia Hasler, her husband, Francis Joseph, and son, John Gatlin. Latter is freelance announcer and Doerner is TV news photographer at KTUL-TV Tulsa, Okla. (BPCT-830224KG). Action May 20.

Ownership changes

Applications

■ KTIM-AM-FM San Rafael, Calif. (1510 khz, 1 kw-D; FM: 100.9 mhz, 2.2 kw, HAAT: 300 ft.)—Seeks assignment of license from Platt Communications Inc. to Marin Broadcasting Co. Inc. for \$1.4 million (BROADCASTING, May 30). Seller is owned by Donald Platt, president and general manager, and 10 other stockholders. They have no other broadcast interests. Buyer is owned by N. Arthur Astor, president, who also bought, subject to FCC approval, KIKF(FM) Garden Grove, Calif. (BROADCASTING, May 30). Filed May 31.

■ WOWD(FM) Tallahassee, Fla. (103.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from AMRAD Corp. to Kelly Communications Inc. for \$1.47 million (BROADCASTING, May 30). Seller is owned by Maurice Negrin and George Jacobson. Negrin is also principal in WMOE(AM) Alpharetta, Ga. Jacobson has no other broadcast interests. Buyer is principally owned by Jim McCruden. It also owns WQPD(AM) Lakeland, Fla.; KJEZ(FM) Poplar Bluff, Mo., and KTGR(AM)-KCMQ(FM) Columbus, Mo. Filed May 26.

■ KSEI(AM)-KRBU(FM) Pocatello, Idaho (930 khz, 5 kw-U, DA-N; FM: 104.9 mhz, 3 kw, HAAT: minus 528 ft.)—Seeks assignment of license from KSEI Broadcasters Inc. to Pacific Northwest Broadcasting Corp. for \$1.35 million. Seller is owned by Western Broadcasting Co., headed

by Earl E. Morgenroth, president and chairman, and principally owned by estate of Dale G. Moore. It owns three AM's, two FM's and four TV's. Buyer is principally owned by Charles H. Wilson, president (50.77%), and 12 others. It also owns KPNW-AM-FM Eugene and KCMX-AM-FM Ashland, both Oregon; KBOI-AM-FM Boise, Idaho, and KPAY-AM-FM Chico, Calif. Filed May 26.

■ [CP] WTSF(TV) Ashland, Ky. (ch. 61, 229 kw vis., 22.9 kw aur., HAAT: 410 ft.)—Seeks assignment of license from Tri-State Family Television Inc. to Tri-State Family Broadcasting Inc. for assumption of \$643,863 in liabilities. Seller is nonstock, nonprofit corporation, headed by John Alley, president, who will be director of new corporation. It has no other broadcast interests. Buyer is owned by seven stockholders, headed by Claude Messenger, chief-executive officer, including five present board members of seller, and Dr. G.O. McClelland of West Hamlin, W. Va., and Dr. Robert Tackett of Ashland. It has no other broadcast interests. Filed May 27.

■ [CP] WKEQ(AM) Burnside, Ky. (910 khz, 500 w-D)—Seeks assignment of license from Glen J. Goldenberg to Pulaski County Broadcasters for \$40,000, including consultant agreement. Seller is president, director and 90% owner of WHIR(AM)-WMGE(FM) Danville, Ky. Buyer is owned by John B. Begley and Lenn R. Pruitt (50% each). They also own two-thirds of WLPQ(AM) Pittsburg, Ky. Filed May 26.

■ WKYO(AM)-WIDL(FM) Caro, Mich. (1360 khz, 1 kw-D, 1 kw-N, DA-2)—Seeks transfer of control of Tuscola Broadcasting Co. from Thumb National Bank & Trust (100% before; none after) to East Michigan Broadcasting Co. (none before; 100% after). Consideration: \$500,000. Principals: Seller is voluntary receiver of Tuscola Broadcasting Co., headed by Paul Clabuesch, president. It has no other broadcast interests. Buyer is owned by William D. Benkelman, president, who is president of chemical plastics firm in Bloomfield, Mich. He has no other broadcast interests. Filed May 26.

■ WVLY(AM) Water Valley, Miss. (1320 khz, 500 kw-D)—Seeks assignment of license from Tri Lakes Broadcasting Co., Inc. to Joseph D. Lowe for \$125,000. Seller is owned by Jimmy D. Martin (51%) and his parents, Jim G. (25%) and Lila C. Martin (24%). It has no other broadcast interests. Buyer has no other broadcast interests. Filed May 31.

■ KHME(FM) Comanche, Okla. (96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Stephens County Broadcasting Co. Inc. to #52 Broadcasting Co. Inc. for \$155,000. Seller is owned by Freddy Sue Ellis, president (27%), her husband Harry L. (25%), their son, Larry D. (24%), and Joel C. Humke (24%). It has no other broadcast interests. Buyer is owned by John C. Schmitt and Stanley H. Sussman (50% each), who have no other broadcast interests. Filed June 2.

■ WRHY(FM) Starview, Pa. (92.7 mhz, 3 kw, HAAT: 700

ft.)—Seeks assignment of license from Harrea Broadcasters Inc. to Starview Media Inc. for \$525,000 (BROADCASTING June 6). Seller is headed by J. Albert Dame, president. I also owns WKBO(AM) Harrisburg, Pa. Buyer is owned by Douglas George, president (90%) and Joseph Montion (10%). George has major interest in WQBQ(AM) Selins grove, Pa. Filed June 3.

■ WLBG(AM) Laurens, S.C. (860 khz, 1 kw-D)—Seeks assignment of license from CraCom Inc. to Southeastern Broadcast Associates Inc. for assumption of \$278,766 liabilities. Seller is owned by Craig S. Turner (75%) and wife Mary V. (25%), who have no other broadcast interests. Buyer is owned by Emil J. Finley (60%) and wife, Mary Lou A. (40%). Emil Finley is general manager at WMYN(AM) Mayodan, N.C. Mary Lou Finley is registered nurse. Filed June 2.

■ WEAM(AM) Arlington, Va. (1390 khz, 5 kw-U)—Seeks assignment of license from WEAM Radio Inc. to Cardinal Broadcast Associates for \$1 million (BROADCASTING, May 16). Seller is owned by Thoms family of Asheville, N.C. They also own WCOG(AM) Greensboro and WKLM(AM) Wilmington, both North Carolina, and recently sold cable system at Asheville ("In Brief," April 18) Buyer is owned by principals of WHFS(FM) Bethesda, Md. including General Manager Jacob Einstein; his son, David program director, and Philip Margolius, president. Filed May 27.

■ WFMR(FM) [formerly WXJY(FM)] Menomonee Falls Wis. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Darrel Peters Productions to Classical Broadcasting of Greater Milwaukee Inc. for \$2 million (BROADCASTING, May 30). Seller is owned by Darrel Peters, who also owns WSEX(FM) Arlington Heights, Ill. Buyer is owned by Frederick DeMatteis, chairman, H. Stewart Corbett Jr. (45% each) and Al Rogers, president (10%). Corbett and DeMatteis are former owners of WHHR(FM) Hiltop Head, S.C., and Rogers is former vice president and general manager of WHHR. Broker: Cecil L. Richards Inc. Filed May 27.

TV actions

■ KBHK-TV San Francisco (ch. 44; 2,000 kw vis., 231 kw aur., HAAT: 1,610 ft.; height above ground: 977 ft.)—Granted assignment of license from Field Communication Corp. to United Television Inc. for \$23 million. Seller, based in Chicago, is owned by Marshall Field V (50%), chairman and his half-brother, Frederick W. Field (50%), who are also selling WLVI-TV Cambridge, Mass. (BROADCASTING March 28) and WKBD-TV Detroit (BROADCASTING, May 23). They also own WKBS-TV Burlington, N.J. Field is divesting its broadcast properties. Its sale of WFLD-TV Chicago to Metromedia has been approved by FCC (BROADCASTING, March 7). They also own three cable systems and daily Chicago Sun-Times. Buyer is publicly held corporation 46% owned by Chris-Craft Industries. United also owns KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex. and KTVX(TV) Salt Lake City. Chris-Craft own KCOP(TV) Los Angeles and KPPT(TV) Portland, Ore. BALCT-830311KE. Action May 31.

Facilities changes

AM applications

Tendered

■ KFGQ (1260 khz) Boone, Iowa—Seeks CP to increase power to 5 kw; install DA-D; change TL, and make changes in ant. sys. Major environmental action under sector 1.1305. Ann. May 25.

■ WDTB (1170 khz) Dimondale, Mich.—Seeks CP to change frequency to 1180 khz. Ann. May 25.

■ WBJA (1540 khz) Guayama, P.R.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w and make changes in ant. sys. Ann. May 25.

■ WALD (1060 khz) Walterboro, S.C.—Seeks CP to change frequency to 1080 khz and increase power to 2.5 kw. Ann. May 26.

■ WBDX (1030 khz) White Bluff, Tenn.—Seeks to increase power to 10 kw. Ann. May 23.

Accepted

■ KJNP (1170 khz) North Pole, Alaska—Seeks CP to make changes in antenna system and to change from DA to non-DA. Ann. May 3.

■ KHTZ (97.1 mhz) Los Angeles—Seeks CP to make changes in antenna system; change TL; change ERP to 20 kw, and change HAAT to 2,988.75 ft. Ann. May 23.

■ *WBEZ-FM Chicago—Seeks CP to make changes in

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total*
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

antenna system and change TL. Ann. May 23.

■ *WIUM (91.3 mhz) Macomb, Ill.—Seeks CP to make changes in antenna system; increase power to 14 kw. Ann. May 23.

■ KMNS (620 khz) Sioux City, Iowa—Seeks CP to make changes in ant. sys. (nighttime). Ann. May 25.

■ WPTL (920 khz) Canton, N.C.—Seeks CP to change FL and make changes in ant. sys. Ann. May 25.

■ KAJQ (1270 khz) Grants Pass, Ore.—Seeks CP to make changes in antenna system (increase antenna height and light change in location). Major environmental action under section 1.1305. Ann. May 25.

■ WBTZ (1080 khz) Oliver Springs, Tenn.—Seeks modification of CP (BP-790322AG) to change TL. Major environmental action under section 1.1305. Ann. May 25.

■ KLUW (570 khz) Salt Lake City—Seeks modification of CP (BP-810204AT) to make changes in nighttime pattern. Ann. May 25.

■ WLZZ (1290 khz) Greenfield, Wis.—Seeks modification of CP (BP-800328AD) to add augmentation of night adiation pattern. Ann. May 26.

FM applications

Tendered

■ WDUB (91.1 mhz) Granville, Ohio—Seeks CP to make changes in developmental FM broadcast station; change frequency to 91.1 mhz; increase ERP to .100 kw and make changes in ant. sys. Ann. May 25.

■ KKWS (105.9 mhz) Wadena, Minn.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 564 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 3.

■ KOKE-FM (95.5 mhz) Austin, Tex.—Seeks CP to change TL; change ERP to 100 kw (H), minus 79.21 kw (V); change HAAT to 564 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 3.

Accepted

■ *KNAU (88.7 mhz) Flagstaff, Ariz.—Seeks CP to make changes in antenna system; change transmitter type; change type antenna; move antenna approximately 200 ft. from proposed new tower to existing KNAZ-TV tower. Ann. May 25.

■ KACE (103.9 mhz) Inglewood, Calif.—Seeks CP to make changes in antenna system; install auxiliary 2 bay radiating antenna. Ann. May 26.

■ KOCN (104.9 mhz) Pacific Grove, Calif.—Seeks waiver of section 73.91201 (B)(2) of rules to identify as "Pacific Grove-Monterey." Ann. May 3.

■ KMFE(FM) (101.7) Emmett, Idaho—Seeks CP to change SL. Ann. May 25.

■ KQDY (94.5 mhz) Bismarck, N.D.—Seeks CP to make changes in HAAT to 1,117 ft.; increase geographic coordinates. Ann. May 3.

■ KQDJ-FM (95.5 mhz) Jamestown, N.D.—Seeks modification of CP (BMPH-821026AF, as mod.) to make changes in antenna system; increase ERP to 100 kw; increase HAAT to 398 ft.; change height, power and type of antenna coverage, increase 39%. Ann. May 26.

■ WSBW (100.1 mhz) Sturgeon Bay, Wis.—Seeks CP to make changes in antenna system; increase ERP to .595 kw and increase HAAT to 603 ft. Ann. May 25.

TV applications

Tendered

■ *KTCT-TV (ch. 17) Minneapolis-St. Paul—Seeks CP to change ERP to 1,000 kw vis., 200 kw aur.; change HAAT to 1,298 ft., and change transmitter. Ann. May 26.

■ WFCT (ch. 62) Fayetteville, N.C.—Seeks modification permit (BPCT-800327K1, as mod.) to change ERP to 223.9 cw vis., 22.4 kw aur.; change TL, and change HAAT to 903 ft. Ann. May 26.

Accepted

■ WQWT-TV (ch. 6) Omaha—Seeks CP to change ERP to 100 kw vis., 20 kw aur., and replace ant. sys. Ann. May 3.

■ *KSRE (ch. 6) Minot, N.D.—Seeks CP to make change in ant. sys. Ann. May 26.

■ WTTE (ch. 28) Columbus, Ohio—Seeks modification permit to change ERP to 1,916 kw vis., 383 kw aur.; change HAAT to 965 ft. Ann. May 26.

■ KCBY-TV (ch. 11) Coos Bay, Ore.—Seeks authority to

identify station as dual city: Coos-Bay/North Bend, Ore. Ann. May 26.

■ KEHB-TV (ch. 26) El Paso—Seeks MP (BPCT-800721KK, as mod.) to change ERP to 2,250 kw vis., 225 kw aur.; change TL, and change HAAT to 1,500 ft. Ann. May 3.

AM actions

■ WJXL (810 khz) Jacksonville, Ala.—Granted modification of CP (BP-19.670, as mod.) to make changes in ant. sys. Action May 17.

■ WCNU (1010 khz) Crestview, Fla.—Granted CP to increase power to 10 kw. Action May 17.

■ WPGM (1570 khz) Danville, Pa.—Granted CP to increase power to 2.5 kw. Action May 20.

■ WLSC (1570 khz) Loris, S.C.—Granted CP to increase power from 1 kw to 5 kw. Action May 20.

■ WMSO (640 khz) Collierville, Tenn.—Granted CP to increase day power to 10 kw and change TL. Action May 20.

■ KEYH (890 khz) Houston—Returned CP to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 50 kw; install DA-2; change frequency to 830 khz; change city of license to Spring, Tex.; change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 17.

FM actions

■ WKEA-FM (98.3) Scottsboro, Ala.—Granted CP to change TL; decrease ERP to 9 kw; increase HAAT to 525 ft., and change TPO. Action May 11.

■ KADO (107.1 mhz) Texarkana, Ark.—Granted CP to change TL; change ERP to 1,259 kw; change HAAT to 435 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Action April 25.

■ KXGO (93.5 mhz) Arcata, Calif.—Granted CP to make changes in antenna system; change frequency to 93.1 mhz; increase ERP to 44.2 kw; change from 1 to 6 bay omnidirectional antenna, and change TPO. Action May 17.

■ KPAY-FM (95.1 mhz) Chico, Calif.—Granted CP to increase ERP to 8.17 kw. Action April 25.

■ KMEN (1290 khz) San Bernardino, Calif.—Granted modification permit (BP-820524BK) to augment nighttime standard pattern. Action April 25.

■ KDFM (92.1 mhz) Walnut Creek, Calif.—Granted modification of CP to change SL. Request waiver of section 73.1125 of rules. Action April 25.

■ WCKS (101.1 mhz) Coca Beach, Fla.—Granted CP to change TL; increase HAAT to 1,482.7 ft.; change type transmitter and make changes in ant. sys. Major environmental action under section 1.1305. Action April 25.

■ WZOT (107.1 mhz) Rockmart, Ga.—Granted modification of CP (BPH-820216AS) to change TL; increase HAAT to 300 ft., and change TPO. Action May 20.

■ KFSH (97.1 mhz) Hilo, Hawaii—Granted modification of CP (BP-781030AO as modified) to make changes in antenna system; change TL; decrease HAAT to minus 161 ft. (H), and change TPO. Action May 10.

■ KIPO-FM (93.5 mhz) Lihue, Hawaii—Granted modification of CP (BPH-790508AH, as mod.) to make changes in antenna system; change TL; decrease ERP to 3 kw; decrease HAAT to 78 ft., and change TPO. Action April 25.

■ KWBJ (100.1 mhz) Payette, Idaho—Granted CP to change TL; change ERP to 1.9 kw (circular); change HAAT to 535 ft. (circular), and change TPO. Action May 17.

■ WCJC (96.7 mhz) Madison, Ind.—Granted modification of CP (BPH-820331AF) to make changes in antenna system; change type trans.; change type antenna; decrease ERP to 2.7 kw; increase HAAT to 317 ft., and change TPO. Action May 11.

■ KGCS (95.9 mhz) Derby, Kan.—Dismissed CP to change frequency to 105.3 mhz; change TL; change ERP to 100 kw; change HAAT to 940 ft., and make changes in ant. sys. Action May 18.

■ KTIZ (96.9 mhz) Alexandria, La.—Granted modification of CP (BPH-10348) to make changes in antenna system; decrease ERP to 93.8 kw; increase HAAT to 1,448 ft., and change TPO. Action May 11.

■ WJIB (96.9 mhz) Boston—Returned application for CP to increase ERP to 12.5 kw. Action May 17.

■ *WOMR (91.9 mhz) Provincetown, Mass.—Granted modification of CP (BPED-2531, as mod.) to decrease ERP to .442 kw; change SL, and change TPO. Action May 19.

■ WHFB-FM (99.9 mhz) Benton Harbor, Mich.—Returned application for CP to change TL; change ERP to 50 kw (H) 48 kw (V); change HAAT to 497 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Action May 17.

