

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 22

Fame

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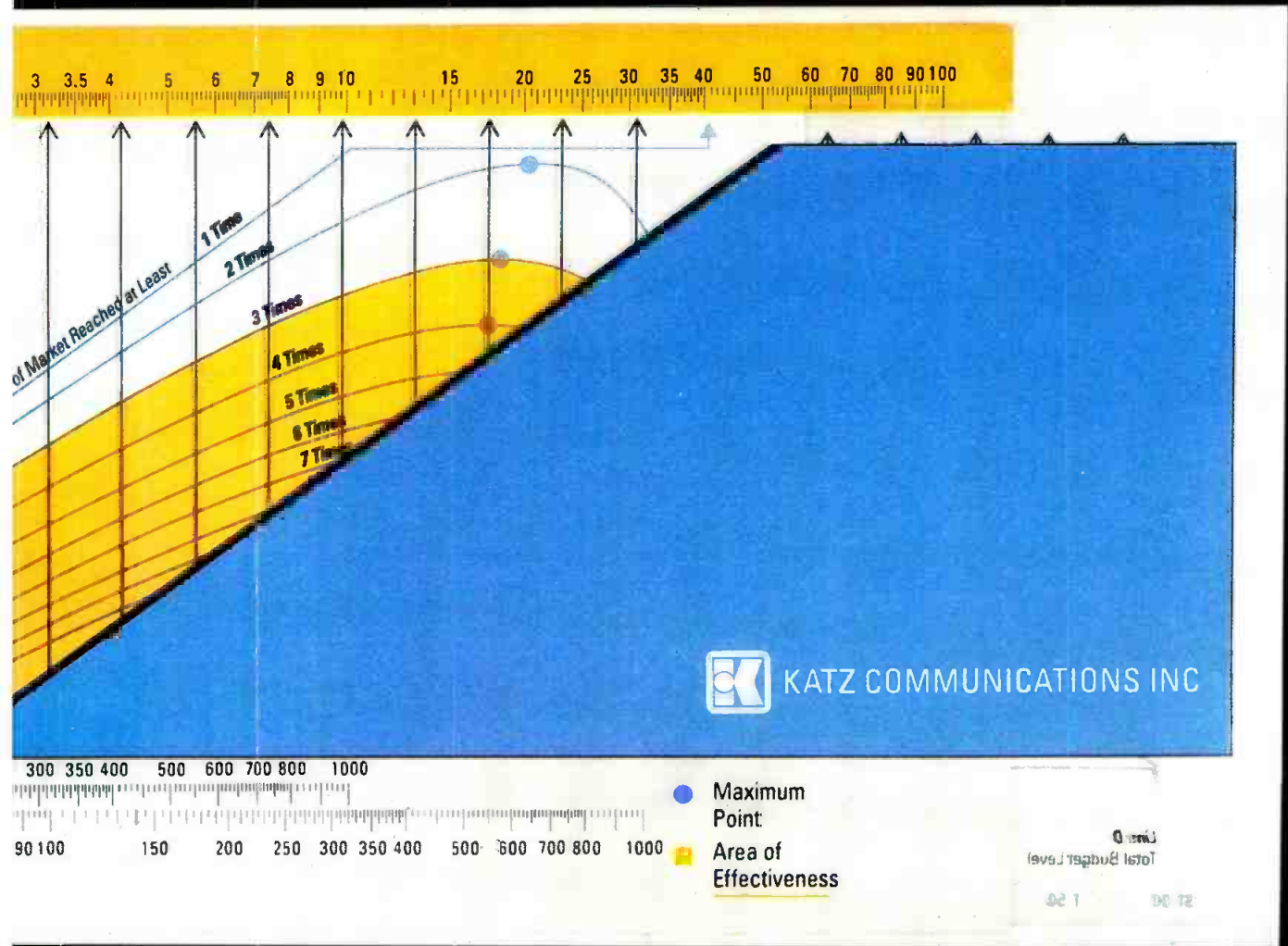


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Trouble for Tanner □
Peter Jennings and the
World view for ABC News



The Katz-Rule, another media planning tool developed by Katz Marketing to help you use broadcast media more effectively.

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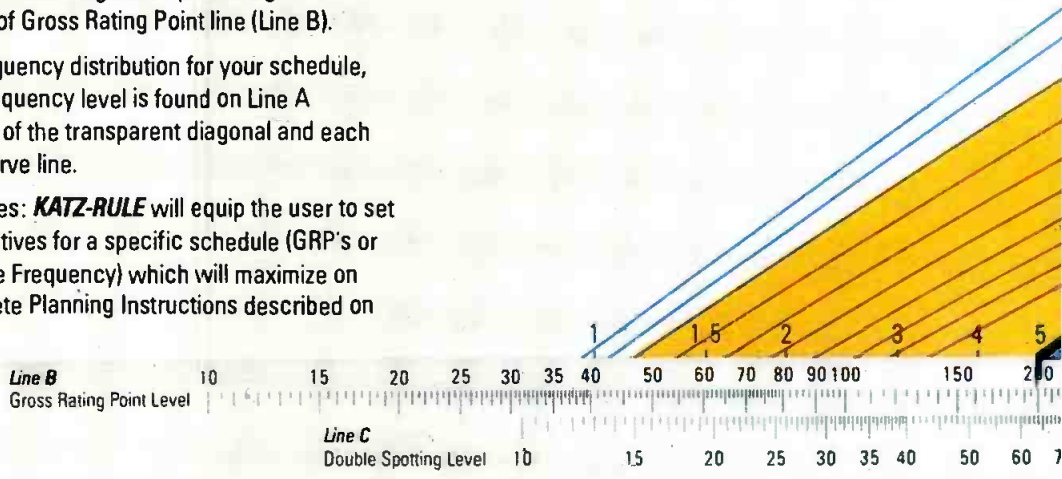
Patent Pending

KATZ-RULE

Effective Reach/Frequency Planner

Instructions for use:

- 1. Arrow of "% of Market Reached At Least Once" is placed against appropriate cume or Cume or Reach Level (Line A).
- 2. Arrow point of transparent diagonal is placed against appropriate GRP level of Gross Rating Point line (Line B).
- 3. To obtain the full frequency distribution for your schedule, cume data for each frequency level is found on Line A above the intersection of the transparent diagonal and each effective frequency curve line.
- 4. For planning purposes: **KATZ-RULE** will equip the user to set media goals and objectives for a specific schedule (GRP's or TARP's/Reach/Average Frequency) which will maximize on effectiveness. (Complete Planning Instructions described on **KATZ-RULE** folder.)



Broadcasting **Aug 22**

Peter Jennings on relevancy, regionalism and parochialism □

Dark days for Tanner Co. □ **MMTC gets a new name** □

The tangled web of financial interest-syndication □

FINANCIAL RULES WEB □ Networks mum on plans in wake of tentative rule change. Independent stations are breathing easier, although they still have fears over extent to which networks could control syndication market. Production community unanimous in its contempt for contemplated change. **PAGE 25.**

TANNER TROUBLES □ FBI raids William B. Tanner Co. headquarters in Memphis, with warrants containing allegations of kickbacks and diverted funds. Tanner denies all charges. **PAGE 27.**

JENNINGS VIEW □ Peter Jennings discusses his return to the anchor chair at ABC, touching on being relevant, keeping international stories in perspective and being sensitive to regionalism. **PAGE 28.**

BIGGER CAUCUS □ Group of groups renames itself Television Operators Caucus, broadens membership, elects Henderson, Baker and Chaseman as officers. **PAGE 30.**

S.F. BOUND □ NAB opens its Radio Programming Conference next week in San Francisco with panels, sessions and workshops on programming, the law and technology. **PAGE 37.**

CHANGE IN THE WEATHER □ John Coleman loses battle against the clock to gain financial backing for Weather Channel and terminates his relationship with service. John Wynne is named president. **PAGE 37.**

LONDON CALLING □ Although American programmers are less plentiful this year, London Multimedia

Market expects more than 2,000 buyers and sellers for next month's show. **PAGE 38.**

FOOTSTEPS □ International Satellite Inc. follows Orion's path with its own application for transatlantic satellite service. **PAGE 39.**

A OK □ NAB members give association good grades, results of survey show, although opinions of radio and television members often vary. **PAGE 41.**

COSTA RICA TALKS □ Negotiations between U.S. and Cuba over AM interference resume after two-year hiatus. **PAGE 45.**

ENGINEERING ENCOUNTER □ State of Tennessee accuses Edward M. Johnson Associates of providing engineering without engineering credentials. **PAGE 45.**

EXTREMES AGREE □ Proponents of both political right and left come out against FCC repealing political attack rules. **PAGE 48.**

CANADIAN TROUBLES □ Cancom plan to deliver U.S. network programming by satellite in Canada draws opposition from both Canadian and U.S. broadcasters, although for different reasons. **PAGE 49.**

URBANY MOVE □ Frank Urbany is appointed as assistant to NTIA chief David Markey. **PAGE 50.**

KELLEY CREDO □ How a go-getter academic has brought news and government services to cable-less Washington as his latest foray in the Fifth Estate. **PAGE 73.**

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A sporting chance.

Physically and mentally impaired adults get the chance to develop new skills and self-esteem through training and employment at NOC Industries, Inc., in Cadillac, Michigan. To help meet the growing demand for the center's rehabilitation services, WKJF and WKJF-FM Radio lent their support to a benefit basketball game between the Detroit Lions football team and the Northmen, a charity league made up of former college and professional athletes.

The stations promoted the game on the air and supplied the public address announcer for the match-up. And without other promotion, the game attracted a sell-out crowd. The President of NOC Industries wrote WKJF and WKJF-FM, "It was obvious that the word was out about this event and we owe that to you."

Using our resources to support an organization that helps handicapped people become self-supporting is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKJF • WKJF-FM

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

Future shock

"Screen oriented." That's how most youngsters under age of 18 are shaping up as media users, according to research study for major broadcast group which found results particularly ominous for radio. According to study, adults over 35 are likely to listen to either AM or FM radio, while those between 18 and 35 rarely consider AM as option. Those under 18, however, "are not even considering radio as an alternative" and report TV is their "main source of music, information and entertainment."

Two for ones

Officials of Broadcast Advertisers Reports, commercials monitoring firm, report new entry into TV network market for split-30 messages, pioneered by Alberto-Culver with its 15-15 combinations. BAR officials said in past couple of weeks they've monitored two or three split 30's on NBC (its first) in behalf of Mennen. They're not 15-15's but 20-10's, with :20 for Mennen Speed Stick deodorant and :10 for Hawk after-shave, with "And also from Mennen" bridging the two. BAR people say these and Alberto-Culver's are only split 30's they've found on networks thus far.

BAR monitoring, which covers 75 leading markets one week per month, also puts use of odd-length commercials in spot TV into statistical context. Officials say that in June, latest month when spot results have been fully reviewed, they detected 270 15-second commercials in spot, paired either with another 15 or with 45's. That's 270 out of 461,471 commercials monitored that month.

Added attraction

John Blair & Co. got more than TV station last week when FCC approved its \$55-million cash purchase of WKAQ-TV San Juan, P.R., from Telemundo Inc. Station produces one hour per week of *novellas*—Spanish for soap operas—with light distribution among U.S. Spanish-formatted and Latin America stations. With eye on growing demand for Spanish-language programming, Blair hopes to broaden its domestic and international *novella* sales. Although Blair says it's not positioning to become major source of Spanish-language programming, it was noted that WKAQ-TV facility houses seven studios, with modern technical capability.

Business as usual

Allegations of fraud and tax evasion at William B. Tanner Co. last week (see page 27) have not dampened enthusiasm of newly formed International Football League and Tanner subsidiary, Tanner Sports Network, to negotiate TV rights for IFL's inaugural season next spring. Tanner Sports Network is "very profitable" and has not been cited in connection with allegations facing parent media barter service, said Jerry Saperstein, commissioner of IFL. "We will continue to meet for further contract discussions," he said. Deal is expected to be closed or killed before meeting of IFL team owners next Sunday, Aug. 28. New league hopes to sign TV pact that would yield \$21 million.

Going it alone

Though many TV stations have switched from network affiliate to independent status, few have done so willingly. One that plans to is WPMT(TV) York, Pa., formerly WSBA-TV, acquired last spring by group led by John Serrao. Station, now one of CBS's three UHF affiliates in that area (Harrisburg-York-Lancaster-Lebanon), is moving tower to nearby mountain to increase coverage. And Serrao, who's also part owner of independent KTRV(TV) Nampa, Idaho, and has been identified with independents for years, figures in these circumstances it can do better with no network at all. Date for sign-on as independent: Sept. 15.

CBS officials say nobody stands to lose from deal, and that audience should gain—that CBS's three affiliates all cover same area, so network is not losing coverage; that audience gets new service and that WPMT(TV), with Serrao's record as independent operator, should gain as well. They call it "mutual disaffiliation."

Attacking the pile

FCC last week asked congressional appropriations committees for permission to "reprogram" \$150,000 to buy data entry equipment to process low-power television applications of which 12,000 are on file. Commission official said agency wasn't requesting new funds; it just wants permission to tap funds left over from those targeted for review of Bell system assets in divestiture inquiry. Official said agency had been able to do that review for less money than expected.

Al Ham network

In move that could have interesting implications for radio, Al Ham Productions, creator of highly successful Music of Your Life format (big band and MOR hits from the 1930's to the present), will announce this week it's joining forces with Interep's Weiss & Powell to form rep network with aim of delivering "upscale" MOYL audience to national advertisers and ad agencies for one purchase price. Format is currently airing on over 160 stations. Four Interep firms (McGavren Guild, Major Market Radio, Hillier/Newmark/Wechsler & Howard and Weiss & Powell) combined represent over 50 MOYL stations. Plans call for stations not represented by Interep company to be recommended as part of network purchase with business channeled through their respective reps.

Meager return

Contributions to National Association of Broadcasters' Television and Radio Political Education Committee are trickling in. TARPEC launched fund-raising campaign aimed at 338 station group owners in July. Latest count shows 17 groups pledged total of \$31,700 in amounts ranging from \$500 to \$5,000. Four groups, Hubbard Broadcasting, Jefferson-Pilot Broadcasting, Pulitzer Broadcasting and Group W, pledged \$5,000 each. Campaign is not finished; telephone follow-up is planned. NAB's drive was conducted in consultation with direct mail firm, National Direct Mail Services (NDMS), which received \$5,930 of total amount for its services.

Elbow room, and more

FCC's eighth floor, where commissioners have their offices, is set for facelift, but it's not known how soon. Commission last week submitted architect's renovation plan to General Services Administration. Plan calls for reworking commissioners' suites so each will contain four offices (some only have three now), in redistribution of space made possible by reduction of FCC membership from seven to five. Plan also calls for conference room (there isn't one now), and expansion of audio-visual facility in back of commission's meeting room. Official said agency would be lucky, however, if construction began by Christmas. "They [GSA] are not known for their speed," he said.

Comcast upgrades

Comcast Corp., the 18th-ranked MSO, based in Bala Cynwyd, Pa., will purchase Calvert Telecommunications, operator of the suburban Baltimore county cable system, for \$65 million (\$25 per share with 2.6 million shares outstanding). Calvert is also an applicant for the Baltimore city franchise but if it wins, Baltimore would not be included in the deal with Comcast. The purchase is subject to the approval of the Calvert shareholders, and the transfer must also be approved by the Baltimore county council and the FCC (which must approve the transfer of the microwave licenses).