■ KBHP (101.1 mhz) Bemidji, Minn.—Granted CP to increase ERP to 100 kw and decrease HAAT to 329 ft. Action May 18.

■ KQAD-FM (100.9 mhz) Luverne, Minn.—Granted proposed operation on frequency of 101.1 mhz; change TL; increase ERP to 100 kw; increase HAAT to 530 ft., and change TPO. Major environmental action under section 1.1305. Action May 10.

■ *WMSB (96.7 mhz) Mississippi State, Miss.—Granted CP to change frequency to 96.7 mhz. Action April 25.

■ KRNV-FM (93.1 mhz) Lexington, Neb.—Granted CP to increase ERP to 100 kw; increase HAAT to 359 ft.; change type trans.; change type antenna, and change TPO. Action May 11.

■ *WMPH (90.5 mhz) Hanover, N.J.—Granted CP to change type trans.; change type antenna; increase ERP to .124 kw; increase HAAT to 17 ft., and correct geographical coordinates. Action May 18.

■ *WJSV (90.5 mhz) Morristown, N.J.—Granted CP to change type trans.; change type antenna; increase ERP to .124 kw; increase HAAT to 17 ft., and correct geographical coordinates. Action May 18.

■ KLSK (104.1 mhz) Santa Fe, N.M.—Granted modification of CP (BPH-810324AI) to make changes in antenna system; change TL; change type trans.; change type antenna; increase ERP to 100 kw; increase HAAT to 1,924 ft., and change TPO. Action May 11.

■ WPYX (106.5 mhz) Albany, N.Y.—Returned application for CP to increase ERP to 15.3 kw. Action May 17.

■ WLLT (94.9 mhz) Fairfield, Ohio—Returned application for CP to decrease ERP to 31 kw; increase HAAT to 640 ft., and change TPO. Action April 11.

■ WVUD-FM (99.9 mhz) Kettering-Dayton, Ohio—Granted CP to install auxiliary trans. and antenna, to be operated on ERP: 7 kw, HAAT: 131 ft., and change TPO (for auxiliary purposes only). Action May 11.

■ KDAK (92.1 mhz) Woodward, Okla.—Granted modification of CP (BPH-811027AO) to make changes in antenna system; change type trans.; change type antenna; change TL; reduce ERP to 1.58 kw; increase HAAT to 424 ft., and change TPO. Action April 25.

■ KQIZ-FM (93.1 mhz) Amarillo, Tex.—Returned application for CP to change TL; decrease ERP to 18.2 kw; increase HAAT to 723 ft., and change TPO. Action May 17.

■ KZIM (104.9 mhz) Denison, Tex.—Granted modification of CP (BPH-8109022AA) to make changes in antenna system; change type trans.; change type antenna, and change TL. Major environmental action under section 1.305 of rules. Action May 12.

■ KL0L (101.1 mhz) Houston—Granted CP to install auxiliary antenna system; ERP: 7 kw; HAAT: 1,061.6 ft., and change TPO (for auxiliary purposes only). Action May 13.

■ KODA (99.1 mhz) Houston—Granted CP to install auxiliary antenna system at main TL; ERP: 7 kw; HAAT: 1,091.6 ft., and change TPO (for auxiliary purposes only). Action May 13.

■ KPFT (90.1 mhz) Houston—Granted CP to make changes in antenna system; change type antenna; change TL, and increase HAAT to 451 ft. Action May 5.

■ *KSBJ (88.1 mhz) Humble, Tex.—Granted modification of CP (BPED-800327AD) to make changes in antenna system; change type trans.; change type ant., and increase HAAT to 835 ft. Action May 19.

■ KQPD (101.9 mhz) Ogden, Utah—Granted CP to change TL, SL, RC; change antenna, and make changes in ant. sys. Action April 22.

■ KKLX (96.7 mhz) Moab, Utah—Granted modification of CP (BPH-800721AE, as mod.) to change TL; change HAAT to minus 631 ft., and change TPO. Action April 25.

■ WCVM (100.9 mhz) Middlebury, Vt.—Granted CP to make changes in antenna system; increase HAAT to 298 ft., and change TPO. Action May 12.

In contest

FCC actions

■ FCC has conditionally approved GTE Corp.'s acquisition of telecommunications subsidiaries of Southern Pacific Co. (Southern Pacific Communications Co. [SPCC] and Southern Pacific Satellite Co. [SPSC]) for about \$737 mil-

lion. in addition to assuming about \$100 million in those companies debts.

■ FCC said direct-to-home satellite broadcasting is permissible on fixed service satellites (11.7-12.2 ghz band). In doing so, FCC implemented footnote in final acts of 1979 World Administrative Radio Conference (WARC), which FCC said permitted such use.

■ FCC has authorized Hawaiian Telephone Co. to acquire 60 additional circuits to north section of Australia-New Zealand-Canada (ANZCAN) telephone cable for service to Canada. In doing so, FCC partially granted HTC's petition for reconsideration of FCC's November 1982 action adopting policies and guidelines for authorization of submarine cable and satellite telecommunications facilities for Pacific Ocean region until 1986.

Call letters

Applications

Call	Sought by
	New AM's
KMTL	Sherwood Broadcasting Co., Sherwood Ark.
KWVK	Manuel A. Cabranes, Simi Valley Calif.
WJJN	Newburgh Broadcasting Co., Newburgh, Ind.
WMDB	Babb Broadcasting, Nashville

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KEYF

WMTD-FM
WVCM

*WJPT

KHFT
WOIO
WART
WIEC
KLTJ
WWTL
WJJA

WTWG

WMOB
WKSJ
KBOX
KVIM
KESR
KAYK
WVJF
WVNI
KOZQ
WGSP
WJOS
WKJS
WMPS
WSDT
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WKEE
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KITT
WHTZ
*WRHU
WYYY
WHVN
KKVC
KYTF-FM
KDUK
KPUP
KTRJ
WTCR

KTNL

New FM's

Tundra Broadcasting Inc., Bethel, Alaska
Merit Broadcasting Corp., Burney, Calif.
Family Guidance & Educational Media
Corp., Le Grand, Calif.
MPP Inc., Fort Myers Beach, Fla.
Jean L. Ruh, Versailles, Ind.
Grundy Broadcasting Co., Grundy Center,
Iowa
Lakes Broadcasting Group Inc., Breezy
Point, Minn.
Tri City Broadcasters Inc., Cozad, Neb.
Emporium Broadcasting Co., Emporium, Pa.
Wolfe Communications Inc., Henderson,
Tenn.
Voice in the Wilderness Broadcasting Inc.,
Groves, Tex.
Acelga Broadcasting, Crystal City, Texas
Texarkana Community College, Texarkana,
Tex.
Good Luck Broadcasting Inc., Grand Cou-
lee, Wash.
Bluestone Broadcasters Inc., Hinton, W. Va.
Boone Broadcasting Co., Miami, W. Va.

New TV's

W. Central Illinois Educational Telecommuni-
cations Corp., Jacksonville, Ill.
Hobbs Family Television, Hobbs, N.M.
Channel 19 Inc., Shaker Heights, Ohio
Art Broadcasting Corp., Naranjito, P.R.
Zeal Broadcasting, Ponce, P.R.
Cela Inc., Irving, Tex.
Wisconsin Television Ltd., Marshfield, Wisc.
Racine Telecasting Co., Racine, Wisc.

Existing AM's

WBUL Birmingham, Ala.
WIXO Mobile, Ala.
WLLF Prichard, Ala.
KXLR North Little Rock, Ark.
KCHV Coachella, Calif.
KNYO Independence, Calif.
KGMO Pueblo, Colo.
WFDR Manchester, Ga.
WOCH North Vernon, Ind.
KFBD Waynesville, Mo.
WHVN Charlotte, N.C.
WIFM Elkin, N.C.
WHBT Harriman, Tenn.
WTNN Millington, Tenn.
WEDG Soddy-Daisy, Tenn.
KKOL El Paso
WHTN Huntington, W.Va.
WTCR Kenova, W. Va.

Existing FM's

KCRJ-FM Coltonwood, Ariz.
KVIM Coachella, Calif.
WPSO New Port Richey, Fla.
WQCK Manchester, Ga.
WSGF Savannah, Ga.
WOCH-FM North Vernon, Ind.
KULL Scott City, Kan.
WHFU Pinconning, Mich.
KABG Cambridge, Minn.
KAVS Thief River Falls, Minn.
KBHL Lincoln, Neb.
KTWB Las Vegas
WVNI-FM Newark, N.J.
WVHC Hempstead, N.Y.
WSYR-FM Syracuse, N.Y.
WIST Charlotte, N.C.
KOVC-FM Valley City, N.D.
KICR-FM Coos Bay, Ore.
KMTB Florence, Ore.
KEJC Redmond, Ore.
KTRM Ephraim, Wash.
WHEZ Huntington, W.Va.

Existing TV's

KIFW-TV Sitka, Alaska

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Consulting Engineers
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Silver Spring, MD 20910
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(202) 775-0057

WFD5-TV WSMK Indianapolis.
 KWCH KTVH Hutchinson, Kan.
 WDSI-TV WRIP-TV Chattanooga
 KINT-TV KEHB-TV El Paso
 *WNPB-TV WWVU-TV Morgantown, W.Va.

Grants

Call	Assigned to
New AM's	
WTCG	H&H Broadcasting Co., Andalusia, Ala.
WDFB	Alum Springs Vision & Outreach Corp., Junction City, Ky
WIVD	Professional Radio Broadcasting Corp., La-jas, P.R.
KTBI	TRMR Inc., Euphrata, Wash.

New FM's	
KCAJ	Sun Belt Communications Inc., El Dorado, Ark.
KNXN	Plumas Wireless Inc., Quincy, Calif.
WKAE	County Broadcasting Co. Inc., High Springs, Fla.
KACH-FM	Cache Country Inc., Preston, Idaho
KQQF	The Midwest Broadcasting Co. Inc., Coffeyville, Kan.
KGOI	Grant County Broadcasting Co. Inc., Hugoton, Kan.
KWKR	KIUL Inc., Leoti, Kan.
*WNMH	Northfield Mount Herman School, Northfield, Mass
KMWR	Vancorn Inc., Vandalia, Mo.
KKDY	CM Broadcasting Co., West Plains, Mo.
KEJC	Peregine Broadcasting Co. Inc., Redmond, Ore.
KZZY	Pearson Broadcasting Co., Devils Lake, N.D.
*KMPR	Prairie Public Television Inc., Minot, N.D.
KITM	Mission Broadcast Enterprises, Mission, Tex.
KVWG-FM	Pearsall Broadcasters Inc., Pearsall, Tex.
KBXN-FM	Bear River Broadcasting Co. Inc., Tremonton, Utah
WIZN	Radio Vergennes Inc., Vergennes, Vt.
*WEYS	Kanawha Economic Development Corp., Institute, W.Va.

New TV's	
WNEG-TV	Stephens County Broadcasting Co., Toccoa, Ga.
KITF	John W. Boler, International Falls, Minn.
KCTZ	Bee Broadcasting Inc., Bozeman, Mont.
WBVO	Appleton Midwestern Television, Appleton, Wis.

Existing AM's	
WAJO	WJAM Marion, Ala.
KJMB	KYOR Blythe, Calif.
WCFB	WXOQ Tupelo, Miss.
WBTB	WBMA Beaufort, N.C.
WNYS	WWOL Buffalo, N.Y.
WRHD	WRCN Riverhead, N.Y.
WSMR	WSHB Raeford, N.C.
WQCT	WBNO Bryan, Ohio
KLLS	KCCW Terrell Hills, Tex.

Existing FM's	
KMZK	KWAO Sun City, Ariz.
KXXI-FM	KBCU Van Buren, Ark.
KJMB-FM	KJMB Blythe, Calif.
KWST	KLRB Carmel, Calif.
KKZZ-FM	KOTE Lancaster, Calif.
KKMG	KRQY Pueblo, Colo.
WOJC	WFLA-FM Tampa, Fla.
WRMM	WLTA Atlanta
WTGQ	WKBP Cairo, Ga.
KPOI-FM	KDUK Honolulu
WTJY	WEEE Taylorville, Ill.
WKCA	WGCI Owingsville, Ky.
*KLSU	WPRG Baton Rouge, La.
WEBI	WSME-FM Sanford, Me.
WWIN	WBKZ Glen Burnie, Md.

WSCY	WEZG-FM Syracuse, N.Y.
WBAG	WBAG-FM Burlington-Graham, N.C.
WCPH-FM	WMCC Etowah, Tenn.
WGKK	WEZI Memphis
WLOT	WTNE-FM Trenton, Tenn.
KLLS-FM	KLLS San Antonio, Tex.
KFRZ	KBUH-FM Brigham, Utah
WPEF-FM	WCMZ Crozet, Va.
WSTT	WCRN St. Thomas, V.I.
WFMR	WXJY Menomonee Falls, Wisc.

Existing TV's	
WPMT	WSBA-TV York, Pa.
WDCN	WDCN-TV Nashville
WYAH	WYAH-TV Portsmouth, Va.

Addenda to the 1983 'Yearbook'

Following are additions and corrections to the BROADCASTING/CABLECASTING YEARBOOK 1983. They appear by page number in the same order as in the YEARBOOK.

Note: Area code for San Diego for all listings should be 619.

Page A-34. Under U.S. Supreme Court Associate Justices add Sandra Day O'Connor.

Page B-1. Under **KLFF(AM)** Glendale, Ariz., change address to: 1724 E. Indian School Rd., Suite 204, Phoenix, Ariz. 85016.

Page B-50. Under **WPDQ(AM)** Jacksonville, Fla., change telephone number to: (904) 642-0530.

Page B-56. Under ***WMNF(FM)** Tampa, Fla., change address and telephone number to: 3838 Nebraska Ave. (33603). (813) 226-3003. Also change personnel to: Janine Farver, gen mgr; Robert Lorei, prog dir.

Page B-113. Under ***WBIM-FM** Bridgewater, Mass., change power to: 180 w. Add address and telephone number: Bridgewater State College (02324). (617) 697-1303. Stereo.

Page B-129. Under **KEEZ-FM** Mankato, Minn., change national rep to: McGavren Guild. Add Harry Jenness, farm dir.

Page B-151. Under **KRRI(FM)** Boulder City, Nev., add on air date: Sept 1, 1982.

Page B-161. Under ***New FM** Bath, N.Y. Add call letters: **WC1K(FM)**, no asterisk.

Page B-172. Under **WDST(FM)** Woodstock, N.Y., change to: Format: Contemp mix. Spec progs: Jazz 12 hrs, C&W 17 hrs, blues 6 hrs, folk 3 hrs, class wkends 18 hrs wkly.

Page B-200. Under **KCRF(FM)** Lincoln City, Ore., add on air date: Nov 1, 1981. 4439 S.W. Hwy. 101 (97367). (503) 994-5273. Rep: Lotus, S/R. Format: Contemp MOR. ■ Charles Rowe-Rook, pres.

Page B-204. Under **WBXQ(FM)** Cresson, Pa., change power to: 380 w, Ant. 730 ft. (HAAT).

Page B-205. Under **WAJE(AM)** Ebensburg, Pa. delete DA.

Page B-209. Under **WTEL(AM)** Philadelphia, change address to: 1349 Cheltenham Ave., Philadelphia (19126).

Page B-220. Under Deadwood, S.D. insert new listing for **KSQY(FM)**: **KSQY(FM)**—Sept 4, 1982: 95.1 mhz; 100 kw. Ant 1,707 ft. Stereo. Box D (57732). (605) 578-3533. Associated Investors Inc. Net: NBC's The Source. Format: Contemp. ■ Houston Haugo, pres; Ken Mills, gen mgr & chief engr.

Page B-220. Under Gregory, S.D., delete listing for **KSQY(FM)**.

Page B-258. Under **WPRZ(AM)** Warrenton, Va., change power to: 1 kw-D. (CP: 5 kw-D, DA).

Page B-262. Under **KIXI(AM)** Seattle, change telephone number to: (206) 623-5494.

Page B-272. Under **WIBU(AM)** Poynette, Wis., change

address and telephone number to: **WIBU** Rd., Poynette, Wis. (53955). (608) 635-7341.

Page C-45. Under **WDAU-TV** Scranton, Pa., change licensee to: Scranton Broadcasters Inc. Ownership: Mrs. M.E. Megargee & family, 100%.

Page C-47. Under **KDLT(TV)** Mitchell, S.D., change personnel to: Woody Corner, co-owner; Gil Moyle, co-owner; Hal Greene, gen mgr; Tom Slocum, nat sis rep; Pam Sitzman, prog dir; Roger Floyd, prod mgr; Linsay Nothern, news dir; James Brady, chief engr.

Page C-99. Under TV Transfers, delete transfer of: **WDAU-TV** Scranton, Pa.

ADI Market Atlas. **Page C-135.** Buffalo, N.Y., should read: ADI number 32; **Page C-148.** Fargo, N.D., should read: ADI number 108; **Page C-175.** Panama City, Fla., should read: ADI number 176; **Page C-185.** San Angelo, Tex., should read ADI number 196.

Page E-4. Under Satellite Programers and Networks add:

METROSPORTS Inc. 6151 Executive Blvd., Rockville, Md. 20852. (301) 984-9600. Leonard L. Klompus, pres; Paul A. Karlsson, exec VP. Distributor and syndicator of sports programming.

Page E-4. Under Satellite Programers and Networks add:

Nationality Broadcasting Network. 11916 Madison Ave., Cleveland, Ohio 44107. (216) 221-0330. Miklos Kossanyi, pres; Maria Kossanyi, gen mgr. 24-hr ethnic audio service broadcasting over 30 foreign languages.

NBN programming is available to 5 million cable households on 370 systems.