The suburban Baltimore county system is about 10 years old and its franchise was recently extended to 1998. The system is still under construction, and it currently passes 195,000 homes, of the some 250,000 homes in the franchise area. The system has 92,000 basic subscribers and the company is upgrading channel capacity from 35 to 40. Comcast operates a system in Harford county, Md., which is contiguous to Baltimore county. That system has 15,000 subscribers and passes 23,000 homes. The MSO has 311,000 subscribers (294,000 pay subs) in 20 systems located in Mississippi, Kentucky, Maryland, New Jersey, Michigan and Pennsylvania. It has applied for two of the four

franchises open to bids for the city of Philadelphia and also operates systems in the suburbs of that city.

The parties expect the purchase to be completed by January.

Buying and selling

Centel Corp., the Chicago-based MSO with more than 200,000 subscribers, announced last week that it has completed acquisition of Cable Communications of Iowa, which owns systems in 17 Iowa communities with a total of 30,000 subscribers. The price of the sale was about \$23 million. Centel also announced purchase of the cable system in Polk county, Fla., from Warner Amex Cable Communications for about \$12 million. The system, serving nearly 12,000 subscribers, is adjacent to other Centel systems in central Florida and brings the MSO's subscriber total in that state to 26,000.

The company also announced letters of intent to purchase a system in a Houston suburb from Storer Communications Inc. The system serves 5,200 subscribers and is adjacent to an already existing Centel operation. Another letter of intent was signed to acquire Booth American's cable operations serving 4,800 customers Cadillac, Mich., and several communities northeast of Cen-

tel's cable system in Traverse City, Mich. Centel, which also provides telephone service in 10 states, had 1982 sales of \$1.16 billion.

□

Communications Equity Associates, which represented Warner Amex in the sale above, also announced last week that it has brokered several other cable system sales:

- Group W Cable sold a system serving more than 20,000 basic and 10,000 pay subs in the Worcester, Mass., area to Greater Media Inc. of East Brunswick, N.J., for \$17.6 million. The multiple times cash flow was over 16. Greater Media owns other systems in Massachusetts serving 40,000 subs.

- Chester County Broadcasting Co. has sold its two systems in West Chester and Coatesville, both Pennsylvania, to LCI Chester Inc., a subsidiary of Lenfest Communications Inc., in a \$15.2 million agreement that also included WCOJ-AM Coatesville ("Changing Hands" July 11). The cable system serves 14,200 subscribers and increases Lenfest's subscriber base in the state to 62,000.

- Warner Amex sold systems in Little Falls, Fergus Falls and Ely, all Minnesota, serving a total of 9,200 basic and 1,700 pay subs to Marcus Communications of Greenwich, Conn., for about \$6 million.

Disney on Group W

Group W Cable has signed an affiliation agreement with the Disney Channel which calls for an initial 15 of the MSO's systems, representing 250,000 cable subscribers, to carry the service. Those systems will be launching the Disney service within the next three months. The pact with Group W means that all of the top 10 MSO's have now committed some of their systems to carry the Disney Channel. At last count, Disney had more than 300,000 subscribers and a subscriber universe of more than 6 million cable homes. When plans for the Disney Channel were first announced in late 1981, Group W Satellite Communications was a partner with Disney and was to be responsible for the marketing and promotion of the service. However, Disney severed its ties with GWSC last fall, deciding to go it alone with the family-oriented pay service, which it launched last spring.

Commercial attitudes

According to a survey by the Westfield, N.J.-based Statistical Research Inc., a majority of pay cable subscribers would be tolerant of advertising on those channels in exchange for rate stability. Of 75% who said they would tolerate commercial breaks, 37% said they would not even mind such spots during programs, although 38% said they would tolerate the commercials only between programs. Of the remaining 25% of the respondents, 18% said they would object to advertising on their pay channels (al-



Educational cable. Cable systems throughout the state of Connecticut can now receive college courses on the Community College Channel, put together by the state's community colleges and Connecticut Public Television. Hartford CATV, United Cable, Sammons, Group W Cable, Telesystems and Laurel Cable are on board for a Sept. 5 launch. The channel will include college-level telecourses, a leisure-time skill series, programs produced by other educational institutions and special CPTV programs. Most of the start-up expenses will be shared by the educators, but each cable system will make a \$40,000 investment for a receive dish and converters. At the unveiling of Community College Instructional Television Network were (l-r) John Kean, vice president of engineering for the Connecticut Educational Telecommunications Corp., CPT's parent; Andrew McKirdy, executive director, Connecticut Regional Community Colleges; Daniel McAuliffe, director of televised instruction for the state's community colleges; Michael Dorfsman, executive director of the Connecticut Cable Television Association, and Paul Taff, president and general manager of CETC.

th only 10% of those said they would consider dropping the service) and 7% said they were not sure about the acceptability of commercials on the premium channels.

The study also cited CNN and ESPN as having audiences with the strongest income, education and occupation demographics. On CNN, the study reported, 38.1% of all cable households with income of \$40,000 or more watch that news service in a given week. Some 47% of those surveyed said they initially decided to subscribe to cable to obtain greater program variety and quality, while 31% said their prime motivation was to obtain better reception. Reasons cited for dropping cable service included lack of use, excessive repetition and lack of program selection.

Pleased with 'Fox'

Although the network was unable to provide specific figures to back up the claim, HBO says that *The Terry Fox Story*, its first originally produced film, was the "second most watched and enjoyed movie" carried during May on the network. It said that *Fox Story* was surpassed in the ratings, and in viewer satisfaction, during that month only by the theatrical film, "Missing." Seth Abraham, senior vice president, performance programming operations and sports, termed the movie's performance "significant" in that HBO viewers responded favorably to the made-for-cable product form. "Our goal," he said, "is to consciously make movies that don't compete with theatrical movies in content, and to offer films that are more sto-

ry-oriented, intimate and sometimes controversial." But at the same time, he added, HBO's made-for-cable films (produced under the trademark, HBO Premiere Films) will have "bigger budgets and better production values than made-for-TV movies." The network's second made-for-cable movie will debut on Sept. 11, entitled *Between Friends* and starring Elizabeth Taylor and Carol Burnett.

Album action

Cinemax, HBO's co-owned program service, will introduce a new music video program service next month entitled *Album Flash*. The first episode of the half-hour program will feature Linda Ronstadt and songs from her new album, *What's New*. The program will serve as a vehicle for introducing new albums by top artists. In addition to selected cuts, the program will feature accompanying video clips or more traditional footage of the artists in the recording studio. The artists will also provide commentary. *Album Flash* will not be regularly scheduled, but will be timed to appear with the release of various albums.

Cable AdNet expansion

Cable AdNet, a regional cable advertising interconnect based in Hershey, Pa., has added the Philadelphia ADI to its coverage area. Cable AdNet-East began coordinating local and regional sales for Music Television, USA Network, Cable News Network, Satellite News Channel and ESPN last week on

13 Philadelphia-area cable systems serving 215,000 households. The central Pennsylvania interconnect reaches 100,000 homes in the Harrisburg-Lancaster-York-Lebanon ADI.

But where's Bullet?

The king of the cowboys and the queen of the West, Roy Rogers and Dale Evans, are hitting the happy trails again—this time on cable television where they will host *The Roy Rogers Theater* on the Disney Channel. The program, which will begin in October, will feature one of their films—the first being "The Cowboy and the Senorita"—per month. Other titles include, "My Pal Trigger," "Under the Western Stars" and "The Grand Canyon Trail." Evans and Rogers will introduce each film with anecdotes about their careers, co-stars and events that occurred on and off the set during the making of the films.

The aim is cable

Lever Brothers, the maker of Aim toothpaste, and the American Dental Association have joined to create dental health "infomercials" for the Cable Health Network. The venture marks a first in cable programing sponsorship for both the association and the manufacturer. Geared to mothers of young children, *Cable Health Breaks* provides tips on how to teach and encourage dental hygiene. Ten segments currently air during prime time and can be seen through December.

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

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NBC OWNED AND OPERATED STATIONS
POST-NEWSWEEK STATIONS
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DENVER
INDIANAPOLIS
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PORTLAND, OR
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KDRV-TV
KERO-TV
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PRESENTS

FANTASY ISLAND

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TV ONLY

Southern Bell □ Campaign for business sales begins Sept. 5 to run for 16 weeks. Flight will run during news and sports programming in 21 markets in Georgia, Florida, North and South Carolina. Target: men, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Mentholatum Co. □ Nytilax (laxative) will be advertised in four-week flight to begin Sept. 12 in four markets. Commercials will be run in daytime and news programs. Target: women, 50 and older. Agency: Jordan, Case & McGrath, New York.

Florida Department of Tourism □ Campaign is scheduled to start in mid-October for five weeks in 30 markets. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Mike Sloan Inc., Miami.

RADIO AND TV

Carl Buddig & Co. □ Processed meats

will be spotlighted in six-week campaign to begin on Aug. 29 in about 15 markets. Commercials will be run in all dayparts on radio and television. Target: women, 25-54. Agency: N W Ayer, Chicago.

National Pork Producers □ Use of pork products is being promoted in four-week campaign starting in mid-September in 15 television markets and three radio markets. Commercials will run in all dayparts. Target: women, 18-49. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa.

RADIO ONLY

Dunkin' Donuts Coffee □ Four-week flight is scheduled to start in early September in Chicago, with possibility that other markets will be added before air date. Commercials will run in morning periods. Target: men, 18-49. Agency: Ally & Gargano, New York.

White Castle □ Hamburgers will be spotlighted by restaurant chain in 10-

week campaign to begin in late August and September in at least six markets, with others to be added. Commercials will run in all dayparts during weekdays and weekends. Target: adults, 18-34. Agency: Simpson Marketing Communications, Columbus, Ohio.

B. F. Goodrich □ Tires will be promoted in co-op advertising program with dealers in three-week flight, starting on Aug. 29 in about 23 markets. Commercials will run in all dayparts. Target: men, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

Swissair □ Passenger travel will be promoted in six-week flight to begin in late October in New York, Boston and Chicago. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: GrafDesley, New York.

Krazy Glue □ Two-week flight will be launched in late August in about six markets. Commercials will run in all dayparts. Target: adults, 18 and older. Agency: Furman, Roth, New York.

Bil-Mar Foods □ Turkey franks will be spotlighted in advertising to run from one day to one week in 25 to 30 markets, starting on Aug. 29. Commercials will be carried in all dayparts during weekdays. Target: women, 18-34. Agency: Campbell-Ewald, Warren, Mich.

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

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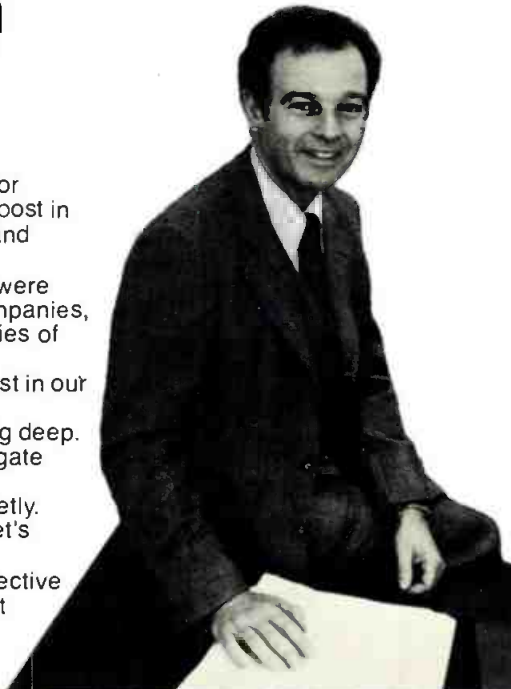
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Rep Report

WUSY(FM) Cleveland, Tenn.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WKXI(AM)-WTYX(FM) Jackson, Miss.: To Blair Radio from Selcom.

□

WSOO(AM)-KPAT(FM) Sioux Falls, S.D.: To Blair Radio from McGavren Guild.

□

WJET(AM) Erie, Pa.: To Blair Radio from Eastman Radio.

□

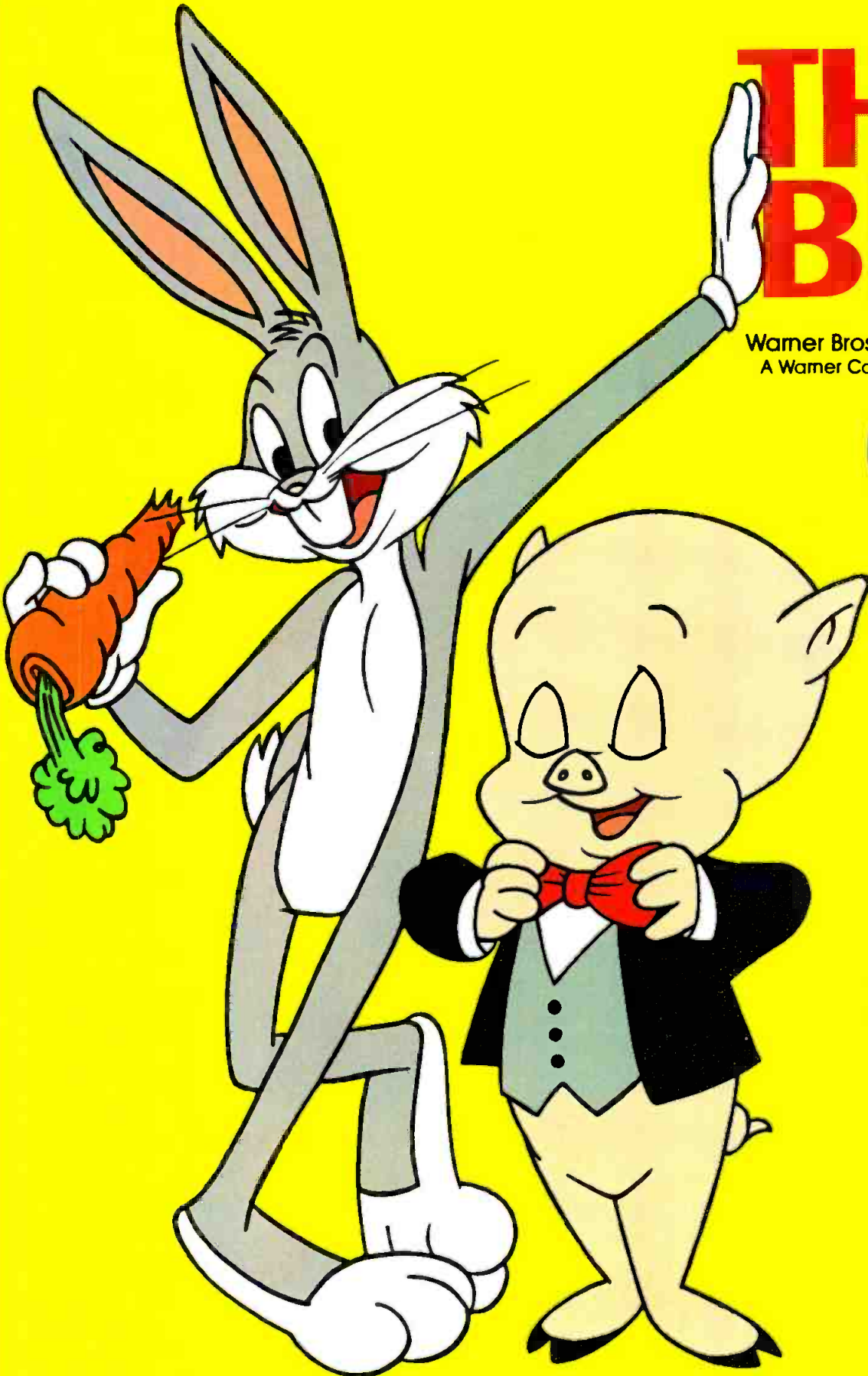
KTBB(AM) Tyler, Tex.: To Blair Radio from Selcom.