Page F-4. Under Producers, Distributors and Production Services add:

Charlie and Friends. 101-A Space Park South, Nashville, Tenn. 37211. (615) 833-6559. Charles Pro-cise, pres.

Page F-16. Under Producers, Distributors and Production Services add:

Telemation Productions Inc. 143 South Main, Suite 900, Salt Lake City 84111. (801) 364-4477.

Page F-40. Under Networks. **NBC** add: Theodore H. Walworth Jr., exec VP.

Page G-11. Under U.S. Representatives chmn of bd of **MMT Sales Inc.** should be: Gary F. Scollard.

Page H-1. Under Equipment Manufacturers and Distributors, change corporate name of Acrodyne to **Acrodyne Industries/Whittaker Corp.** also change telephone number to: (215) 542-7000.

Page I-4. Under Brokers add: **Lester Kamin and Company.** 2620 N. Loop West, Suite 111, Houston 77018. (713) 957-0310.

Page I-6. Under Brokers add: **Riley Representatives.** 16970 Dallas Parkway, Bldg. 100, Dallas 85248. (214) 931-7171. Jack Riley.

Page I-7. Under Brokers, change address and telephone number of **Gary Willson** to: 519 Fifth Ave., San Raphael, Calif. 94901. (415) 485-0145.

Page I-11. Under Management Consultants add: **Klemm Media Inc.** Box 264, Washington, Conn. 06793. (203) 868-0505. David R. Klemm, pres.

Page I-21. Under Engineering consultants add: **Lechman, Colligan and Johnson.** 2033 M St., N.W., Washington 20036. (202) 775-0057.

Page I-21. Under Engineering Consultants add: **Midwest Engineering Associates.** 150 Wesley Rd., Creve Coeur, Ill. 61611. (309) 698-3160. *FW. Hannel, PE.

Page I-23. Under Law Firms Active in Communications Law add:

Chase, Seymour M. 4201 Connecticut Ave., Wash- ington 20008. (202) 686-9000.

Page I-24. Under Law Firms Active in Communications Law, change address of **Preston, Thorgrimson, Ellis and Holman** to: 1735 New York Ave., N.W., Suite 500, Washington 20006.

Page I-45. Under National Associations add: **Broadcast Industry Council to Improve American Productivity (BICIAPI).** 1771 N St., N.W., Wash- ington 20036. (202) 296-6572. Don LeBrecht, exec dir.

Page I-46. Under National Associations add: **Intercollegiate Religious Broadcasters (IRB).** CN 1926, Morristown, N.J. 07960. (201) 575-4000. Dr. Ben Armstrong, exec dir.

RADIO

HELP WANTED MANAGEMENT

South-oriented group seeking future sales managers. Aggressive, street-fighting, hard working reps to earn 20% commissions for our AM or FM. EOE, M/F. Send resume to: KDOK, Box 6340, Tyler, TX 75711.

General manager, southern California FM. Fast growing medium market. Strong sales background. Excellent compensation package for profitable manager. Resume, earnings history, references to Box Y-6.

General manager. Boston suburban. We have bright and preppy programming/news. Need strong, aggressive sales pro, capable of potent community interaction. Must have track record. 212-675-5400.

Experienced lots, but don't know it all? Have 1-2 years' all market experience and ready for news or operations management? Tape/resume immediately to PO Box 188, Waverly, NY 14892.

General manager/sales manager. Run it like you own or absentee owner. Results rewarded. 70% sales & sales management. New automated FM serving 3,000 in 4 small-city area (35 towns) in northern Massachusetts. Solid New England small market sales experience, guts, energy and integrity essential. Call Ed Mattar, 617-754-1000.

HELP WANTED SALES

You can produce sales results without a boss hanging down your neck, we'll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Manley, 6-372-2329. Travel required within your state.

Account executive, experienced, proven track record to sell music of your life format for WECK-AM in Buffalo, New York. Earning potential for heavy weight in the \$30s and more. Send resume, billing history and references to: Mr. Stephen H. Rall, 2900 Genesee Street, Buffalo, NY 14225. EOE.

East Coast—experienced, quality, credible people need only apply. If you're a pro who understands retail sales, we're willing to pay \$\$\$'s for you. Reply Box Y-12.

South Florida—experienced, successful street person who believes in & loves to sell radio. Start same income level you now have; increased income thereafter depends upon your individual effort. Resume to Box 216, Ft. Myers, FL 33902. EOE. All replies strictly confidential.

West Tennessee. Several openings for aggressive, street fighting salespeople. Excellent opportunity with great staff. Good personality a must. Send resume to Organ Broadcasting Company, P.O. Box 2312, Knoxville, TN 37901.

Sales Manager for a Montana gospel station. Excellent compensation if you have the right experience. Inquiries confidential. Send resume and track record to Enterprise Network, 100 N. 24th St. W., Suite B, Billings, MT 59102. EOE.

You'll love living and working in picture/weather perfect Colorado! Progressive AM—soon to add FM—looking for aggressive manager experienced in hiring, training and motivating sales people. Write or call Ian Griffey, KLRN, 2020 N. Poplar, Leadville, CO 81461. 303-486-1655.

HELP WANTED ANNOUNCERS

We're looking for the best talent in America. A very exciting opening in a major market. Salary and benefits are commensurate. Send tape and resume to: P.O. Box 003, Washington, DC 20033. All inquiries will be kept confidential.

Radio listening announcer needed for L.A. radio station. Good opportunity for right person. Resume/tape to: an Gold, KJOI, 2555 Briarcrest Rd., Beverly Hills, CA 90210. EOE.

WSRS, one of New England's top adult music stations, wants tapes & resumes from those interested in future announcer/production and announcer/news positions as they may occur. Beautiful-easy listening format. Tapes & resumes to Box 961, West Side Station, Worcester, MA 01602 EEO.

Immediate! Entry level news/production announcer. Upstate NY AM/FM. Tape/resume to P.O. Box 188, Waverly, NY 14892.

Experienced person wanted for production, to write voice spots, and do some air work. Be part of growing company in Northeast. Send tape to Bob Catan, WUPE/WUHN, Box 1265, Pittsfield, MA 01202.

WGSM, Long Island's new station of the stars, is losing one of its stars! Afternoon personality needed. You could move into his job if you enjoy the Sinatra sound. Mature, disciplined announcers send tapes/resumes today to Jim Ferguson, WGSM, P.O. Box 697, Melville, NY 11747.

HELP WANTED TECHNICAL

Self-starting chief engineer wanted for a first rate AM-FM station in San Luis Obispo, CA. Moving into a brand new building and need a good workman-like technician to make challenging improvements. No closet DJ's please. 3-4 years' experience desired. Send resume to Robert A. VanBuhler, Mesa Radio, Inc., 1167 W. Javelina, Mesa, AZ 85201. Phone: 602-897-9300. Equal opportunity employer.

Wanted: chief engineer with class A license for leading FM/AM non-directional radio station. Possible combo man. Send resume to: Edith Buchanan, General Manager, P.O. Box 1475, Augusta, GA 30903.

Chief engineer for public radio WAER-FM at Syracuse University. Responsible for maintenance and design. Minimum of one year as chief with substantial responsibilities. A Bachelor's degree is desirable. Good salary and benefits including tuition. Deadline: June 24, 1983. Contact David Anderson, WAER, 215 University Place, Syracuse, NY 13210. Syracuse University is an equal opportunity/affirmative action employer.

HELP WANTED NEWS

News director. Southeastern NY For three-person news department. Station committed to local news must have a person who will get involved with the community. Must have a good on-air presence. Send resume with salary requirements only to Box Y-25. EOE.

News/talk personalities, news anchors/reporters. Suburban NYC. Rush T&R to: WVIP, Radio Circle, Mt. Kisco, NY 10549. EOE.

News director for public radio WAER at Syracuse University. Responsible for news department, public affairs and sports. Minimum of two years as news director with substantial responsibilities and a Bachelor's degree or equivalency. Excellent salary and benefits including tuition. Deadline: June 24, 1983. Contact: David Anderson, WAER, 215 University Place, Syracuse, NY 13210. Syracuse University is an equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

South Florida full time production—need experienced, creative, professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability date to P.O. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

Radio production director. Experienced in contemporary music format. Highly creative for competitive market. Versatile with strong professional voice. Capable of working with state of the art production equipment. Also capable of doing on-air shift. Offering competitive salary with excellent benefits. Send resume and creative sample tape to Personnel, 2265 Central, Memphis, TN 38112. An EEO employer.

Program director for the already dominant radio station on Colorado's Western Slope. Person must have intense love of radio, skills to motivate individual staff members to maximum potential, genuine concern for staff and listeners, detailed knowledge of A-C programming, and proven ability to capture 18-34 market. Market, station image, ratings, facilities, personnel, salary and benefits all exceptional. Assignment: bring to focus all aspects of on-air programming, and help direct entire station's marketing efforts to increase the emotional rapport with an ever greater number of listeners. Start with tape and resume to Don Rhea, KQIX, Box 340, Grand Junction, CO 81502. A major market opportunity in smaller market setting. This position available only when ideal person is found. EOE.

Promotion/advertising director. Major Pittsburgh radio station has immediate opening for experienced person to coordinate all internal/external promotions and advertising. Excellent communication, organizational & managerial skills a must. Send complete resume and salary history to WWSW Radio Inc., 1 Allegheny Square, Pittsburgh, PA 15212. EOE.

SITUATIONS WANTED MANAGEMENT

Available now. General manager with experience in sales, programming, operations and engineering. Stable employment history, excellent track record and references. Prefer Midwest/Mid-Atlantic regions. All markets considered. Let's talk today; tomorrow may be too late. Randy Swingle, 703-743-4371.

One minute manager seeks country FM PD position, West Coast. Write Box W-183.

Exceptional general manager, with in-depth knowledge of radio, covering 19 years of successful management. Dynamic, highly organized. Demonstrated expertise includes: heavy sales and promotion skills, superior leader and motivator. Results and profit oriented. Looking for an owner who wants an achiever and can afford quality. Write Box Y-1.

Need GM? 27 yrs. broadcast, 22 yrs. major market, 15 years management. Proven track record for winning. Looking for growing company that needs a creative winner. Veri Wheeler, 468 145 Place NE, Bellevue, WA 98007. 206-747-0541.

Experienced manager, sales manager, programming. Mid 30's, all offers considered. Let's talk. Write Box Y-28.

Staff motivation and product knowledge makes an organization grow. Broadcaster, experienced in management, sales, programming, and promotion, seeks GM/GSM position with company dedicated to success. Goal achiever and proven winner with good references. Medium/major market. Prefer warm climate, consider all. 804-458-7948.

If your problems include: investment in your radio stations not paying off, you are an absentee owner, the GM just is not performing, you know your station properly will not increase in value until you do something about it, you do need professional help. You know the difference between money making stations and poor ones is the GM. Underachieving GM's are cheaper (you do get what you pay for). The best GM's are usually part-owners; bottom line oriented. They are sales and community oriented. The best GM's spend money carefully, they take advantage of opportunities often missed by non-owning GM's. Your options to improve your situation include offering an equity position to a proven turnaround pro, offer an opportunity to earn ownership, or you can continue with your present under-achiever. If your choice is to make a change, go for improvement, you will need a complete-charge professional with a reputation for building a winning station team, building strong sales people, who will be community active and a selling manager too. You need someone who has performed, willing to work the long hours and extra days and knows how to make your stations a success. I'll soon be available to consider your situation. And I promise only you and I will know we communicated. Box Y-39.

SITUATIONS WANTED MANAGEMENT CONTINUED

Experienced general manager, sales-oriented, looking for Southeast (preferably Florida) opportunity. Small to medium market. Willing to invest in right property. Write Box Y-30.

Local sales manager in radio is in search of strong management growth opportunity within group or individual station. Write Box Y-35.

I prefer management, but if the location and potential is right, I'm prepared to discuss bringing my leadership, ideas and effort to your company. Write me if you have an interest. Box Y-43.

If you have a station that is not as competitive as it should be, write me. Box Y-44.

General manager. Sales-oriented pro with major market track record looking for a turn-around situation. No hype, just bottom line. Write Box Y-46.

Ideas, goals, attitude, motivation, creative leadership—a winning combination for your station and/or corporation. Write me if you have an interest. Box Y-47.

Successful general manager has landed in the wrong market. Every station I have managed has been No. 1 and profitable. This one is too, but I don't belong here. If you want someone who knows how to protect your investment, motivate your staff, and be No. 1 in ratings & profits, write Box Y-51. You might want to reply just to find out where the end of the world really is.

SITUATIONS WANTED SALES

Proven sales. Mature, assertive, reliable. Prefer West/Southwest, but will relocate anywhere. Tape, resume upon request. Write Neil Webster, P.O. Box 601, Arvada, CO 80001.

Sales/play-by-play/announcing. Mike Weros, 425 South Galena Way, Apt. 5-204, Denver, CO 80231. 303-360-7438, after 6:00 PM MDT.

Let's make money and fun together. Do you need sports anchor plus sales? 4 years' experience. Track record. Employed. Box 649, Lewisburg, PA 17837.

Need a sales manager? No, you don't—you need more. Blaze a new trail to the new age of radio with me. Cut sales overhead, and increase billing. Write: 602 Spring Willow, Allen, TX 75002.

SITUATIONS WANTED ANNOUNCERS

Radio news announcer with sportscasting experience just wasting away! Looking for full-time sports position, PBP experience, two years, production experience, 2 yrs; interview experience with commercial stations. Almost 3 full years in radio. Want to stay in New England region. Call Mark Merrill after 2 pm weekdays, anytime weekends, 207-872-5279, for tape & resume.

Some experience. Professional sound. Team player anxious to please and learn. Troy Sass, 419-468-9259; 414-242-2033.

John Sheneman is an experienced, talented, dependable, hardworking, versatile announcer ready to make his move. Added bonus: copywriting, production. You cannot go wrong! Call 219-656-8973, now!

Broadcaster, 7 1/2 years, available August 1. Background includes announcing, programming, management. Desire SE region. Ed Phillips: work, 404-791-4306/5139; home, 803-279-9285. Or Judy, work, 404-823-2450.

Bachelor's degree. Good copy, newswriting, excellent voice and professional production. Will relocate. Call Mike: 309-788-1935; 309-786-1265.

Dynamite newswoman/DJ has paid dues. Wants challenging position in the field. Contact Suzanne, 212-252-7201.

Versatility's my bag. Six years' experience college, high school, minor league PBP; news anchor/reporter; drivetime DJ; PD. Contact Rich, 12831 Collins St., North Hollywood, CA 91607. 213-980-9039.

Good voice with a professional sound. Enthusiastic, reliable, and cooperative. Any shift. 414-442-6066, Rudi Gutierrez.

Smooth, creative, music knowledgeable AOR/adult contemporary communicator. Call for tape and resume. Jeff Feddersen, 312-259-1157, or write 366 W. Miner St., Arlington Heights, IL 60005.

Great pipes for jock, news, and commercials. B.A. in communications and broadcast training. Prefers Illinois, Wisconsin, or Indiana. Michael Kielbon, (before 4 PM) 312-485-5394.

Talented professional. Creative, bright, attractive, personable. Wants to join your staff. Prefer Midwest. Charlene, 414-529-3617.

Many years' experience, college degree, speech training. Permanent position. Bill, 1000 Capitol Landing, Williamsburg, VA 23185.

SITUATIONS WANTED TECHNICAL

Chief and former director seeking stable position with secure organization. 22 years' experience in all phases of broadcasting. Excellent references. Contact 615-428-1372.

Chief/assistant engineer. To 50kw directionals, 100kw stereos, digital remote control. Preventive repairing, proofs. 305-786-0127.

SITUATIONS WANTED NEWS

Major network sportscaster in NYC with excellent character and professional background seeks PBP/sports anchor/reporter position. PBP vital. Market, money not major concerns. Box Y-2.

Sports director with solid credentials seeking excellent opportunity. Broadcasting degree. Ten years' experience. 300 PBP games, including NCAA football, basketball, baseball. Talk show host. Knowledgeable, dedicated, sincere. Box Y-11.

Award-winning news director with variety of other skills must relocate. Current employer in 250,000 market who is selling to non-profit religious group will provide recommendation. In-person interview in June possible. Reliable. Sober, adult. Call Jack, 216-323-2140, or write Box 1451, Elyria, OH 44036.

Schwartz on sports. Law school graduate, host of daily sports talk show, plus sportswriting and PBP experience in college and high school football, basketball and baseball. Seeking position as sportscaster or director. Willing to relocate. For tape and resume, contact Dave Schwartz, 716 Sarson, Hanover Park, IL 60103, 312-837-6783.

Reporter, director, producer, anchor, writer, editor, programmer. Seven years' experience. Dedicated worker, flexible, organizer. Call Steve, 904-769-5350.

Experienced broadcaster ready to cover the courthouse, statehouse, you name it. Four years' small market experience, law school graduate, Stellar references. Bob Young, 102 Tynewood Drive, Turtle Creek, PA 15145. 412-824-6957.

Sports director looks to move up. PBP experience; will consider sports-news combo. 201-763-5587, after 4 (EDT).

10 year sportscaster (high school and college PBP), looking for medium or large market opening. Will travel anywhere. Call Dennis Gordon, 419-468-9892, mornings.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

Does anyone hire live big band-jazz announcers and/or program directors anymore? Veteran announcer-producer looking for new on-air or programming position. Experienced in hiring, budgets, music direction. If you're better than MOYL, or would like to be, give a ring and let's talk! Steve B., 401-944-2296 or 401-295-1370.

Classical programmer/producer. 22 years' experience, seeking major market. Specialize in creating and producing shows. Executive experience. John Jarvis, 615 Rhode Island Ave., Norfolk, VA 23508. 804-625-6234, between 2-5.

GM's-owners in Midwest. Veteran operations manager with proven ratings and promotional success. Want small to medium market. Write Box Y-10.