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KNUE(FM) Tyler, Tex.: To Blair Radio from Jack Masla.

THE BEST

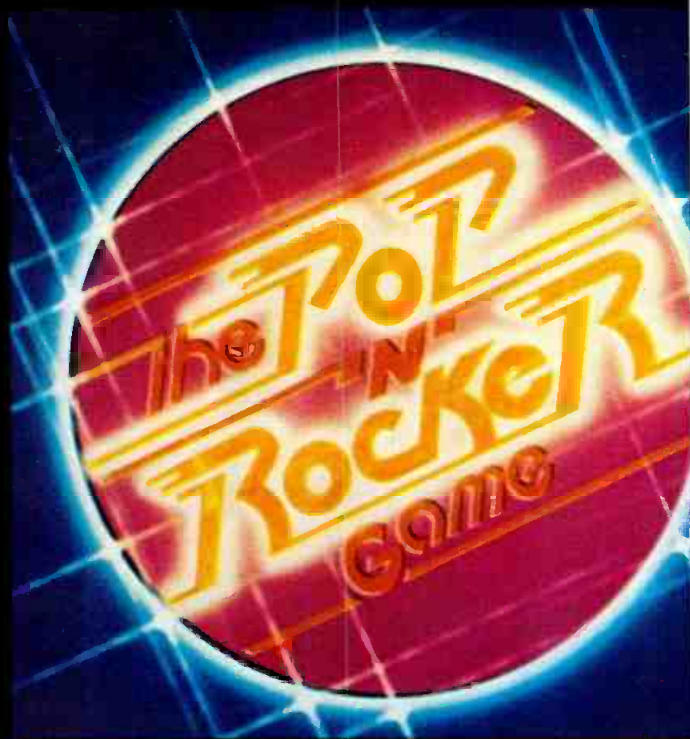
Warner Bros. Television Distribution
A Warner Communications Company





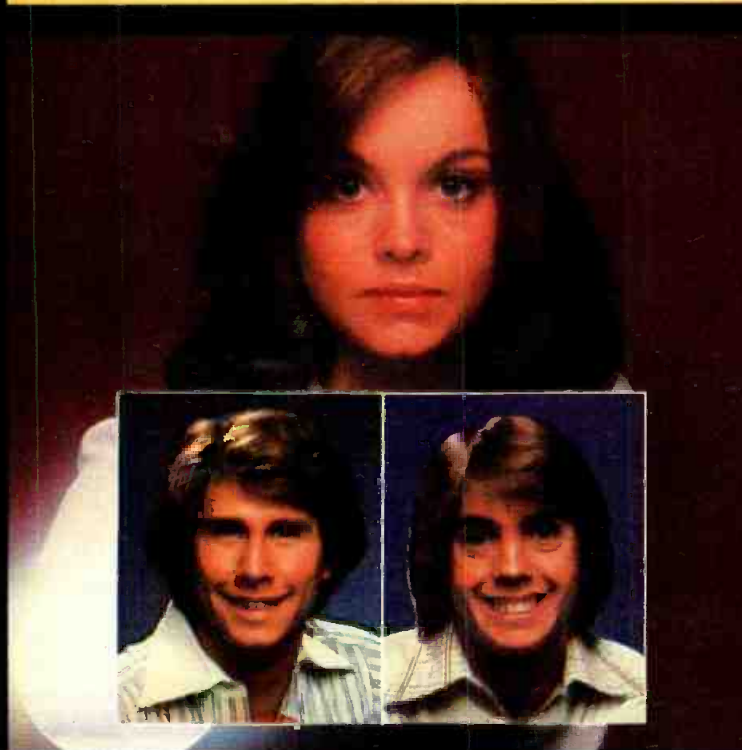
SALUTE HOSTED BY DICK CLARK

Each week Dick Clark presents an hour tribute to one of the music world's superstars. It's wall-to-wall entertainment as giant guest performers join in the fun. 48 weeks of programming, cleared on 125 stations.* A Pierre Cossette Production.



THE POP 'N' ROCKER GAME

A weekly half hour that combines all the excitement of a rock concert with a musical game show. A great way to reach the elusive under-25 audience. Hosted by *Sha Na Na's* Jon Bauman. 52 weeks of programming, cleared on 87 stations.* A Ron Greenberg Production in association with Alan Landsburg Productions.



HARDY BOYS/NANCY DREW MYSTERIES

For the past two seasons, this off-network hour series has been a magnet for hard-to-reach young adults, teens and kids. Now it's back for a third season. Stars Shaun Cassidy, Parker Stevenson and Pamela Sue Martin (*Dynasty*). 46 weeks of programming, cleared on 116 stations.*



MEMORIES WITH LAWRENCE WELK, YEAR II

Week after week, year after year, millions of adult viewers open their hearts and homes to Lawrence Welk. Here's a brand new selection of the best of Welk's color hours—with special openings and closings by the maestro himself. 52 weeks of programming, cleared on 127 stations.* Telekew Production.

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MCA TV has taken the whoops out of program planning. We brought six advertiser-supported series to the marketplace for the 1983-84 television season. All six are a firm go!
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without the whoops!
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THE ROAD TO LOS ANGELES, YEAR II

The Road to Los Angeles has already established itself as the premier pre-Olympic hour series. Now, *Year II*—with entirely new episodes and all new footage—can be scheduled from January right up to the start of the 1984 Olympics! 25 weeks of programming, cleared on 92 stations.* Produced by Trans World International.



SWITCH

Robert Wagner, one of television's hottest and most bankable performers, stars in this sizzling, suspense-filled action-adventure hour. A sure winner with women 18-49. 50 weeks of programming, cleared on 134 stations.*

AdVantage

Yes and no. Federal Trade Commission's Bureau of Consumer Protection is divided over agency rulemaking that would require antacid advertising to include same health warnings now required by Food and Drug Administration on product labels. Bureau issued report recommending commission adopt rule requiring certain warnings: Ads for antacids containing sodium would be required to say such products may not be safe for people on salt-restricted diets, and ads for all other antacids with FDA warning labels would state that such products may not be safe for all people and warn users to read labels. Deputy director of bureau and its associate director for advertising practices, however, feel differently. They recommended that FTC drop rulemaking "because the evidence does not demonstrate that the absence of label information in antacid advertising is either unfair or deceptive." Commission's Bureau of Economics also recommended that FTC end rulemaking "because the potential benefits of the proposed rule do not outweigh its costs." Rulemaking has been before commission since 1976.

Milestone. Television Bureau of Advertising reports that KCBRTV, Des Moines, Iowa, has bought 500th MMP (Maximum Media Performance) system. Introduced three-and-half years ago by TVB, MMP is desktop, programable calculator which provides net reach and frequency data for any media schedule consisting of TV, radio and newspapers or combination of any two or three. TVB supplies software module for \$350 to member and \$550 to nonmembers. Hardware (TI 559) is manufactured by Texas Instruments. Since its introduction, 500 MMP systems have been sold to 411 companies, including 364 to stations, 80 to advertising agencies, 14 to advertisers, 38 to representative firms and four to universities.

Updating. Children's Advertising Review Unit of Better Business Bureau has revised its *Self Regulatory Guidelines for Children's Advertising* in order to make them more applicable in today's marketplace. Previous edition was issued in 1977. Major change was to broaden scope of guidelines to encompass all media, including cable television for first time. Another revision was elimination of audience-percentage minimums in broadcasting which covered all children's programs and those that had audience composed 50% of children. Guidelines now apply to all advertising directed to children, irrespective of percentage of children watching. CARU was formed in 1974 and has handled 159 complaints of child-directed advertising. Of 159 complaints it has handled, 76% were withdrawn or modified.

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Music Magazine Foundation (the people who love music) are honored to be associated with WCBS-TV, New York.

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John Lippman, *staff writer*

Marie Leonard, Mona Gartner,
advertising assistants

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, *correspondent*

Tim Thometz, *Western sales manager*

Sandra Klausner, *editorial-advertising assistant*



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Source: NSI May 1983 report on syndicated programs.

Monday Memo

An independent TV programing commentary from Bruce Kriegsies, KOKH-TV Oklahoma City

How an indie used football to find ratings happiness

Millions of NFL fans will soon be glued to their sets on Sunday afternoons as the new season gets under way. Oklahoma City viewers, however, are getting a one-month headstart with the opportunity to watch more preseason games than fans anywhere in the country.

KOKH-TV Oklahoma City is televising 11 NFL preseason games this month in what is believed to be a first in broadcasting. The channel 25 independent is showing games of four different NFL teams—the Dallas Cowboys, Washington Redskins, Kansas City Chiefs and San Diego Chargers. Aside from network games, stations in and around NFL cities typically broadcast only the games of the local teams.

The football schedule represents what many independent stations could do to boost viewer interest and, in turn, station ratings. The flexibility of independent station programing lends itself to new approaches. Nationwide, the impact of independents has been felt in recent years by the networks and their affiliates as network shares decline. Creative programing by independents can accelerate that trend, as is the case in Oklahoma City.

The KOKH-TV games are being shown on a one-day delayed basis. The station has double-headers on all four Sundays in August, along with one Saturday afternoon and two prime time telecasts. Among the match-ups are the Cowboys vs. the Dolphins, the Chargers vs. the Rams and the defending Super Bowl champion Redskins against the Cincinnati Bengals.

The concept of the multiteam schedule came from KOKH-TV president and general manager, David E. Murphy. His idea coincided with a call from the Cowboys, who were looking to expand their telecasts into the market. Dallas is the local pro favorite in spite of the traditional college rivalry between Oklahoma and Texas. Once KOKH-TV was awarded the rights to the Cowboys, the station began to pursue other teams.

The games were chosen by program director, Mel House. He decided on the Redskins because they are the defending Super Bowl champions. The Chiefs are geographically the second closest team, next to Dallas, and the Chargers are attractive because House felt their wide-open style of play would create interest even though local loyalties don't exist.

All three teams were "shocked," House said, at the idea of an Oklahoma station wanting to carry their games. But a check with the NFL office and their own managements led the teams to decide the extra



Bruce Kriegsies is an account executive at KOKH-TV Oklahoma City. He joined the station's local sales staff in 1981. In 1978-81 he was a reporter at KTVY(TV) Oklahoma City. While a broadcast journalism student at the University of Missouri-Columbia, he reported for and anchored the evening news at the school's NBC affiliate, KOMU-TV.

exposure and revenue could only be beneficial.

The call from KOKH-TV gave the Redskins their own idea. The team decided to find out who else would be interested in their games and eventually put their own network together. The Redskins got enough stations lined up to warrant a satellite feed. KOKH-TV's other games are being distributed by tape, which is creating several logistical challenges.

A station employe will drive to Dallas or Kansas City the night of the games and hand carry the game tape back for broadcast the next afternoon. To get the Chargers games, KOKH-TV sends an employe to San Diego and hopes the airlines fly as scheduled Sunday morning.

The games are creating local interest in a state where any kind of football is king. Radio sportscasters are finding something new to talk about and advertisers are presented with an opportunity to have high visibility within the games. Commercial time in network games is limited, but KOKH-TV owns all the inventory in these games. More than 600 units are available for sale, allowing the station to offer sponsorships. That kind of exposure is normally limited to national advertisers.

Sales started slowly because some advertisers questioned the impact of a delayed game. But the station used the May ratings to show its strength as the number-

one station in the market on weekend afternoons. With higher than normal ratings expected and spot costs much more efficient than network games, advertisers started to fall in line. And any unsold time is still valuable as promotional time for upcoming fall shows.

The first games proved that the independent could deliver higher ratings than its affiliate competition. An Arbitron concidental taken Sunday, Aug. 7, gave KOKH-TV's Redskins-Falcons contest a 6 rating/22 share. The next highest program only achieved a 2/8. The second game, featuring Dallas against Miami, pulled a 7/20, second only to the PGA golf tournament's 9/25.

KOKH-TV's aggressiveness is a result of fierce competition in a crowded market. Oklahoma City has six commercial stations. There are three independent UHF stations which went on the air within the past three-and-a-half years. Their presence has been strongly felt by the affiliate stations. In May 1979, the combined Arbitron share of the three affiliates sign-on to sign-off totaled 89. That was before independents. In May 1983, the total share had dropped to 70, a decrease of 21%. Specific daypart losses are more severe. Combined affiliate shares from 5-6:30 p.m., for example, have dropped 27%.

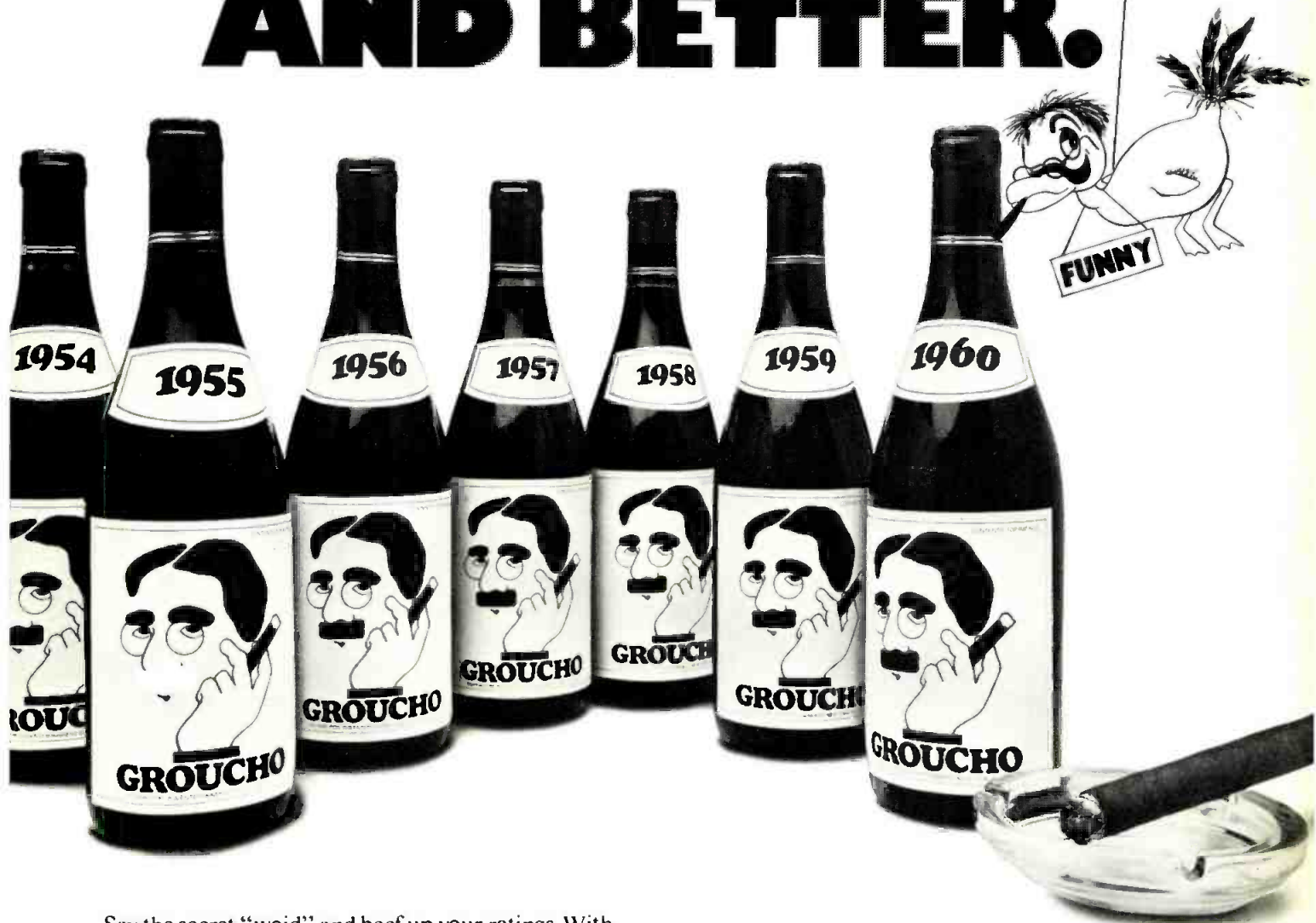
That, plus 40% cable penetration, has created a television explosion in Oklahoma City. Consequently, all stations, particularly the independents, are looking for new ideas.