Experienced MD and air personality looking for that first PD position. Hard working, dependable, bottom line oriented. Call Dave, 717-367-9464.

TELEVISION

HELP WANTED MANAGEMENT

General manager—seeking experienced manager with strong sales background and ability to maintain cost control for group owned UHF station in sr Northeast market. Please reply Box W-153.

Television general manager—group-owned work affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial sales and interpersonal skills essential well as a proven record of performance. Prefer professional broadcaster with stable background interest in long-term commitment. Send resume to Box W-153.

Accounting supervisor for ABC affiliate located Southeast. Excellent accounting skills, supervisory experience and college graduate necessary. Responsible for daily operations of accounting dept. II System 34 and broadcast experience helpful. Re with resume, references and salary requirements Box Y-23. Equal opportunity employer.

General sales manager—aggressive professional sought by new (4/83) group-owned independent southern Midwest. Local sales management must, national sales management a plus. Please direct all inquiries to General Manager, KSPR-TV, P.O. E 4407, Springfield, MO 65808. EEO.

Television business manager wanted. Midwestern network affiliate. Are you now an assistant TV business manager? 2-3 years' experience? This is the position you have been seeking. Send resume to Box Y-153.

General sales manager. Chicago ADI. Strongly motivated leader to work incredible hours to achieve substantial financial reward. WPWR TV Ch. 60 needs a street fighter who can build a winning sales department, develop substantial local business, and ring the bell out of some of the most knowledgeable but wonderful buyers in the world. Let's talk! Fred Eychaner, WPX-TV, 5305 N. Ashland Ave., Chicago, IL 60657, 312-975-0400. EEO.

HELP WANTED SALES

Sales trainee. National rep firm seeks ambitious well-spoken, assertive people for training program. Career opportunity with high earning potential. Resume to Box W-93.

Salesperson—applicant should have one year of experience with a proven record of excellence in broadcast sales. Apply with salary requirements to Bruce Lawrence, Local Sales Manager, WTNH-TV, 8 E Street, New Haven, CT 06510. Equal opportunity employer.

National sales manager. New maximum power dependent station within top 60 markets needs a national sales manager. Minimum of three years' experience in national sales experience required. Salary negotiable. Send resumes, references and salary requirements to Box Y-24.

Account executive. Immediate opportunity for aggressive, self-starter to join one of Kansas City's top sales staffs. Prefer candidate to have at least two years' experience in broadcast time sales. Prefer college graduate or equivalent work experience. See resume or application to KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. EOR.

National sales manager—must have TV sales experience, with some national/regional sales background preferable. Excellent communication ability necessary, with well-developed negotiation skills. Must also understand inventory control and pricing techniques. Write Box Y-33.

Family/Christian format. Local salesperson Washington, D.C., market. Creative, cooperative personality to work with staff and management for sales in new entertainment block. Mr. Tom Fox, WTKK-TV, P.O. Box 3737, Washington, DC 20007-0373-2310. EOE.

HELP WANTED TECHNICAL

Sunbelt chief for independent UHF in Southeast. Hands-on studio-transmitter experience necessary position. Send resume and salary requirements to E Y-9.

HELP WANTED TECHNICAL CONTINUED

chnical operations supervisor: KPBS-TV, San Diego's public TV station, seeks broadcast engineer to assist and coordinate technical production and studio control operations facilities & staff. Min. two years' broadcast experience & FCC general class license required. Salary range: \$20,496-\$24,660. Applications must be received by June 27. Employment apt., San Diego State University, San Diego, CA 92182. 619-265-5836. EOE/AA, title IX employer.

ssistant chief needed at north Florida's 47. Strong insmiller and some studio maintenance experience must. Excellent salary for the right person. Send resume to Jim Kontoleon, WXAO TV, P.O. Box 17547, cksonville, FL 32216.

chief engineer—new PBS station in Reno, Nevada. opportunity to build from ground-up. All new facilities. Salary dependent upon qualifications. Send resume to ni Pagliarini, Channel 5, P.O. Box 8856, Reno, NV 9507. 702-784-6084. An equal opportunity nployer.

chief engineer for VHF independent in picturesque escott, Arizona. Send resume and salary needs to JSK-TV, 3211 Tower Drive, Prescott, AZ 86301. EOE/FH.

ading Alaskan AM, FM and TV corporation needs chnical maintenance and development engineers ith experience in radio or TV. Many exciting new pro-cts. Send resume and references to Box Y-42. An equal opportunity employer.

aintenance supervisor wanted for fast growing 3th market NBC affiliate. Good benefits plus ex-llent Southern location. Beach or mountains just two ours drive. Three to five years' minimum studio plus >R-100 experience and general license required. and resume and salary requirements to Director of ngeineering, Durham Life Broadcasting, Inc., P.O. Box 511, Raleigh, NC 27602.

HELP WANTED NEWS

ou can break into the top 10 markets! Major arket openings for reporters, anchors, producers iw working in small/medium markets. Send resume to Professional Video Services, 930 Granite Court, artinez, CA 94553.

chors: male and female anchors for Southeastern arket. Looking for bright, experienced, upbeat chors for daily newscasts. Must have minimum 3 ars' experience as anchors, as well as general nsignment reporting. Resume only to Box W-177. OE.

nchor/reporter sought for English news in Hong ong. 2-3 years' experience preferred. Shortlisted aplicants will be notified for stateside interviews. Air-ail resume, airchecks and salary requirements to ymond R. Wong, TVB News, 77 Broadcast Drive, wloon, Hong Kong.

xecutive producer: top 40 Southeastern market eds a take charge manager with 2-3 years' smaller arket experience. Must know live ENG and state-of-e-art production techniques. Low-mid \$20's. Send sume and references only to Box Y-20. EEO.

ews anchor-producer. Dominant CBS affiliate ith heavy news commitment seeks experienced, lished professional capable of anchoring either ening or morning news. Our standards and salaries r exceed what you may expect for 128th market. No aginners, please. Resume and tape to Dan King, /CTV-TV, P.O. Box 3048, Tallahassee, FL 32315. An OE.

ews anchor. Experienced pro. Reporting/writing ility essential. If you don't do Monday-Friday early rd late or outstanding job on weekends, don't answer us ad. Top salary. Equal opportunity employer. esume only to Box Y-34.

lain anchor, top 25 market, beautiful West Coast ity. Aggressive news operation with all the tools. OE. Send resume and tape to John Kline, News irector, KATU Television, P.O. Box 2, Portland, OR 7207.

o-anchor/producer. Evening news M-F. Good on- r skills, mature, experienced journalist. Tape, resume, alary requirements to: Alex Garcia, News Director, AVU-TV, P.O. Box 4929, Victoria, TX 77903.

Anchor-reporter for no. 1 station in top 50 market. Experienced applicants only. Send VCR, resume, and salary required to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EEO.

Experienced meteorologist for upstate New York medium size net affiliate. Prior TV experience required. Degree in meteorology or related field. Full time position. Requires preparation and delivery of weather during three prime evening news broadcasts. Resume and references only to Box Y-48.

General assignment reporter to join aggressive medium market news team. Successful applicant must be a self-starter with good writing and on-air communication skills. Opportunity for some relief anchoring. Previous general assignment experience (excluding internships) required. No phone calls. Tape and resume to Tom Sanders, News Director, WTLV, P.O. Box TV 12, Jacksonville, FL 32231. EOE.

Assignment editor for 16-member news department. Applicants need outstanding leadership, creativity plus great writing and producing skills. Minimum two years' experience as reporter or producer required. Great salary for the right person in our no. 1 rated Southeastern VHF. Resume only to Box Y-49.

Experienced TV documentary and news series producer with lots of energy, creativity and sensitivity. Send tape and resume to Al Buch, KPNX-TV, PO Box 711, Phoenix, AZ 85001. No phone calls.

Reporter: top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must understand the world of business, finance and economics and be able to translate it all to the viewer in understandable, down-to-earth terms. Resume only to Box Y-55. EOE, M/F.

Assignment editor for no. 1 station in top 50 market. Experienced applicant must be able to effectively manage and supervise people. Send resume, references, and salary required to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EEO.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

California's leading independent TV station is seeking a qualified creative promotion post-production specialist to work in an aggressive department. Must be familiar with DCL 480-10 (w/cap) or equivalent, interfaced with CMX 340X (GPI, motion memory, VMU), with knowledge of 2", 1" and 3/4" VTR set-up and operation. Good engineering background a must. Send resume to James Myers, Promotion Manager, KMPH-TV, 5111 E. McKinley, Fresno, CA 93727. An EOE/M-F.

Director/Producer. WCKT (NBC), Miami. Must demonstrate 3 years' solid experience in production, including directing news, studio, location, sports, and special programs. If you are creative, aggressive, seek challenges and opportunities, this competitive station, with great location in a sunny market, may be in your future. Tapes and resumes to: Len Jasco, Production Manager, WCKT, Channel 7, 1401 79th Street Causeway, Miami, FL 33138. EOE.

PM Magazine co-host needed. If you're ready to have your creativity and talent challenged in a large NE market, can work as a strong, mature team player with female host already on staff, have at least 2 years' on air experience (preferably in PM or similar format) and can produce dynamic, attention getting magazine type stories, send resume only to Box Y-17. EOE.

Wanted—only the very best on-air TV host/hostess for teen dance show. Send resume, A-V tapes and any pertinent information to Pencom, 830 Lansdowne, Drexel Hill, PA 19026. Send self-addressed, stamped envelope if wished returned.

Major West Coast ABC affiliate seeks morning magazine show co-host/reporter to work with male host. Feature and spot news reporting, writing and producing required. BA in journalism preferred. Send tape and resume to TC, PO Box 9494, Seattle, WA 98109. EOE.

Art director/public broadcasting. TV graphics, set design, magazine, and other print material. Minimum 5 years' experience. Good salary and benefits. Resume to: Personnel, WMFE-TV/FM, 11510 E. Colonial Dr., Orlando, FL 32817. EOE.

Art/creative director. Employment opportunity in the beautiful Rocky Mountain West. One of the nation's top-rated independents is looking for an experienced television art director. 3-5 years' experience with television electronic graphics, print, design, illustration and photography essential. Send resume, samples and salary requirements to: Manager, Creative Services, KWGN-TV, Box 5222, Englewood, CO 80155. KWGN-TV is an equal opportunity employer.

Field producer, PM. Major market, group owned, affiliate looking for a PM field producer to shoot, edit and handle some setting up, production and writing of pieces. Minimum two years' professional major market ENG shooting and editing experience, mixing experience required. Emphasis in creativity in shooting and editing. Must be a creative ideas person with strong writing skills. Ability to work well in group situations and within deadlines important. Send resume and video tape to: Employee Relations Director, WISN-TV, P.O. Box 402, Milwaukee, WI 53201. An equal opportunity employer.

Washington news bureau needs cameraman/editor and audio technician. Send tapes and resume to Production Director, 807 Delaware Street, SW, Washington, DC 20024.

Exciting new independent television station in Pacific Northwest market is looking for exciting new promotion manager with 1-3 years' on-air promotion experience. Send resume and tape immediately to: Denny Moore, Program Manager, KPDX-TV, 97232 N.E. Union, Portland, OR. Equal opportunity employer, M/F.

PM magazine staff needed. Executive producer, production and writing experience. Co-hosts with producing abilities. Photographer/editor. Production assistant/secretary. Prior PM experience preferred. Excellent opportunity. EOE. Resumes only ASAP to Box Y-41.

Program director wanted. Either experienced or production manager ready to move up. Need good program mind, production experience, ability to run production operations. Send resume only to Box Y-54.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio seeks supervision and motivation position for Penna. TV station. Write Box W-54.

Proven record of sales & profits. Will relocate 90 days or less. Excellent references. Interested in GM or GSM. Write Box Y-4.

SITUATIONS WANTED SALES

Local sales manager. Positive thinker. Goal oriented. Highly motivated. Six years local TV sales. Six years national rep experience. Will relocate at own expense. Solid references. Write Box Y-22.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer and maintenance person available now for permanent position. Contact Bill Taylor, 601—366-7526, or 227 Gunter St., Jackson, MS 39216.

SITUATIONS WANTED NEWS

Meteorologist—looking to settle in top 100 market. Now in small market with very large following. Write Box W-135.

Experienced reporter/writer seeking return to TV. All markets considered. Call Rob, 213-887-5374.

Broadcasting news, sports, celebrity or feature interviewer available June '83 for radio, TV, cable. 215-258-8429.

Anchor/producer/reporter. Credibility, personality, vitality, looks, voice, experience. 815-455-5797. Best time is noon central.

Meteorologist, with AMS seal and awards, is interested in moving to larger market. Write Box Y-3.

Hardworking pro, entering 2nd year in entry-level position at network news, seeks greater responsibility. NYU-TV grad, IBM personal computer expert, good writing, technical background. All markets considered. 212-697-8366.

Four-year professional looking for writing or assistant producer position. East only. Write Box Y-27.

SITUATIONS WANTED NEWS CONTINUED

Sports reporter for NJ's largest cable firm seeks reporting position in small or medium market. Tape available. Steve, 201-768-8318.

Inquisitive, critical reporter with zeal for news seeks position in small to medium market with solid news program. 1983 Vanderbilt University graduate with hard news experience. Write Box Y-32.

Large market meteorologist. AMS seal. Talents: editing, top of the line computer graphics & artwork, up-beat personality. I'm the all-in-one package your top 30 market is looking for. Write Box W-173.

Sportscaster with sparkle. Seeks new challenge in operation that justly rewards credibility, leadership, and creativity. Experienced professional. Solid background. Top references. Box Y-45.

Production assistant or similar position. Experience in major Northeast market. 617-787-2610.

Hard working reporter makes stories come alive with strong writing and ability to find the angle. Looking for a medium market station to challenge me. Write Box Y-52.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

California-bring me home! This native daughter is a creative, dedicated writer, producer, on-camera talent. Diverse experience includes magazine, live talk shows, documentary, news formats. Call Jan today: 505-266-2190.

Television station clearance specialist currently employed by New York-based TV syndicator seeks permanent position working half days. Write Box Y-36.

Promotion team member—strong right arm to promotion manager. Solid professional experience: heavy marketing, promo writing (TV, print) & on-air. Creative, energetic, excellent organizational skills. Will relocate. Degree broadcasting, Boston University, 203-453-5719.

Production associate with 4 years' network sports experience seeking to join innovative and growing production company. Will relocate. NYU graduate. Cary Glotzer 137 East 36th Street, Apt. 5A, NYC, NY 10016. 212-683-6262.

ALLIED FIELDS

HELP WANTED SALES

Syndicated advertising sales—national syndication/production company expanding its sales force. Looking for experienced advertising campaign sales professionals. Must be willing to travel protected territory. Send resume to Box 40113, Nashville, TN 37204.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Major furniture retailer seeks on-camera talent and/or radio voice talent. Please send demo cassettes of previous work (will be returned), to: L. Krnsky, 7561 N.W. 16th Street, No. 2411, Plantation, FL 33313.

HELP WANTED INSTRUCTION

Radio director. Radford University. Duties: manage WVRU-FM and provide operational direction over facilities. Direct program development and production; supervise station personnel; implement station policy. Teach two classes each quarter in the radio/television sequence (journalism/speech/telecommunications department). Requirements: Master's in communications field; experience in noncommercial radio with special knowledge of programming and competency in production. Salary and appropriate academic rank negotiable; nontenure track faculty position, 12-month appointment. Application deadline: until position filled. Position available: September 1, 1983. Contact: William Yerrick, Telecommunications Director, Box 5794, Radford University, Radford, VA 24142. Radford University is an equal opportunity employer.

Broadcasting faculty. New position for experienced person to teach in following areas: radio or TV production; broadcast programming, writing, management. Educational emphasis is on the practical application of broadcasting. MA required, PhD preferred. Broadcast and teaching experience desired. Salary dependent upon qualifications and experience. Send resume to Richard Long, Chairman, Occupational Education, Northwestern College, Roseville, MN 55113. Northwestern is a Christian college of the Bible, arts, science, and vocational training.

Director, Communication Research Center. Twelve-month faculty appointment in school of communication, The University of Alabama, beginning August 16. Director provides leadership in scholarly research and service to media organizations, also co-directs Capstone Poll, a well-established survey research unit. Research center is well staffed and equipped; new facilities under construction. Qualifications, Ph.D., strong teaching, media and research experience. Send application and vita to Dr. Ed Mullins, Box 1482, University, AL 35486. An equal opportunity/affirmative action employer.

Syracuse University seeks fourth fulltime broadcast news faculty member. Fall, 1983. Instructor/asst. prof. to teach writing, reporting, production of news. Other depending on qualifications. Academic degree(s) preferred; professional experience required. Salary competitive. Write: Dr. E. F. Andrews, Chairman, Broadcast News Department, Newhouse School, Syracuse University, Syracuse, NY 13210. An affirmative action/equal opportunity employer. Deadline: 6-30-83.

Western Illinois University seeks two instructors (temporary). Starting August 22, 1983. Teach two or more of following: introduction to broadcasting, television production, audio, broadcast writing, broadcast journalism, broadcasting and society. Advise majors. May assist with student extra-curricular broadcast activities. M.A. required. 9 month appointment; possible second year renewal. Send resume, letter of application, and 3 letters of recommendation to: Dr. Ned A. Shearer, Chairman, Communication Arts and Sciences, Western Illinois University, Macomb, IL 61455. EOE/AA.

Electronic media producer II for The Evergreen State College, (Olympia, Washington). Responsible for: video production, instruction, and management. Requires four years college in television production, communication, instructional media or equivalent and three years experience in video. Additional college substitutes for up to two years experience. \$1707-\$2185 monthly, excellent benefits. Deadline: July 1, 1983. Call 206-866-6000, ext. 6361, for application forms. EOE.