That's why KOKH-TV also jumped at the chance to carry ABC's *Nightline*, starting Sept. 5. The local ABC affiliate, KOCO-TV, wanted to delay the show past midnight, but ABC opted to give the show to KOKH-TV where it will air live in the market for the first time.

Murphy believes, in the long run, that independent programing like the NFL schedule represents "the beginning of the disintegration of the formerly strong network-affiliate relationship." He says the changes in technology, satellite capabilities, Independent Network News and ad hoc networks are all leading to a breakdown in the monopoly over quality programing previously held by the networks and their affiliates. "1980 is the decade for independents to emerge," Murphy said.

Being innovative isn't necessarily easy. There are always risks with any new venture, even NFL football. But independents should be creative and take chances because ratings have proved that people watch *programs*, not stations. If trends continue, a station that wisely selects its programing can look forward to a bright future.

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Say the secret "woid" and beef up your ratings. With "The Best of Groucho", the golden years of television are back. Once again audiences, all across the country, can howl with delight as the zaniest comic genius of the century becomes the most entertaining quizmaster of the century, turning both celebrities and ordinary citizens into hilarious straightmen.

It's laughs galore in 130 priceless 1/2 hour episodes featuring celebrities such as Liberace, Frankie Avalon, Pancho Gonzales, Phyllis Diller, Candice Bergen and many others.

The Best of Groucho is fun for the whole family. For older viewers who remember the golden years, it's a wonderful piece of nostalgia. For younger viewers it's

an opportunity to experience one of the truly successful comedy hits in television. To get the Best of Groucho in your lineup, the secret "woid" is WW Entertainment—the people who introduced the highly successful Black Belt Theater.

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DIVISION OF WORLD NORTHAL CORPORATION

This week

Aug. 22-24—Fifth annual "Satellite Communications Users Conference," sponsored by *Satellite Communications*. Stouffer's Riverfront Towers, St. Louis.

Aug. 22-24—*Television Bureau of Advertising/Sterling Institute* performance management program for experienced account executives. Georgetown Inn, Washington.

Aug. 23-25—International symposium on electromagnetic compatibility sponsored by *EMC Society of the IEEE*. Hyatt Regency, Crystal City, Va. Contact: John Kelleher (703) 560-4438.

Aug. 23-Sept. 2—*Edinburgh International Television Festival*. Edinburgh, Scotland. Information: Beverly Neill, EITF Picture Palace, 71 Beak Street, London, W1R 4HP.

Aug. 24—*Ohio Association of Broadcasters'* "novice sales school." Marriott North, Columbus, Ohio.

Aug. 24—*New York TV Academy* luncheon. Speaker:

■ Indicates new or revised listing

Jack Avrett, chairman, Avrett, Free & Ginsberg, on "Television: Where's the Vision...An Update on Creativity in TV Commercials." Copacabana, New York.

Aug. 24—"Radio's College of Sales Knowledge," seminar sponsored by *Indiana Broadcasters Association*. Meshingomesla Country Club, Marion, Ind.

Aug. 24-25—*Society Of Cable Television Engineers* technical seminar on signal leakage. Holiday Inn Oceanfront, Indlatlantic (Melbourne), Fla.

Aug. 25-26—Libel workshop for media defense counsel, sponsored by *American Newspaper Publishers Association, National Association of Broadcasters and Libel Defense Resource Center*. Hyatt Regency O'Hare, Chicago.

Aug. 27—*Radio-Television News Directors Association* region four conference with *University of Oklahoma*. Ramada Inn, Norman, Okla.

Also in August

Aug. 29—*New York TV Academy* dinner. Topic: "Back-

stage at the Miss America Pageant." Copacabana, New York.

Aug. 29-30—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

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

Aug. 31—*New York TV Academy* luncheon. Speaker: Chet Simmons, commissioner, United States Football League. Copacabana, New York.

■ **Aug. 31**—*Women in Cable, New England chapter*, meeting. Speaker: Paula Gold, secretary of consumer affairs, Commonwealth of Massachusetts. Dunfey hotel, Hyannis, Mass.

Aug. 31-Sept. 1—*Society of Cable Television Engineers* seminar, "Operations, Technology & Integration of Addressability." Philadelphia Marriott hotel, Philadelphia.

Aug. 31-Sept. 3—*Information Film Producers of America* national conference. Manor Vail Lodge, Vail, Colo. Information: (213) 795-7866.

Major Meetings

Aug. 28-31—*National Association of Broadcasters'* Radio Programming Conference. Westin St. Francis, San Francisco. Future conferences: Aug. 26-29, 1984, Atlanta Hilton and Towers, Atlanta, and Aug. 25-28, 1985, Opryland hotel, Nashville.

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, Grand Hyatt, 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. Future conference: Sept. 16-19, 1984, Westin Bonaventure hotel, Los Angeles.

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*, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 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. Biltmore, Los Angeles.

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

Jan. 14-18, 1984—*Association of Independent Television Stations (INTV)* annual convention. Biltmore hotel, Los Angeles.

■ **Jan. 15-20, 1984**—*National Association of*

Broadcasters' winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

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.

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.

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; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-9, 1984—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16, 1984—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22, 1984—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

June 2-6, 1984—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—*National Cable Television Association* annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

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

September

Sept. 1—Deadline for entries in 18th annual Gabriel Awards competition, presented by *UNDA—USA* for television and radio programs that creatively treat issues concerning human values. Information: Rev Harry Schlitt, awards chairman, (415) 673-9294.

Sept. 7—"Super Track Day," sponsored by *Cable Television Administration and Marketing Society*. Atlanta Hilton, Atlanta.

Sept. 7—*Ohio Association of Broadcasters'* "Small Market Potpourri." Stouffer's Avalon Inn, Warren, Ohio.

Sept. 7—*New York TV Academy* luncheon. Speaker: Kay Klopovitz, president, USA Cable Network. Copacabana, New York.

Sept. 7-9—Second annual Great Lakes Cable TV Expo '83, sponsored by *Illinois-Indiana Cable TV Association and Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 8-9—*National Association of Broadcasters* broadcast investment seminar. Century Plaza hotel, Los Angeles.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

■ **Sept. 9**—Inaugural lecture of "Everett C. Parker Lectures on Communications" series, sponsored by United Church of Christ, Office of Communication. Lecturer: Daniel L. Ritchie. Group W. Interchurch Center, New York. Information: Eugene Schneider, (212) 683-5656.

Sept. 9—Deadline for entries in *International Film and TV Festival of New York*. Information: 251 West 57 Street, New York, N.Y., 10019; (212) 246-5133.

Sept. 9-10—*Radio-Television News Directors Association* region five meeting with *Mary College*, Bismarck, N.D. Mary College campus, Bismarck, N.D.