Broadcasting, assistant or associate professor, full-time faculty appointment in Boston suburb, beginning Fall, 1983. Four courses per semester such as: ethics in broadcasting, radio announcing, interpersonal communication. Master's degree, broadcasting and teaching experience required; PhD preferred. Salary \$15-\$20,000. Application, by July 1, to Dr. F. Kohak, Chairperson, Humanities Division, Curry College, Milton, MA 02186. An equal opportunity employer.

Broadcasting faculty member (tenure track) to teach announcing, television production, and be in charge of TV studios. Ph.D. preferred. College teaching and professional experience essential. Rank, salary commensurate with qualifications. Position open beginning fall, 1983 (Aug. 17, 1983). Send up-to-date resume, college transcripts, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors, 20 graduate students, 11 faculty/staff members, 100,000-watt FM stereo radio station, and full color TV studios with channel on local cable television system. An equal opportunity/affirmative action employer, M/F.

Assistant professor with graduate major and some experience in mass communication. Ph.D. Supervise establishing and operation of FM facilities. Teach radio and TV courses, speech core courses. Probationary appointment. \$16,206-\$18,760, nine months. Applications until position is filled. Send application, transcripts, and three letters of reference to: Joe Filippio, Chairman, Dept. of Speech, Communication and Theatre, Austin Peay State University, Clarksville, TN 37044. EEO/AA employer.

3 \$1200 scholarships (Radio-TV-J). Transfer st dents w some BG. Professionally focused small cr lege program. Excellent faculty. Apply prior to July. Dr. Robert Botkin, VP Academic Affairs, Phillips University, Enid, OK 73701.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-F transmitters. Guarantee Radio Supply Corp., 13 Iturbide Street, Laredo, TX 78040. Manuel Flor 512-723-3331.

Good useable broadcast equipment needed: types for AM-FM-TV. Cash available! Call Ray LaRu, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen Quality Media Corp., 404-324-1271.

Wanted: 2.5 KW, 5KW or 10KW used AM transmitter. Call Jim Feasel, 614-927-2592 or 614-753-131.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcor 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new ar used, buy and sell. Antennas, transmitters, VTR switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Gates 10kw FM, SCA, stereo, spare tube, wide bar interface, excellent. \$25,000. 618-498-3154.

Ampex recorders, AG440-4, AG440-2, AG440 and 351 trade-ins priced to sell today. We are a Ampex dealer. Northwestern, Inc., 800-547-2252.

Transmitters-antennas-towers. Call us for gre prices on new & used equipment. Quick delivery. Several used items in stock; best deals on new equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

New TV startups—let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404-324-1271.

Studio equipment—cameras, VTRs, film chain thousands of items available. Best deals on new used. Bill Kitchen, Quality Media Corp., 404-324-1271.

Ikegami HL-77, Canon 10-100 mm lens, AC supp excellent. \$10,000 or B/O. US Video, 212-473-694

Oval office set—exact White House duplicate available in NYC studio for rent (June 6-August 31) sale. Contact: Bill Chase, President Films Ltd., 212-541-5880.

FM transmitters: CSI T-20-F, 20KW (1978)-Collir 830F, 10KW (1969)-McMartin BF-5.5, 5KW (1982)-f Cooper, 215-379-6585.

AM transmitters: CCA 5000D, 5KW (1969)-Collir 21E, 5KW (1962)-RCA BTA-5H, 5KW (1959)-C-T-2.5-A, 2.5KW (1980)-Gates BC-1G, 1KW (1965) Gates 250GY and 250T, 250 watts-M. Cooper, 215-379-6585.

Automation Schafer 902, \$11,950 installed FO Dallas, 903, \$19,950. Logging available. 214-934-2121; 800-527-5959.

Tape & cart decks. Otari ARS-1000 players with 2 Hz sensor, \$1350. List \$1595. Otari MX-5050E recorder/player, \$1895. List \$2295. Used ITC cart 214-934-2121; 800-527-5959.

Vital VIX-114-10A—production switcher, w/lir keyer, 100 ft. cable. Like new. Full information: 213-980-0705.

AM transmitters, 1 kw, 5 kw, 10kw 50kw. Continental, Collins, RCA, Gates/Harris G.E. All units in stock shipped with crystal on your freq. 24 units to choose from. Besco International, 5946 Club Oaks Dr., Dallas TX 75248. 214-630-3600.

Used broadcast television equipment. Hundred of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listing 213-641-2042.

**FOR SALE EQUIPMENT
CONTINUED**

Quality Sony broadcast equipment: BVP-300 camera w/Fujinon lens, BVU-110 recorder, BVU-50 recorder, batteries, belts, associated equipment. Box 4-37.

FM transmitters in stock. 1kw, 3kw, 5kw, 10kw, 20kw, 25 kw. Collins, RCA, Gates/Harris, Continental and SCA. All units shipped with crystal on your freq. 21 to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

COMEDY

Free Sample of radio's most popular humor service. Request on station letter head. O'Liners, 1237 Arnacost, 6C, Los Angeles, CA 90025.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962, World Wide Bingo, PO Box 2311 Littleton, CO 80122. 303-795-3288.

CONSULTANTS

We're Competitive Edge Consultants. We'll have your radio station getting bigger bucks without you paying bigger bucks. No gimmicks, just proven techniques for any size market and every department of your station. Write Box Y-26.

RADIO

Help Wanted Technical

**RADIO SYSTEMS
ENGINEER**

This key position will encompass direction for new communication system design as well as modification of existing technologies.

Your experience must include a minimum of six years of experience in the planning and design of electronic communications systems. Certification as a registered professional electric or electronic engineer with the State of California or a degree with a major in electric, electronic, or communications engineering may be substituted for up to two years of the required experience. Possession of a valid First Class Radiotelephone Operator's License or General Class Radiotelephone Operator's License issued by the FCC.

We offer a fine salary with regular reviews and an exceptional fringe benefits package. For additional information, call: (213) 742-7761.



Los Angeles Unified
School District
P.O. Box 2298
Los Angeles, CA 90051

An Equal Opportunity Employer

**Help Wanted Programing,
Production, Others**

**DIRECTOR,
ENTERTAINMENT
PROGRAMS**

Mutual Broadcasting System, Inc. (MBS), a leader in technology and radio network broadcasting is seeking a person to supervise, coordinate, monitor, administer and direct outside suppliers in the production of entertainment programs developed by the Mutual Radio Network. Reporting to the V.P., Programming, the successful candidate must have major market station experience as a program director with working knowledge of Rock, Contemporary and Country formats. Experience with state of the art radio production techniques and the ability to administer and work within approved budgets also required.

MBS, located in Crystal City, Va., offers a full range of Company-paid benefits including medical, dental and pension plus a competitive salary commensurate with background and experience.

Interested candidates should submit resumes including salary history in strictest confidence to:

MUTUAL BROADCASTING SYSTEM [M]
1755 S. Jefferson Davis Highway
Arlington, Virginia 22202
ATTN: J.R. Bell, Jr.
Vice President Personnel

An Equal Opportunity Employer M/F

**For
Fast Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted News

YOUR FUTURE IS NOW WITH SATELLITE MUSIC NETWORK

If you have hands-on experience at the station level and are interested in your future and making MONEY, SMN would like to talk to you about becoming a regional affiliates manager. We pay a good draw against excellent commissions and give you an opportunity to be a part of the future of broadcasting by calling on America's top station owners and managers. We require a strong background in sales, a knowledge of management and the willingness to travel. Territories are open in both the East and the West. Interested?? Call Toll free: 800-527-4892, for details and an appointment.

Situations Wanted Programing, Production, Others

EXPERIENCED PD

for CHR, AC or country station. Medium & large market background. Good references. Contact Ron Dennington, 2609 Charlack, St. Louis, MO 63114. Call 314-423-4082 or 427-4485 after 2 PM CDT.

TELEVISION

Help Wanted Technical

DIR. OF ENGINEERING

To specify, select vendors, and manage TVRO installations at hospitals nationwide and be responsible for technical standards of network. Individual selected will have excellent planning skills and will play a key role in evaluating and implementing new technologies such as teletext, data transmission, encryption, etc.

DIR. OF BROADCAST OPERATIONS

To manage network operations dept. for national hospital television network. Must create and manage program scheduling system, tape library system, and hire several traffic coordinators to ensure smooth operations of network. Great opportunity for creative individual who thrives on new challenges and finding solutions. Resume and salary requirements to: Thomas Rasmussen, VP HOSPITAL SATELLITE NETWORK, Suite 1050, 1901 Avenue of the Stars, Los Angeles, CA 90067.

BROADCAST CABLE MAINTENANCE TECHNICIAN

Full-time (40 hours) non-exempt position. \$11.75 an hour. FCC license required. College a plus. Experience in 3/4 inch VCR's and general broadcast studio equipment.

Box 241
8 W40 St.
Rm. 1608
NYC 10018

Equal opportunity employer. M/F.

Help Wanted Management

CREDIT MGR.—S.F.

Experienced credit/collection manager for top rated indie in S.F. market. Responsible for computerized billing system. Accounting knowledge preferred. Resume to Linda Boentgen, KTVU, P.O. Box 22222, Oakland, CA 94623.

Help Wanted Management Continued

Due to internal promotions, KPIX, the Group W television station in San Francisco, has two positions available.

• **ACCOUNTING SUPERVISOR** – Total responsibility for day to day accounting functions while supervising a staff of six. Active in total station administration. College degree preferred and at least one year Business Office experience required.

• **NEWS BUSINESS MANAGER** – Assist News Director in administration and financial control of News Department plus be involved in total station projects as back-up to Controller. College degree in Business with MBA preferred. Minimum two years broadcast management experience required.

Send resume with references to Terry Schroeder, Controller, KPIX, 855 Battery Street, San Francisco, CA 94111 An equal opportunity employer.

GROUP
KPIX 5 W SAN FRANCISCO

Help Wanted Sales

TELEVISION SALES

Arbitron is looking for an aggressive, experienced station/rep sales person to cover television stations in Northeast territory. You'll be selling our basic service and other research tools, plus helping our customers use them. Must be willing to travel, self-motivating and organized. Good compensation and benefits. Send resume to:

L. Rogovin
The Arbitron Ratings Company
1350 Avenue of the Americas
New York, NY 10019

BROADCAST SALES ENGINEER

Midwest Corporation, the nation's largest video systems dealer, currently has career opportunities for sales engineers in Detroit, Indianapolis, and Nashville. Television equipment maintenance and/or engineering experience required. Contact: Ed Ziemba, Midwest Corporation, 1328 Wheaton Ave., Troy, MI 48084, 313-689-9730; Al Reko, Midwest Corporation, 8455 Keystone Crossing, Suite 101, Indpls. IN 46240, 317-251-5750; or Jerry Willingham, Midwest Corporation, 156 Space Park South, Bldg. A-7, Nashville, TN 37211, 615-331-5791.

Help Wanted News Continued

RADIO/TV NEWS REPORTER

Bachelor's degree or equivalent; minimum 5 years' experience in radio/TV news. Network-quality voice & ability to translate scientific medical information into lay language are requirements. Salary: high \$20's, negotiable, DOE. Resume & audio audition tape to Personnel, 7320 Greenville Ave., Dallas, TX 75231. EOE—non-smoking environment.

Help Wanted Programing, Production, Others



PM Magazine in top 50 market in mid-Atlantic states with excellent production facilities and strong management support seeks co-host with experience to work with female co-host already on staff. Resume only to Box Y-21. EOE.

Help Wanted News

NEWS CAMERA PERSON & NEWS EDITOR

For top 10 Northeast market.

Subject to overall management supervision. Driver's license required. Minimum 1-2 years' experience. Camera person will shoot & edit videotape.

We are an equal opportunity employer; minority & female candidates are encouraged to apply. Send resume only, specifying position of interest, to Box Y-31.

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THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

**Help Wanted Programing,
Production, Others
Continued**



The new, number one afternoon magazine at the number one station in Minneapolis/St. Paul, is looking for creative people.

FIELD REPORTER/PRODUCER

If you have your own style and are a hard worker, highly motivated, and excellent at conceiving, researching, and presenting 3-6 minute magazine style packages, this is the opportunity for you. At least one year of field producing experience required.

VIDEOGRAPHER/EDITOR

We are looking for a creative, motivated, self-starter to shoot and edit 3-6 minute packages. Two years' experience required. Send resume and tape to:

KSTP-TV
Doug Bolin, Producer
Good Company
3415 University Avenue
Minneapolis, MN 55414
Equal opportunity employer. M/F.

**PROGRAM
DIRECTOR**

KMBC-TV Kansas City. Minimum 2 years' experience as successful affiliate program director. Experience must include budgeting, hiring talent, supervising local production, preparation of FCC reports and knowledge of FCC rules, negotiations of and contracts for syndicated product, union negotiations, amortization schedules, network relations, and strong research. Letters and resumes only (no calls) to: General Manager, KMBC-TV, 1049 Central, Kansas City, MO 64105. EOE.

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**University Microfilms
International**

300 North Zeeb Road.
Dept. PR., Ann Arbor,
MI 48106

ALLIED FIELDS

Help Wanted Management

POSITION OPEN

Director of development and marketing. The Georgia Public Telecommunications Commission. The person selected for this position will be responsible for developing a comprehensive program of private and corporate support for the state-wide public broadcasting service. The activities for which this position will be responsible include corporate underwriting for acquisitions and local and other productions, a long-range unrestricted capital campaign, direct mail solicitation program, on-air membership pledge drives and similar fund raising activities. The development and marketing director will have responsibility for recruiting and selecting staff to be employed. The salary and benefits for this position are very competitive and will be dependent upon the successful candidate's experience and success in the field. Applicants for this position should have a minimum of two years of successful experience in the area of fund raising for non-profit agencies. The Georgia Public Telecommunications Commission is an equal opportunity/affirmative action employer and does not discriminate against any person because of political or religious opinions or affiliations, race, color, sex, physical handicap, or national origin. Candidates for this position should send a detailed resume with references to: Richard E. Cramer, Director of Administrative Services, Georgia Public Telecommunications Commission, 1540 Stewart Avenue, SW, Atlanta, GA 30310. All applications must be postmarked by June 30, 1983.

Help Wanted Sales

Sales

**Senior Sales
Positions**

We're expanding and we need some top sales people in the Northeast.

If you have a minimum of five years' experience in sales of professional video broadcast equipment and systems we'd like to talk with you.

Bosch-Fernseh offers an excellent base salary, commission, car and fringe benefits.

Phone Mr. A.R. Pignoni collect at (703) 790-5570 or send resume in confidence to Ken Oswald, Box 31816, Salt Lake City, UT 84131.

An equal opportunity employer
m/f/h/v.

BOSCH

**Help Wanted Sales
Continued**

**NATIONAL CO-OP
DIRECT MAIL FRANCHISE**

Territories available to qualified individuals or corporations. Protected territories, repeat sales, cash business. Cash in on couponing. \$499 for franchise. Refundable after your second mailing. Call Ron Stewart, 800-237-8896, Treasure-Pak, 2228 28th St. North, St. Petersburg, FL 33713.

For Sale Equipment

**GOING OUT FOR BUSINESS!!
1-800-321-0221**

New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours



Broadcast International, Inc.
FORT LAUDERDALE, FL 33334

IN FL: 1-800-432-2245

Employment Service

ARE YOU LOOKING?

Beginner or experienced professional—are you tired of trying to find the job to fit your announcing, programming or management skills? Now you can send one audition tape and one resume to one source for the position that you've always wanted. Our telemarketing equipment has direct contact with over 8000 radio stations, plus advertising agencies around the country. For details, contact: **READY TALENT**, 813-749-0726.

RADIO JOB PLACEMENT

DJ's, news, programmers, sales, management—if you're ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose 1 dollar postage & handling to: **NATIONAL BROADCAST TALENT COORDINATORS**, Dept. 8, PO Box 20551, Birmingham, AL 35216. 205-822-9144.

10,000 RADIO JOBS

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, newscasters & 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

FOR SALE

Full-day individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-661-2820.

RADIO SURVEYS

100 calls, \$495. \$127 down and \$33 per month. Daily raw data free. Surveys personalized and customized. Now in our 9th year of growth. Call Dick Warner, collect, 404-733-0642.

S-A-M-S

Public Notice

PUBLIC BROADCASTING SERVICE

Annual Board of Directors meeting, 4:00 p.m., June 25, 1983, Hyatt Crystal City Hotel, 2799 Jefferson Davis Highway, Arlington, Virginia. Elect officers; adopt FY 1984 budget; reports from officers and from committees of the Board; admission of new station; review policies on program service priorities, extension of services; discuss agenda and organization of the business of the Board and its committees for FY 1984. Open to the public.

For Sale Stations

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

100 KW FM

with fulltime AM in an upper Midwest resort area. Asking price \$1.4 million. Write Peter Stromquist, Chapman Associates, 664 N. Michigan Ave., Ste. 1010, Chicago, IL 60611.



CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

FULLTIME AM

Sunbelt medium market. All news format with tremendous potential, \$600,000. \$100,000 down and excellent terms to qualified buyer. Bill Kitchen, 404-324-1271.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar - Suite 816 - Memphis, Tn. 38157



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Southwest Class C FM. Outstanding potential in medium-sized growth market. Studios and transmitter land included. \$650,000, with excellent terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038

For Sale Stations Continued



Wilkins and Associates
Media Brokers

MD	AM	\$400,000	25%
GA	AM	\$25,000	downpayment
NC	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
MN	AM/FM	\$25,000	downpayment
VA	AM	\$25,000	downpayment
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
TN	AM/FM	\$425,000	25%

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

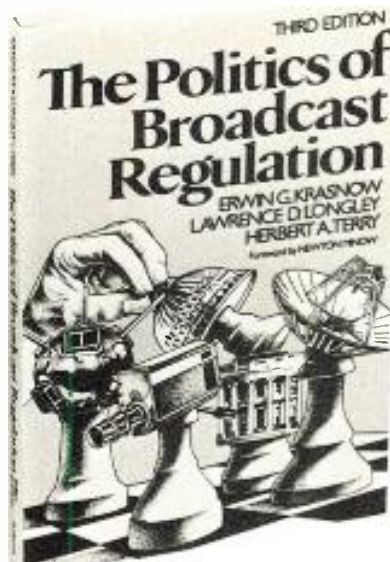
FLORIDA AM/FM

Unique opportunity to acquire very professional stations with outstanding reputations located in the fastest growing area of Florida. \$2 million, cash. Write Box Y-19.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

For Fast Action Use BROADCASTING's Classified Advertising



The Politics of Broadcast Regulation, Third Edition

by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry.

Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizen groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 Pages, annotated bibliography, index, \$8.95 (paper).

Broadcasting Book Division
1735 DeSales Street, NW
Washington, DC 20036

Please send me _____ copy (copies) of **The Politics of Broadcast Regulation, Third Edition**. My payment in the amount of _____ is enclosed. (Payment must accompany order.)

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION			CONTACT		
FL	Metro	UHF-TV	\$4,100K	Terms	Bill Cate (904) 893-6471
SE	Major	C.I.C FM	3,000K	\$1,000K	Bill Chapman (404) 458-9226
NE	Small	CI.IV/CI.B	1,450K	Terms	Jim Mackin (207) 623-1874
MW	Medium	FM	950K	300K	Jim Coursolle (414) 233-6222
SW	Medium	AM/FM	775K	175K	Greg Merrill (801) 753-8090
M.At.	Small	AM/FM	575K	200K	Mitt Younts (804) 355-8702
SE	Med/Sub.	CI.IV	500K	20%	Bill Chapman (404) 458-9226
MW	Sub/Maj.	AM	500K	Cash	Bill Lochman (816) 254-6899
FL	Medium	CI.IV	450K	Cash	Randy Jeffery (813) 294-1843
MW	Small	AM/FM(CP)	395K	75K	Bill Whitley (214) 680-2807
SW	Small	AM/FM	300K	75K	Bill Cate (904) 893-6471
SE	Small	AM	175K	60K	Ernie Pearce (615) 373-8315

Chapman Associates will be at the NCTA in Houston, June 12-15—Booth No. 4205.

TENNESSEE AM

MUST SELL due to illness. Full time class IV. Land included. Metro area. Asking \$550,000. Terms. Billings in excess \$300,000. Make offer. Reply Box Y-29.

CHATTANOOGA MARKET

5,000 watt daytimer. \$400,000-\$50,000 downpayment. Owner will finance at 10%. Financial details in first letter to Box Y-38. No brokers.

JAMAR RICE CO.
Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

RALPH E. MEADOR
Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

Dan Hayslett
a associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

**WELL-ESTABLISHED,
FULLTIME**

5,000-watt AM station in medium size market, Southeast, with longtime country format. Reply Box Y-14.

BROKERAGE

*Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775*

THE HOLT CORPORATION

**\$100,000 TO \$2
MILLION**

To finance that radio, TV or cable facility you wish to purchase

**FAST
DECISIONS**

Because you will conduct negotiations with the decision maker

Borrower must have minimum cash of 25% of purchase price

**BROADCAST
CAPITAL**

Roger Kaplan
333 N. Michigan Ave.
Chicago, IL 60601
312-236-9555

H.B. La Rue, Media Broker
RADIO TV CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**FOR
SALE**

Network TV affiliate. Owners need cash for other interests. Terms available. Excellent opportunity. A quick reply will reap rewards. Write Box Y-40.

**this
publication is
available in
microform**

Please send me additional information.

**University Microfilms
International**

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Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____

Institution _____

Street _____

City _____

State _____ Zip _____

For Sale Stations Continued

FULLTIME AM

Only radio station in community. Profitable. Within an hour of Houston. Owner financing available. Price \$450,000, with \$125,000 down. Call Bill Whitley, Chapman Associates. 214-680-2807.



CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

WALKER MEDIA & MANAGEMENT INC.

Florida fulltime AM. Little FM competition. \$650,000-\$125,000 down.

813-778-3617

John F. Hurlbut

P.O. Box 1845

Holmes Beach, FL 33509

TOP NORTH CAROLINA MARKET

Excellent equipment. Network affiliate. Exclusive format. Priced for immediate sale at less than \$300,000. Write Box Y-56.

FOR SALE

Construction permit for class B FM near major market in Midwest. \$250,000. Write to Box Y-50.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

For Fast Action Use BROADCASTING'S Classified Advertising

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.



You belong in BROADCASTING

Fates & Fortunes

Media

Walter C. Liss Jr., VP and general manager, Post-Newsweek's WPLG(TV) Miami, joins Cox Communications, Atlanta, as president, broadcast division, effective July 5, succeeding **William Schwartz**, Cox Communications



Liss



Kievman

president, who has held post since assuming corporate presidency two years ago. **Michael S. Kievman**, executive, VP, television, named to new post of broadcast division senior executive VP.

Norris Reichel, VP and general manager, Meredith Corp.'s WPGH-TV Pittsburgh, joins Meredith's WOFL(TV) Orlando, Fla., in same capacity. **Bill Saltzgeber**, program manager, WPGH-TV, succeeds Reichel.

Alan Perris, president, Post-Newsweek Video, Washington, retains that post on interim basis while assuming additional duties as VP and general manager of Post-Newsweek's WPLG(TV) Miami, succeeding Walter Liss (see above).

James Thompson, general manager, KGGM-TV Albuquerque, N.M., joins KLDH(TV) Topeka, Kan., as executive VP and general manager.

Raymond Watson, general manager, McGraw-Hill Broadcasting's KMGH-TV Denver, resigns. **Robert Flanders**, VP, director of engineering, McGraw-Hill's WRTV(TV) Indianapolis, succeeds Watson as acting general manager.

Don Kidwell, VP and general manager, WONE(AM)-WTUE(FM) Dayton, Ohio, joins CommCor Inc. to be general manager of WGH-AM-FM Newport News, Va., upon completion of stations purchase from Hampton Roads Broadcasting Corp.

R. Mitchell Horne, general manager, KQYT(FM) Phoenix, named to newly created position of station manager of KQYT and co-owned KQY(AM) there.

Sandy Cooperstein, director of programming, ON TV, Phoenix, joins KNXV-TV there as station manager.

Chuck Knapp, operations manager-program director, KSTP-FM Minneapolis-St. Paul, named station manager.

Jim Tate, from KTRH(AM) Houston, joins WSOI(AM) New Orleans as operations man-

ager.

Appointments, Mile Hi Cablevision, Denver: **Bill Farmer**, from American Television & Communications, Englewood, Colo., to director of customer service operations; **Scott Greenhill**, from director of franchising, ATC, Englewood, to director of satellite services and commercial development; **Don Houde**, manager of subscription TV systems support, ATC, Englewood, to director of support systems; **Brad Miller**, from Cablevision, Memphis, to director of construction; **Netia Lowell**, from ATC, Englewood, to director of special projects. **Eve Rodriguez**, from Multi-List, Denver, to director of personnel services, and **Barry Rosenblum**, from ATC, Englewood, to director of marketing.

Steven Millar, franchise area manager, Group W Cable, Los Angeles, joins United Cable Television there as director of franchising, southern California.

Edgar Swift, supervisor, scenic operations, NBC, Los Angeles, named manager, design and creative operations.

Randy Jan Morell, general counsel, Christian Broadcasting Network, Virginia Beach, Va., named VP and general counsel.

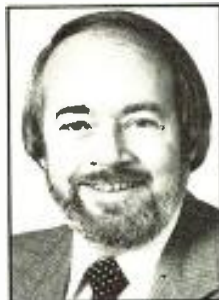
Robert Brickman, national sales account executive, MMT Sales, New York, joins CBS-TV there as district supervisor, affiliate relations.

Daniel Danser, assistant general counsel, American Television & Communications Corp., Denver, named assistant secretary.

Appointments, noncommercial WSKG-FM-TV Binghamton, N.Y.: **June Smith**, program and operations manager, noncommercial WQLN-FM Erie, Pa., to director of television broadcasting; **Rob Robinson**, radio program manager, to director of radio broadcasting, and **Linda Eberz**, instructional television manager, to manager of educational and program services.

Howard Murphy, controller, Group W's WJZ-TV Baltimore, joins Group W's KDKA-AM-TV and WPNT(FM), all Pittsburgh, in same capacity.

Marketing



Lane

William Lane, senior VP, executive creative director, J. Walter Thompson, Detroit, elected executive VP and named to board of directors, J. Walter Thompson U.S.A.

Appointments, N W Ayer, New York: **Bob Needleman**, from Calet, Hirsch, Kurnit & Spector, New York, to group creative director; **John Astarita**, from Seaboard Outdoor Advertising, New York, and **Irma Damhuis**, from Grey-Phillips, Bun-

ton, Mundel & Blake, Johannesburg, South Africa, to account supervisors, and **Susan Silverberg Lewen**, from Cappiello & Chabrowe, New York, to account executive.

Michael Miglino, sales manager, Harrington, Righter & Parsons, Philadelphia, elected VP. **Ken Freedman**, from John Blair & Co., New York, joins HR&P there as account executive.

Lyn Picard, broadcast buyer, Creamer Inc., Pittsburgh, named senior broadcast buyer.

Jack Snow, VP, Cunningham & Walsh, New York, named management supervisor.

James Lukas, senior research account supervisor, Doyle Dane Bernbach, New York, and **Howard Firestone**, associate research director, Ted Bates, New York, join Foote, Cone & Belding there as research managers.

Elected senior VP's, The Bloom Cos.: **Bob Cecil**, research director; **Jack Kendrick**, associate creative director, and **Henry Lewczyk**, management supervisor, all Dallas, and **Bob Zach**, media director, New York. Elected VP's, Dallas: **Jeanne Arnold**, manager of spot broadcast; **Paul Decker** and **Olga Gil**, account supervisors; **Steve Hapeman**, business manager, and **Steve Price**, account supervisor.



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Walter Harvey, national television sales director, Gannett Broadcasting Group, New York, named VP, national sales director.

Kathleen Cassidy, assistant media buyer, Skirboll & Garber, Pittsburgh, named media buyer.

Laurie Delaney, traffic-production manager, Creative Communications Consultant, Minneapolis. joins Fahlgren & Ferriss, Toledo, Ohio, as production manager. **Lisa Phillips**, creative director and media director, Paragon Advertising, Florence, Ky., joins F&F, Cincinnati, as media buyer.

Boots Ballard, from WCNN(AM) Atlanta, joins Weiss & Powell, radio sales firm, as manager of Atlanta office, succeeding **Lynn Leopard**, resigned.

Appointments, RCH Cable Marketing, Riverside, N.J.: **Steve Garber**, from Garden State Wholesale, Camden, N.J., to chief financial officer; **Milton Cohen**, from Consolidated Research Inc., Cherry Hill, N.J., to director of market research; **Doug Scott**, sales manager, to South central regional manager; **Roy Beebe**, assistant sales manager, and **Emanuel Molley**, sales representative, to sales managers.

Appointments, Katz Independent Television: **Leslie Maisel**, Western regional manager, The Entertainment Channel, Los Angeles, to sales assistant there, and **Cindy Smolin**, account executive, Corinthian Television Sales, Chicago, and **Michael Macomber**, from Seltel, Chicago, to account executives, swords team there.

Bryan Healy, account executive, John Blair &

Co., New York, and **Scott Gaulocher**, market analyst, Viacom International, New York, join Katz Sports there as account executives.

Maureen Toomey, sales assistant, McGavren Guild Radio, Detroit, named account executive.

Greg LeMiere, general sales manager, KYW-TV Philadelphia, joins KNTV(TV) San Jose, Calif., as director of sales.

Junior Winokur, sales manager, CBS Radio Spot Sales, New York, joins CBS-owned WBBM(AM) Chicago as general sales manager.

Marsha Daly, regional and local sales manager, KIEM-TV Eureka, Calif., named general sales manager, succeeding **Elmer Haskin Jr.**, resigned.

Kenneth Peach, station manager, WADB(FM) Point Pleasant, N.J., joins WJDM(AM) Elizabeth, N.J., as general sales manager.

Appointments, marketing department, KLDH(TV) Topeka, Kan.: **John Colyer**, sales manager, KTUU-TV Anchorage, Alaska, to general sales manager; **Christine Granmontagne**, from KSKX(AM)-KMAJ(FM) Topeka, to traffic manager; **Pat Pappaceno**, national sales supervisor, KSNT(TV) Topeka, to national sales manager; **Barbara Bousum**, from KSNT; **Carole McDiffet**, from KSKX(AM); **Phil Viner**, from WIBW-FM Topeka, and **Sandi Wilber**, from KSNT to account executives.

Carol Cluff, account executive, KHYL(FM) Sacramento, Calif., named co-op director for parent, Auburn Broadcasting Corp.

John Gardner, national sales manager, WFSB(TV) Hartford, Conn., joins KTXA(TV) Fort Worth as general sales manager.

Andrew Feldman, national sales manager, WCIX-TV Miami, named general sales manager.

Bill Pulliam, systems-sales coordinator, KTXL(TV) Sacramento, Calif., named regional sales manager.

Milt McConnell, from WIFE(AM) Indianapolis, joins WNDE(AM)-WFBQ(FM) there as local sales manager.

Appointments, KVOA-TV Tucson, Ariz.: **Steve Copprock**, from own advertising agency, Copprock & Associates, Tucson, to local sales manager, and **Wilma Evans**, from KTUL-TV Tulsa, Okla., **Rob Davidson**, from KTUC(AM)-KNDE(FM) Tucson, and **Lou Straight**, from Lakeshore Inc., Tucson, to account executives.

Perry Shelman, account executive, Group W Television Sales, New York, joins co-owned KYW-TV Philadelphia as national sales manager.

Chris McCaughey, assistant research director, WXYZ-TV Detroit, named research director.

Ron Ambrose, corporate director of sales training and marketing, Lotus Communications, Los Angeles, named sales manager of Lotus's KWKW(AM) Pasadena, Calif.

Dan McAllister, administrative assistant to San Diego City Council member, **Susan Golding**, and **Carolyn Brown**, from *San Diego Magazine*, join KFMB-AM-FM San Diego as account executives.

Scott Blum, from Burroughs Corp., Pittsburgh, and **Rich Homberg**, from WINS(AM)

New York, join KDKA(AM) Pittsburgh as account executives.

Dana Schanes, from WABX(FM) Detroit, joins WRIF(FM) there as account executive.

Nick Nicholson, account executive, KFSM-TV Fort Smith, Ark., joins WTVC(TV) Chattanooga in same capacity.

Programming

Bill Burrud, president and chief operating officer, Bill Burrud Productions, Los Angeles named chairman of board and chief executive officer. **John Burrud**, executive VP, named president and chief operating officer, succeeding his father.



Woodyard

Meredith (Meddy) Woodyard, VP, affiliate relations, NBC Radio Networks, New York, named VP and general manager, The Source, NBC Radio's young adult network.

Appointments, ABC Entertainment, Los Angeles: **Herb Jel-linek**, VP, production, ABC Entertainment

and Motion Pictures, Los Angeles, to VP in charge of production; **Lance Taylor**, director, current comedy programs, to director, comedy series development; **Dan Filie**, manager of comedy series development, ABC Entertainment, to program executive, current comedy programs. Appointments in restructuring of special projects division: **Donald Colhour** manager, special projects, named to new position of director, special projects, and **John Chavez**, manager, special projects, West Coast, succeeds Colhour.

James Crum, co-producer, *People's Court*, syndicated television series produced by Telepictures, Los Angeles, joins Paramount Television Domestic Distribution there as producer, *Taking Advantage*, new syndicated series.

Jake Tauber, associate producer and writer, Goodson-Todman, Los Angeles, joins NBC Entertainment there as VP, games programs.

Lloyd Segan, from Chromatic Communications Co., New York, joins NBC Enterprises there as manager, program development.

Renee Missel, independent producer under contract to Universal Studios, Los Angeles, joins ABC Motion Pictures there as VP, West Coast.

Jerry Esblin, former president, distribution and marketing, MGM/UA Entertainment, Los Angeles, joins Tri-Star Pictures there as senior VP, domestic sales.

Arthur Levine, staff attorney, O'Melveny & Myers, Los Angeles, joins Westwood One there as executive VP and chief financial officer.

Antoinette Machiaverna, production associate, NBC Sports, New York, named associate producer. **Bob Meyers**, unit manager, NBC Sports, New York, named production manager. *Sportsworld*.

William Kunkel, Western division manager, MGM/UA Television Distribution, Culver City, Calif., named general sales manager, domestic syndication.

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reston Fischer, VP, theatrical and television film production, Dick Clark Cinema, Los Angeles, joins Lorimar there to develop and produce mini-series and motion pictures for television.

ebbie Fradin, music director, WMZQ(FM) Washington, joins United Stations there as station clearance representative, succeeding **Barbara Strakowsky**, who relocates to New York in same capacity.

arry Michael, senior sports producer, Mutual Broadcasting System, Washington, named manager of sports operations.

oyce Robinson, from own casting firm, Royce Robinson & Associates, Los Angeles, joins Home Box Office there as casting consultant.

Lawrence Marmon, director of internal audit, Warner Amex Cable Communications, New York, named VP, controller, Home Sports Entertainment, Warner's regional sports network.

ene Aiu, general manager, national affiliate sales and marketing, SelecTV, Marina Del Rey, Calif., named VP, marketing.

Robert Allen Cohen, VP, television, Janus Films, Los Angeles, joins Number 1 TV there as VP.

avid Ansen, film critic, *Newsweek*, New York, joins Bravo, pay cable service, Woodbury, N.Y., as film commentator.

elaine Ciporen, national sales director, Pickelodeon, Warner Amex Satellite Entertainment Co., New York, joins The Weather Channel, Atlanta, as account manager, Eastern region.

Charles Koch, from The Entertainment Channel, New York, joins WW Entertainment there as account executive.

andy Watson, from Southwestern Cable TV, San Diego, joins Mile Hi Cablevision, Denver, as director of community programming.

haron Goldberg, training coordinator, Valley Cable TV, Los Angeles, named director of local origination.

arrell Meisel, program manager, Taft Broadcasting's WDCA-TV Washington, joins co-owned WCIX-TV Miami in same capacity.

al Edwards, program manager, WRDW-TV Augusta, Ga., joins WRCB-TV Chattanooga in same capacity.

as deputy executive producer.

Named broadcast producers, *World News Tonight*, ABC, New York: **Cherie Simon**, editorial producer; *World News This Morning*, and *Good Morning America News*, Washington; **Dave Gilbault**, senior producer, defunct *Last Word*, New York, and **Dave Bohman**, senior producer, *World News Tonight*, Los Angeles.

Patrick Piper, morning editor, Mutual News, Washington, named to new position of senior news producer.

John Mainelli, from KCNN(AM) San Diego, joins KSDQ(AM) there as VP, news and programming.

Tim Rudell, assistant news director, WOTV(TV) Grand Rapids, Mich., joins WGRZ-TV Buffalo, N.Y., as news director.

Brian Bracco, assistant news director, WTVN-TV Columbus, Ohio, joins WBRC-TV Birmingham, Ala., as news director.

Paul Frega, producer and assignment editor, WLNE(TV) New Bedford, Mass., joins WVIT(TV) Hartford, Conn., as managing editor.

Andy Barton, news director, WAVY-TV Norfolk, Va., joins WWL-TV New Orleans as executive producer.

Abbie Smith, media consultant to administrator and city council, Commerce, Calif., joins KRDO-TV Colorado Springs as 6 and 10 p.m. producer.

Appointments, KLDH(TV) Topeka, Kan.: **Bob Totten**, news director, KSNT(TV) Topeka, to news director; **Mike Kelehar**, weekend news director, KSNT(TV), and **Margaret Justus**, from KCMO-TV Kansas City, Mo., to newscast directors; **Tom Christiansen**, anchor-reporter, KSKX(AM)-KMAJ(FM) Topeka, to assignment editor; **Ric Streed**, news director and anchor, KFBB-TV Great Falls, Mont., and **Eileen Wixted**, anchor and co-producer, WEYI-TV Saginaw, Mich., to co-anchors; **Jim Murphy**, reporter, WTHR(TV) Indianapolis, to anchor; **Michael Browning**, from WBLN(TV) Bloomington, Ill.; **Greg Hill**, from KSNT(TV) Topeka; **Tara O'Neill**, from KCUR-FM Kansas City, Mo., and **Ellen Powers**, from Nantucket Cablevision Corp., Nantucket, Mass., to reporters; **Tom Burse**, from KOLN-TV Lincoln, Neb., and **Peter Bernard**, from KPVI(TV) Pocatello, Idaho, to weather anchors, and **Keith Feldkamp**, from KSNT; **Glenn Garcia**, KTPK(FM) Topeka; **Dale Messing**, from Kansas State Uni-

versity Sports Television, Manhattan, Kan., and **Larry Weems**, from KFHS(AM) Hays, Kan., to news photographers.

Che Moreno, member of news staff, KCNN(AM) San Diego, named managing editor.

Michael Collins, weeknight news anchor, WJIM-TV Lansing, Mich., joins WLWT(TV) Cincinnati as weekend anchor-reporter.

Stephen Yount, morning anchor, WIRE(AM) Indianapolis, joins KYW(AM) Philadelphia as anchor.

Gary Taylor, sports writer, United Press International, Houston, named manager, Houston bureau.

David Pierce, from noncommercial KMXT(FM) Kodiak, Alaska, joins Alaska Public Radio, Anchorage, as producer-reporter.

Steve Bowles, from Kentucky Network Inc., Louisville, Ky., joins WIZD(FM) Fort Pierce, Fla., as morning news anchor.

Paul Bloom, anchor, KCST-TV San Diego, joins KHJ-TV Los Angeles as 10 p.m. co-anchor.

Sandy White, weekend co-anchor, WIVB-TV Buffalo, N.Y., joins KNBC(TV) Los Angeles as reporter.

Susan Swies, anchor, WGBF(AM) Evansville, Ind., joins WFIE-TV there as reporter.

Kim Gilbert, anchor, KATU(TV) Portland, Ore., resigns.

Linda Munich, from WKBS-TV Philadelphia, joins WPVI-TV there as public affairs producer-host.

Randy Jackson, editor-reporter, WFAA-TV Dallas, joins KJCT(TV) Grand Junction, Colo., as reporter.

Diane Deaton, from KQTV(TV) St. Joseph, Mo., joins WAFB-TV Baton Rouge as weekend weather anchor.

Technology

Appointments, American Bell Advanced Information Systems, New York: **Archie J. McGill**, president, resigns; **Robert J. Casale**, group VP, national business systems, to division president, marketing and sales, and **Frank S. Vigilante**, VP, large and intermediate systems, to division president, product plan-

News and Public Affairs



Paul Audet, president and general manager, WMDT(TV) Salisbury, Md., joins Viscom International, New York, U.S. subsidiary of Visnews Ltd., London-based television news agency, as chief operating officer.

Linda Winslow, VP, news and public affairs, noncommercial

ETA-TV Washington, and one of original producers of *MacNeil/Lehrer Report* there, joins *MacNeil/Lehrer Newshour*, New York,

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ning and development.

Bill Jasper, executive VP, Dolby Laboratories, San Francisco, named president and chief operating officer, succeeding company founder, **Ray Dolby**, who becomes chairman and chief executive officer.

Bob Ellin, director of TV operations broadcasting operations and engineering, ABC News, Washington, named VP, TV operations, BO&E.

Raymond Fritzky, senior audio-video facilities group engineer, engineering department, NBC, Los Angeles, named manager, project implementation, NBC.

John Dawson, Western regional engineer, Heritage Communications, Los Angeles, joins Mile Hi Cablevision, Denver, as director of engineering.

Robert Hunter, VP, CBS Video Games, New York, named VP and general manager, CBS Electronics (formerly CBS Video Games).

Patrick Brennan, VP, treasurer, and **J. Phillip Russell**, VP, controller, National Semiconductor, Santa Clara, Calif., named corporate VP's.

Dominic D'Alfonso Jr., national sales manager, R.J.G. Enterprises, Syracuse, N.Y., joins Intercept Corp., manufacturer of pay television security products, Clifton, N.J., in same capacity.

Michael Hayden, chief engineer, WTMA(AM)-WSSX-FM Charleston, S.C., joins WIVS(AM)-WXR(FM) Crystal Lake, Ill., as chief of engineering operations.

Steve Kaluza, assistant chief engineer, KATU(TV) Portland, Ore., joins KGW-TV there as maintenance engineer.

James Boutin, chief engineer, noncommercial WMEG-TV Biddeford, Me., joins noncommercial WSKG(TV) Binghamton, N.Y., as director of engineering.

Debbie Cogen, from Digital Equipment Corp., Bedford, Mass., joins WNNE-TV Hartford, Vt., as master control operator.

Promotion and PR

Wayne Desbrow, manager of communication technology, Westinghouse Electric Corp., Pittsburgh, named director of public affairs, Group W Cable, there.

Susan Zimmer, from National Association of Television Program Executives, New York, joins All America Television there as director of advertising and sales promotion. **Debbie Back**, tape distribution coordinator, All America, named manager, advertising and sales promotion.

Susan Storms, VP, creative services, United Stations, New York, joins WHN(AM) there as director of advertising and promotion.

Fran Preston, head of press information and public relations, WLS-TV Chicago, named manager, press information and public relations.

Jill Tarlov, promotion assistant, WINS(AM) New York, named promotion manager.

Holly Carpenter Allen, continuity coordinator, WKJG-TV Fort Wayne, Ind., named director of commercial and community services.



Hynes



Kenney



Sawyer



Forman



Mahony

Robert D. Hynes, VP, legislative liaison, NBC, Washington, will succeed **Peter B. Kenney**, as NBC's VP, Washington, effective Oct. 1. Kenney will take early retirement to become telecommunications consultant in Washington, with NBC primary client. In reorganization of NBC's Washington office, **Thomas Sawyer**, executive VP, Ohio Association of Broadcasters, will become VP, Washington operations; **Sallie H. Forman**, director, government relations, NBC, Washington, will be promoted to VP, government relations, and **Terence Mahony**, deputy director of legislation for FCC, will join NBC as VP, government relations.

Kenney, NBC VP, Washington, since January, 1962, and before that in NBC station management, is dean of network representatives in Washington.

Hynes has been NBC VP, legislative liaison, since June 1981, before that was director, government relations. From 1964 to 1972 he was minority counsel to House Rules Committee.

Sawyer has been with Ohio association since 1975, before that was on staff of House Communications Subcommittee.

Forman joined NBC in 1966 as executive secretary to Kenney, became government relations office coordinator in 1971, manager of government relations in 1976.

Mahony has been in legislative liaison at FCC for two years, before that was FCC staff attorney. From 1975 to 1978 Mahony was in legislative liaison at National Association of Broadcasters.

Edward Berger, manager of advertising and promotion, WKYS(FM) Washington, assumes additional responsibilities as manager of advertising and promotion for co-owned WRC(AM) there.

Monica Frank, promotion assistant, KOLN-TV, Lincoln, Neb., joins KLDH(TV) Topeka, Kan., as promotion manager.

Allied Fields

Allen H. Neuharth, chairman and president, Gannett Co., Rochester, N.Y., named first recipient of Wells award for "distinguished leadership in opening doors of employment opportunities for minorities in American journalism." Award is co-sponsored by National Broadcast Editorial Association, National Conference of Editorial Writers and National Association of Black Journalists.

Daniel Redmond, partner, Dow, Lohnes & Albertson, Washington, joins Fletcher, Heald & Hildreth, communications law firm there, as member.

Charles Firestone, director of communications law program, UCLA School of Law, Los Angeles, has become of counsel to law firm of Mitchell, Silberberg & Knupp there, while continuing in his capacity at UCLA.

Valeria Schulte, assistant general counsel, National Association of Broadcasters, Washington, named associate general counsel.

L. Edward Mullins, associate dean, school of communication, University of Alabama, Tuscaloosa, named dean, succeeding **William H. Nelson**, resigned.

Al Johnson, president, Stellar/Continental Cable, Chicago, named to advisory board. Minorities in Cable and New Technologies, Chicago.

Deaths

Cappy Petrash Greenspan, 51, executive producer of independent television film production company, Cappy Productions, New York, which she co-founded with her husband, Bud Greenspan, in 1972, and former reporter, writer and producer at NBC, died of cancer June 3 at Columbia Presbyterian hospital, New York. Greenspan won an emmy 1977 as executive producer and associate director of *Olympiad*, series on history of Olympics, originally broadcast over PBS 1976. She is survived by her husband, Bud.

Ivan Tors, 66, television producer of such shows as *Sea Hunt* (1957-61), *Flipper* (NBC 1964-67), *Daktari* (CBS, 1965-69) and *Gettys Ben* (CBS, 1967-69), and executive producer of Wide World Inc., Los Angeles, died of heart attack June 4 in Mato Grosso, Brazil while on pre-production survey for animation series to be produced by Wild World for M tromedia. Tors is survived by three sons.

Eurith D. Rivers Jr., 67, chairman of board, Dee Rivers Stations, which owns 11 radio stations in Georgia, Tennessee and Florida died of amyotrophic lateral sclerosis April 2 in Ocala, Fla. He is survived by his wife Marie, two sons and five daughters. All are involved in operation of station group.

Dee Engelbach, 73, radio producer and producer-director for NBC-TV, New York, early 1950's, and later executive VP, Cine Productions, television production company New York, died June 5 at St. Luke's hospital New York. He is survived by his wife, Catherine, and daughter.

Wells Bunyee, 50, announcer, WLTT(FM) Bethesda, Md., died of heart attack June 2 at home in Arlington, Va. He is survived by his wife, Jane, two sons and daughter.

Herbert Forrest: giving more than he takes

A glance at the biography printed in one or another of the several "Who's Whos" that include it tells an interesting story about Herbert E. Forrest, the current president of the Federal Communications Bar Association and a partner in the Washington law firm of Steptoe & Johnson. Dry and terse as such things are, it tells of a man apparently dedicated to advancing and improving the procedures under which the law is practiced. There is line after line of memberships on various committees of bar and other law associations. "When it comes to the profession of the law," Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, says of Forrest, "he has given more than he's taken."

He is a member of the commercial panel of the American Arbitration Association, former chairman of the District of Columbia Criminal Justice Act Advisory Board, chairman of various committees and panels of the D.C. Unified Bar, including the Committee on Appointment of Counsel in Criminal Cases. He is a former chairman of the American Bar Association's Committee on Agency Rulemaking, and a member of the ABA's Communications Committees, its Public Utilities Law Section and its Section on Science and Technology. And on and on.

Why does he get so involved in such activities? "One reason," he says, "is that I was asked." More than that, he finds it stimulating, and he feels the exposure to the questions and issues raised in the variety of groups, panels and committees to which he belongs makes him a better lawyer. "I think I know the pulls and stresses beyond the immediate question I have in a particular case," he says.

Forrest originally became involved in the extracurricular activities as a young lawyer, after clerking for three years for Chief Judge Bolitha J. Laws of the U.S. District Court for the District of Columbia, from 1952 to 1953. He had seen the need for volunteers to represent indigents in criminal cases, so he began taking on such cases on a pro bono basis, a service many noncriminal lawyers try to avoid. His concern then, as now, was not so much the individuals involved. "The system is ineffective and unconstitutional if the defendant—whatever his crime—doesn't have competent legal counsel to defend him," Forrest says. What's more, he thinks it important that what he calls "uptown lawyers" who don't normally practice criminal law participate in the system. "They are able to work more intensively on a case than the lawyer who makes his living in criminal law, and tend to take a much closer look at the substance and procedures," Forrest says. Indeed, he feels most of the cases establishing new criminal law are litigated by "uptown lawyers."



Herbert Emerson Forrest—president, Federal Communications Bar Association; b. New York City, Sept. 20, 1923; U.S. Army, 1943-46; BA with distinction, George Washington University, 1948; JD, with highest honors, George Washington University Law School, 1952; apprentice and journeyman plate printer, Bureau of Engraving and Printing, 1942-1952; law clerk to chief Judge Bolitha J. Laws, U.S. District Court, Washington, 1952-55; Welch & Morgan law firm, 1955-65; Steptoe & Johnson, 1965 to present; assumed presidency of FCBA for one-year term, July 11, 1982; m. Marilyn Lefsky, Jan. 12, 1952; children—Glenn Clifford, 29; and Andrew Matthew, 23.

And while he does not take many criminal cases any more, Forrest is working, as chairman of the District of Columbia's Committee on Appointment and Counsel in Criminal Cases, to take the appointment process out of the hands of the local judges and assign the responsibility to an independent agency "with, we hope, more effective discipline of attorneys." The aim is to promulgate standards with which an attorney would be expected to comply. Failure to do so would subject an attorney to disciplinary action.

Whatever FCBA members think of Forrest's efforts to stimulate enthusiasm among them (as "uptown lawyers") for work in behalf of indigent defendants in criminal cases, they have reason to appreciate the work he has done for their association, which he has served in a variety of capacities over the years. During his tour as president, which ends on June 30, the FCBA has held two conferences on areas of rapidly growing interest to communications lawyers. In December, the FCBA, in collaboration with the Practising Law Institute, sponsored a conference on the telecommunications era that will follow the breakup of AT&T. And last month, FCBA worked with Georgetown University's International Law Institute in presenting two days of speakers and discussions on "New Developments in International Telecommunications Policy."

Nor were the conferences the only sign that the Forrest administration recognizes that deregulation and technological developments have conspired to change the character of communications law from the days when completing renewal and transfer applications was the profession's meat and potatoes. Forrest led two field trips, one to view AT&T's Long Lines and Bell Laboratories divisions, in New Jersey, and another to scout Communications Satellite Corp. facilities in and around Washington.

Speaking of his efforts to expose members to those new developments in communications law, Forrest says, "I try to give it my best shot."

In his own practice, Forrest is no stranger to cases that have helped shape telecommunications policy. In the days before Southern Pacific Co. did most of its communications law work in-house, it relied on Forrest to help get its communications company subsidiary established as a specialized common carrier. He participated in the landmark case in which the FCC, in 1971, recognized the right of specialized carriers to offer long-distance service in competition with AT&T. He represents Canadian National/Canadian Pacific, which, like Southern Pacific Communications, grew out of a railroad operation. And he represented the Air Transport Association for the last 16 years of a 20-year proceeding before the FCC—it ended last year—that dealt with the legality of AT&T's Telpack service. The commission never was able to prove the rates were non-compensatory.

And in broadcast matters, Forrest shows a willingness to go against the establishment grain. The commission's decision earlier this year to open 13 of RKO General Inc.'s radio and television licenses to challenges was the result of a court fight mounted by Forrest, in behalf of two AM applicants, and counsel for an applicant for a television station. The commission had originally planned to hold a noncomparative hearing on RKO's qualifications in light of the agency's holding in the WNAC-TV Boston case that RKO lacked the character qualifications to be a licensee. The court's reversal of the commission order resulted in the filing of 166 competing applications (BROADCASTING, May 23).

Still, though a partner in the second largest law firm in Washington, Forrest, who arrived in the city in 1942 at the age of 18 to take a job as an apprentice at the Bureau of Engraving and Printing, may not be remembered as among the FCBA's leading practitioners. But by any reasonable definition of the term, he is a leading member of the bar because of his zest for performing the kinds of jobs that are essential to improve the state of the legal profession. He is, as he says himself, "motivated more than other people to engage in things not business oriented—you don't get clients. But I enjoy the opportunity to see what I can do." As he says, "It's a sense of social responsibility." ■

Department of Justice on Friday (June 10) announced it **will file suit to block formation of joint venture** that would own and operate **Showtime and the Movie Channel**. Justice disclosed intentions in letter to counsel of companies involved—American Express Co., Paramount Pictures Corp., Universal City Studios Inc., Viacom International Inc., Warner Bros. Inc. and Warner Communications Inc. Justice noted in press release that Paramount, Universal and Warner Bros. are major distributors of theatrical motion pictures to pay programming services, such as Showtime which is owned by Viacom, and The Movie Channel, which is owned by American Express and Warner Communications.

Hearst/ABC, which produces ARTS and Daytime cable program services is talking with number of companies about **possible merger** or other relationships. Two companies Hearst/ABC is negotiating with are Cable Health Network and The Entertainment Channel, which since it shut down earlier this year, has been looking for way to exploit U.S. rights it holds to most BBC programs.

Although CBS has not yet announced titles of specific programs it intends to insert in **prime time schedule** next December, when it drops either its Tuesday or Saturday movie, CBS Entertainment President B. Donald "Bud" Grant revealed to reporters at CBS segment of Consumer Press Tour in Phoenix last Friday (June 10), list of possible **sitcoms** from which replacements will be drawn: *Four Seasons* (being developed by Alan Alda), *Mama Malone* (for which CBS already has 13 episodes ready for airing) and *Domestic Life*. Grant also said CBS "has not ruled out possibility of [adding] original entertainment programming" this summer. He also said that "between two-thirds and three-quarters" of motion pictures net-



Kudos for Kuralt. At its final luncheon of the 1982-83 season, the International Radio and Television Society presented its **Broadcaster of the Year Award** to CBS News correspondent Charles Kuralt (left), shown above with outgoing IRTS president. Ave Butensky, president of Ed Libov Associates. Following a standing ovation from a standing room only crowd in the Grand Ballroom of New York's Waldorf Astoria hotel, Kuralt commended CBS-TV for airing the kind of news he specializes in—beyond the headlines and off the beaten track—in its weekly, 90-minute program, Sunday Morning, and in its half hour, prime time summer replacement series, *On the Road*, set to premiere later this month. Sunday Morning and *On the Road* permit journalists "to be as human beings are: a little quixotic and unpredictable," said Kuralt, who praised the work of Sunday Morning producer Shad Northshield, *On the Road* cameraman Isadore Blackman and soundman Larry Cianneschi. Just prior to its award presentation, the IRTS inducted a new president, Ralph Baruch, chairman of Viacom International, who replaces Butensky.

work plans to show next season will be made-for-television movies, with remainder theatrical features. Grant conceded strategy scheduling three movie nights "is, in a sense, competitive to pay cable," since pay cable's popularity has demonstrated viewer great interest in films.

Four major American entertainment companies—**HBO, CBS, Columbia Pictures and 20th Century-Fox** have joined British-based film and television production company, **Goldcrest Films and Television Ltd.**, in **joint venture to provide host of cable programs services to United Kingdom**. Venture would be controlled 51% British interests, with four American companies sharing equally 49% interest. Goldcrest has indicated that it will invite other British companies to share its current 51% interest. Venture, which expects to launch service in early 1984, pending approval of Britain's Independent Broadcast Authority, would provide at least a pay service, composed of movies and perhaps other forms of broad-appeal programming, as well as yet undetermined number of basic advertiser-supported services. There are currently 18.7 million TV households in U.K., of which 1.5 million are wired for cable.

FCC has asked General Services Administration to approve establishment of **industry advisory committee** on technical standards for **direct broadcast satellite service**. According to commission, committee's basic objective would be to **advise FCC** on pros and cons of establishing technical standards for DBS signal transmission reception (other than those mandated by final acts of Regional Administrative Radio Conference on DBS) at this time. If it were found desirable to adopt technical standards, committee would then have task of recommending specific ones. GSA approval of committee is required by statute.

Broadcast Music Inc. and NBC reached agreement on **interim music licenses** for NBC's five owned and operated TV stations last Friday (June 10)—**just before they were to appear in court** in BMI's suit charging those O&O's with copyright infringement ("In Brief" June 6). As part of agreement, BMI withdraws infringement suit. New one-year contract will be retroactive to Jan. 1, when current contract expired. Money terms were not disclosed, but observers estimated five O&O's would pay total of \$1.5 million to \$2 million for local use of BMI music this year. BMI announced (and NBC confirmed) "mutually satisfactory" agreement shortly after noon Friday; court arguments in infringement suit had been scheduled for 2:15 p.m.

Some 130 executives representing 170 television stations that are members of **Association of Maximum Service Telecasters** met in Washington last Wednesday (June 8) for **managers conference on developments in government**. AMST officials regard as dangerous to maintenance of existing technical quality of television service. AMST board chairman George Koehler, of Gateway Communications, and conference chairman Dudley Taft, of Taft Broadcasting, called on managers to express concerns to FCC commissioners and members of Congress on commission proposals to drop VHF assignments at short spacing and to permit nonbroadcast services to share frequencies now used by ENG and other auxiliary services, as well as on agency's decision allowing cable television systems to strip teletext from television station signal. Koehler said, "Congress and commission personnel hear far too little about the really crucial issue of maintaining and enhancing the public's existing television service against the threats of devastating interference." FCC Commissioner Henry Rivera, who addressed conference, offered little solace. "Spiraling demands for finite spectrum necessitate new approaches to spectrum management," he said. "We can no longer afford the luxury of absolute-absolute avoidance of interference, for example."

In speech before Missouri Broadcasters Association last Saturday (June 11), during group's annual convention in Branson, Mo. Doubleday Broadcasting President **Gary Stevens** was planning to issue **pleas** that both National Association of Broadcasters, which Stevens is board member, and National Radio Broadcasters

sociation should have "a unanimity of direction with regard to common industry problems." And Stevens was also expected to say he's not happy with FCC approval of Docket 80-90, which will create about 1,000 new FM stations (BROADCASTING, May 30). Stevens sees proposal increasing station interference and affecting value of current properties. "We are probably seeing the single greatest blow to the radio industry in its history," according to Stevens.

Mutual Broadcasting has pulled out of bidding for radio broadcasts of baseball's All Star, league championship and World Series games because of Major League Baseball's current contractual agreement with CBS Radio giving that network right of first refusal—if CBS matches highest bid it automatically wins rights. CBS is in second year of two-year agreement for reported \$2.5 million. Letter to Baseball Commissioner Bowie Kuhn, Mutual suggested that CBS's contract be renegotiated and extended for one year, dropping right of first refusal clause.

Warner Amex Cable has won initial round in court battle with community of Springdale, Ohio, suburb of Cincinnati served by WA, for right to raise rates for pay services. Franchise agreement provided for two-year moratorium on rate hikes for program series, which extends through November 1983. Warner contended, however, that pay services were excluded from moratorium since communities lack authority to control those rates. Judge Gilbert Ackman, with Hamilton county Common Pleas Court, granted preliminary judgment in Warner's favor, ruling that "the FCC preempts local control over pay channels."

Another court decision approaches in pre-trial maneuvering in **General Westmoreland's** \$120-million libel suit against **CBS News** over **The Uncounted Enemy: A Vietnam Deception**. Dan M. Burt, Westmoreland's attorney, who won court-ordered release of CBS News senior Producer Burton Benjamin's report on his in-house investigation of *Uncounted Enemy* (BROADCASTING, April 25 et seq.), has asked court to compel CBS to turn over, in addition, Benjamin's notes, preliminary report drafts and memos received during his investigation. CBS News officials said last week that in reply brief prepared for filing, CBS was arguing that conditions applicable to Benjamin's report were not applicable to his notes, drafts and memos. When it ordered release of report, court had noted that CBS News President Van Gordon Sauter, cited report in early defense of documentary and said he thus had waived any constitutional protections it might have. In Benjamin's case, officials said, Sauter hadn't even seen notes, much less cited them.

National Academy of Television Arts and Sciences presented its 16th Annual **Daytime Emmy Awards** for outstanding achievement in national daytime TV programming, special programming and craft distinction during ceremonies in New York last week. Leading list winners was ABC-TV, which garnered 15 awards; NBC-TV, 10; CBS-TV, eight, and PBS, four. Named outstanding daytime drama series was CBS's *Young and the Restless*; outstanding game show, CBS's *\$25,000 Pyramid*; outstanding talk-service program, CBS's *This Old House*, and outstanding variety show, syndicated *rv Griffin Show*. Children's programs winning awards included CBS's *Captain Kangaroo*, NBC's *Smurfs* and PBS's *Sesame Street*.

CBS-TV has picked up two new affiliates: KLDH(TV) Topeka, Kan., ch. 49, new station which becomes ABC primary affiliate when it goes on air in mid-June, and WWSB(TV) West Point, Miss., ch. 27, which went on air May 29. **CBS-TV** is scheduled to get full-time affiliate June 20: KTVL(TV) Medford, Ore., ch. 10. Station has been airing both NBC and CBS programs.

It predicted it might, **NBC affiliate WMAR-TV Baltimore** stopped airing **Tonight** show as of Monday, May 30, replacing it with syndicated off-network series, *Soap* (11:30 p.m.-12 a.m.) and *Star Trek* (midnight-1 a.m.), five nights each week. Syndicated fare is filler until September when MGM/UA-InterMedia Entertainment's

Thicke of the Night will debut in late night slot. Independent WBFF(TV) Baltimore (ch. 45) began airing *Tonight* on May 30. About 11 other NBC affiliates have purchased *Thicke*, according to sources at MGM/UA, but none have canceled or made known plans to cancel *Tonight*.

MCA-TV has announced firm go for **Pop 'n' Rocker**, half-hour advertiser-supported program that combines performances by rock groups with game show. Stations in 65 markets have picked up weekly program, slated for Sept. 19 debut. *Pop 'n' Rocker* is fifth ad-supported program launched by MCA-TV for fall. Others are *Hardy Boy/Nancy Drew* and *Switch*, both off-network entries, and first-run weeklies, *Salute!* and *Larry King Show*.

Don Ohlmeyer, president Ohlmeyer Communications, has withdrawn as executive producer of **Breakaway**, syndicated, early fringe television program slated for debut in September. Ohlmeyer, who said he cannot devote sufficient attention to show now that its production site has been changed from New York's Sullivan Theater to Hollywood's Metrotape studios, has been replaced as executive producer by Jørn Winther, whose production credits include work on ABC-TV's *20/20* and *All My Children*, and involvement in numerous TV specials. Imero Fiorentino Associates, firm with which Winther is currently associated, will replace Ohlmeyer Communications as production company for project.

Gary Epstein, FCC Common Carrier Bureau chief, has resigned effective July 6 to start telecommunications practice at law firm of Latham, Watkins & Hills. Firm, which is headquartered in Los Angeles, has 25 attorneys in its Washington office, where Epstein will be based. Epstein, who became bureau chief in July 1981, said his reasons for leaving were "usual" ones—"family, time, health and money." Epstein, 36, was a communications attorney at law firm of Arent, Fox, Kintner, Plotkin & Kahn from 1971 to 1981. Jack Smith, deputy bureau chief, is leading candidate for his successor.

Wall Street will take look at **broadcasting and cable next Friday evening** June 17, on the program **Wall Street Week**. Host Louis Rukeyser will interview Ellen Berland, vice president at New York investment firm Goldman, Sachs & Co. who specializes in media stocks. *WSW* is broadcast by most PBS affiliates at 8:30 p.m. EST.

Daytime expansion. The Senate Commerce Committee last week approved an amended form of S. 880, a bill that would permit AM daytimers to operate two hours before sunrise and two hours after sunset, as long as those expanded operations wouldn't cause objectionable interference to the groundwave signals of existing AM stations or be inconsistent with international agreements. Under an amendment recommended by the committee staff, the bill's original reference to "undue" interference as the watchword was changed to "objectionable" interference. Also under amendment, language was added making clear that the expanded operations had to conform with international agreements. According to a committee staffer, the amended form of the bill also makes clear that the FCC will be in charge of setting power levels during the hours of expanded operation. Other provisions of the bill, which was originally introduced by Senator Larry Pressler (R-S.D.) (BROADCASTING, March 28), would dictate that daytimers will no longer be required to demonstrate that their area is underserved or that no FM channel is available when they apply for expanded hours or full-time licenses. Under another provision of the bill, the FCC won't be able to put a daytimer at a comparative disadvantage when he applies for a new full-time license in his area, as long as he agrees to give up his daytime station if his application is approved. Also under the bill, applications for changes in operating hours would be considered minor changes at the FCC.

Editorials

Gut questions

The conflicting interests that frequently pit one kind of broadcaster against another have never been more vividly displayed than in recent weeks in Washington.

First it was the National Association of Broadcasters versus the National Radio Broadcasters Association in a public dispute over the legislative lunge that the NAB had suddenly made in the direction of radio and television deregulation.

Now it is the caucus of major station groups, heavily invested in television, searching for a way to disengage from the NAB legislative initiative, which they see headed toward disaster.

All along the major networks have privately deplored the NAB's latest legislative course, although they have been discreet by and large in public comments.

As noted in a story appearing elsewhere in this issue, the NAB boards have plenty to talk about when they meet in Washington this week. The immediate question to be resolved is whether the NAB is acting prudently in attempting to obtain some kind of deregulation at the price of program quotas for television or whether it is engaged in a macho effort to refute Senator Bob Packwood's remark that in the House the NAB can't lobby its way out of a paper bag.

There are other questions of even larger consequence, one being whether the NAB in its present form is the ideal organization for the umbrella representation of broadcasting.

As for the present legislative situation, there is increasing doubt that the NAB remains in full control. Timothy Wirth, for the moment defeated in his determination to exact a spectrum fee in exchange for radio deregulation, has made "quantification" his new campaign. The mass of detail he has asked the FCC and NAB to supply on present operations suggests quotas going far beyond any that the NAB has in mind, and perhaps including such things as minority employment and representation in programs. In the end there may be a chance to test the Washington cliché that it is easier to kill legislation than to pass it.

As for the structure of the NAB, the formation of the caucus of groups last week would not have taken place if the major television station interests had not felt underrepresented in NAB councils. The same groups were in Washington to attend a conference with FCC and congressional leaders arranged by the Association of Maximum Service Telecasters, moving into a function that was formerly left to the NAB.

Regular readers of this page may expect at this point a reference to a federation that has the clout to act on behalf of diverse constituencies when their interests coincide but lets those constituencies go it on their own in pursuit of independent goals. We wouldn't want regular readers to be disappointed.

Cable's stitch in time

The cable industry can sorely use the inspirational shot in the arm it customarily receives at NCTA conventions. For all the reassurances its leaders have issued in recent months, the fact is that cable has come up against some hard facts of life. The fact is, it has lost momentum.

That's not all bad, when you think of it. Much of that prior momentum got cable into some of the difficulties it's trying so hard to back out of now: conspicuously, the industry's generosity in making sky's-the-limit promises to the franchising authorities

of big cities—a state of affairs made graphically clear in the Warner Amex story that helps fill out this issue's complement of convention reading.

The fact is, also, that cable has begun to regain lost traction. An extraordinary advance may be made this week if the NCTA and its allies pass the Senate hurdle with S. 66—a goal that only AT&T can deny them. More within reach, however, is the up-by-its-own bootstraps effort of the Consortium for Cable Information, the industry's earnest effort to revitalize its national marketing effort, which will be among NCTA's star attractions in Houston this week. All media will be watching to see how well cable pulls that one off—as will Wall Street and, probably, Washington as well.

As this week's lead story attests, there's a new realism at large in the cable industry. It couldn't have come at a better time.

□

Not to put too fine a point on it, but there's something particularly appropriate about this year's NCTA convention taking place in Houston.

For one thing, that's a lusty city. And cable, let's face it, is a lusty business.

For another, Houston is awesomely—if beautifully—overbuilt (a comparison that cable may find more apt than welcome).

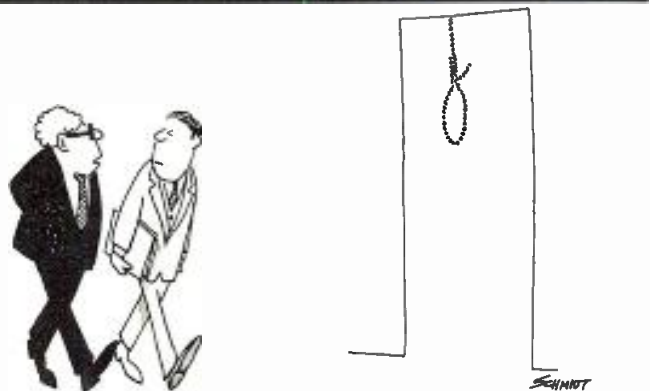
For still another, Houston is a frontier town, which—like cable—has lost neither its rawness nor its sense of adventure.

Nor, indeed, its sense of humor (quote of the week: Jack Schneider's remark [page 120] that "Long-range planning in cable today consists of deciding where we are going for lunch.")

Must reading

To the accompaniment of no fanfare whatever, the National Telecommunications and Information Administration has released a 109-page report that deserves its title, "Print and Electronic Media: the Case for First Amendment Parity." As reported in BROADCASTING a week ago, it is a first-rate counter to the argument that spectrum scarcity justifies for electronic media regulation that would be unthinkable for print.

Unfortunately, the NTIA lacks funds to distribute the booklet widely. If the National Association of Broadcasters is looking for something positive to do, it could well take on the distribution project. This booklet ought to be in the right hands.



Drawn for BROADCASTING by Jack Schmidt

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