Sept. 10—Deadline for entries in sixth Tokyo Video Festival, sponsored by *JVC Co. of Japan*. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

Sept. 10—*California Associated Press Television-Radio Association* conference. "How to Prepare for Earthquakes and How to Cover Them." Hyatt Regency, Oakland, Calif.

Sept. 10-13—*Nebraska Broadcasters Association* annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.

Sept. 11-13—*Illinois Broadcasters Association* annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—*New Jersey Broadcasters Association* 37th annual convention. Golden Nugget casino/hotel,

Atlantic City, N.J.

Sept. 11-13—Washington State Association of Broadcasters fall meeting. Rosario Resort, Orcas Island, Wash.

Sept. 11-13—Western regional convention of *National Religious Broadcasters*. Los Angeles Marriott, Los Angeles.

Sept. 11-13—Nevada Broadcasters Association fall convention. Cal-Neva Lodge. Lake Tahoe, Nev.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engineers, Cable Television Association of Great Britain, Electronic Engineering Association and The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 12—Deadline for entries in *Television Bureau of Advertising's* competition for best local or regional commercials. Information: TVB, 485 Lexington Avenue, New York, N.Y. 10017.

Sept. 12-13—Alaska Broadcasters Association convention. Captain Cook hotel, Anchorage, Alaska.

■ **Sept. 13**—17th annual World Communications Day, sponsored by *United States Catholic Conference, Communication Committee*. Speakers include Ambassador Abbott Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference. Intercultural Center, Georgetown University, Washington.

Sept. 13—"Overview of Cable Television," seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Sept. 13—Ohio Association of Broadcasters Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

Sept. 14—Ohio Association of Broadcasters Cleveland managers' luncheon. Bond Court hotel, Cleveland.

Sept. 14—New York TV Academy luncheon. Speaker: John Moffitt, producer-director, *Not Necessarily the News*, HBO. Copacabana, New York.

Sept. 14-16—CBS Radio Network affiliates board meeting. Waldorf Astoria, New York.

Sept. 15—New York Market Radio Broadcasters Association seventh annual radio festival. Sheraton Center, New York.

Sept. 15—Deadline for entries in 15th national Abe Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth 76150

■ **Sept. 15**—Deadline for entries in "Forum Award," sponsored by Atomic Industrial Forum, honoring "significant contributions by the print and electronic news media to public understanding of peaceful uses of nuclear energy." Information: Diane Tarnet, AIF, 7101 Wisconsin Avenue, Bethesda, Md., 20814; (301) 654-9260.

Sept. 15—Public Service Satellite Consortium seminar, "Buying Your Earth Station: Making the Right Decision." Shoreham hotel, Washington.

Sept. 15—Ohio Association of Broadcasters Toledo managers' luncheon. Toledo Athletic Club, Toledo, Ohio.

Sept. 15—Radio Advertising Bureau retail and co-op workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 16—Deadline for applications for certification exams of *Society of Broadcast and Communications Engineers*. Information: Certification secretary, SBCE, P.O. Box 50844, Indianapolis, Ind., 46250.

Sept. 16—Ohio Association of Broadcasters Akron-Canton managers' luncheon. Quaker Square hotel, Akron, Ohio.

Sept. 18-20—National Association of Black Owned Broadcasters seventh annual fall broadcast management conference. "Politics and Profits: Looking Ahead to Campaign '84." Keynote speaker: Representative Mickey Leland (D-Tex.). Sheraton Washington hotel, Washington.

Sept. 19—Syracuse University chapter of National Academy of Television Arts and Sciences "distinguished visiting professor" lecture series. Speaker: Jerome Dominus, VP, CBS Television Network Sales, S.I. Newhouse School of Public Communications, Syra-

cuse, N.Y.

■ **Sept. 19-20**—Public Telecommunications Financial Management Association regional workshop, featuring sessions on requirements for Corporation for Public Broadcasting's annual financial report and on unrelated business income. Holiday Inn Denver Downtown, Denver. Information: Robert Simmons, (803) 799-5517.

Sept. 19-20—Minnesota Broadcasters Association fall convention. Sunwood, St. Cloud, Minn.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Comsat, International Telecommunications Satellite Organization, American Institute of Aeronautics and Astronautics, IEEE Communications Society, IEEE Aerospace and Electronic Systems Society*. Phoenix Hyatt, Phoenix. Information: Comsat, 950 L'Enfant Plaza, S.W. Washington, 20024.

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

Sept. 19-28—Western Public Radio radio drama production workshop, part of National Radio Training Project, funded by John and Mary R. Markle Foundation, WPR headquarters, Fort Mason Center, Building D, San Francisco, 94123.

Sept. 20—Radio Advertising Bureau retail and co-op workshop. Registry hotel, Minneapolis.

Sept. 20-21—Society of Cable Television Engineers seminar. Sessions will cover cable TV signal leakage, fiber optics and fiber optic transmission systems, data and networking, feedforward, cellular radio and computer testing systems. Sheraton hotel and conference center, Concord, Calif.

Sept. 20-22—Washington Journalism Center's conference for journalists. "Politics '84: Issues and Candidates." Watergate hotel, Washington.

Sept. 21—International Radio and Television Society newsmaker luncheon. Speaker FCC Chairman Mark Fowler. Waldorf Astoria, New York.

Sept. 21—Women in Cable, Washington chapter,

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Stay Tuned

A professional's guide to the intermedia week (Aug. 22-28)

Network television □ PBS: (check local times) Evening at Pops: *Rich Little*, Sunday, 8-9 p.m.; NBC: *The Firm* (pilot), Tuesday, 10-11 p.m.; *NBC Reports: Marvelous Machines... Expendable People*, Thursday, 10-11 p.m.; *The Godfather* (four-part novel for television comprising "The Godfather" [1972] and "The Godfather, Part II" [1974]), Sunday, 9-11 p.m. (through 9/1); ABC: *Two Marriages** (drama/special preview), Tuesday, 9:30-11 p.m.; *Another Chance* (documentary on prison alternatives), Sunday, 12:30 a.m.-1 a.m.; CBS: "Sherlock Holmes' Smarter Brother" (1975), Tuesday, 9-11 p.m.

Radio □ (check local times) ABC News: *The Dream Revisited* (five-part series highlighting 1963 civil rights march on Washington), Monday-Friday or Saturday-Sunday, one minute each; *The Dream Revisited* (documentary on civil rights), Saturday or Sunday, 15 minutes; *I Have a Dream* (Martin Luther King 1963 speech), Saturday or Sunday, 16 minutes; CBS Radio: *Newsmark: Diamonds in the Rough* (minor league baseball), Friday, 9:15-9:40 p.m.

Cable □ HBO: *Mr. Halpern and Mr. Johnson* (drama special), Sunday, 8-9 p.m.; WTBS(TV) Atlanta: *The Good News** (news program featuring "the positive side of human events"), Monday, 7:35-8:05 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Sept. 17; *Bob and Ray*, return of earlier exhibit, Tuesday-Aug. 30.

*indicates a premiere episode

charity event for Capital Children's Museum in Washington. Tom Wheeler, president, National Cable Television Association, to be roasted. Shoreham hotel, Washington.

Sept. 21-22—*Television Bureau of Advertising* sales advisory committee meeting. Indian Lakes, Chicago.

Sept. 21-23—Midwestern regional convention of *National Religious Broadcasters*. Sheraton-West Port Inn, St. Louis.

Sept. 22—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Southfield, Detroit.

■ **Sept. 22**—*Philadelphia Cable Club* meeting. Speaker: Frank Biondi, president, Home Box Office. Adams Mark hotel, Baia Cynwyd, Pa.

Sept. 22-23—*Institute of Electrical and Electronics Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.

■ **Sept. 22-23**—*Public Telecommunications Financial Management Association* regional workshop, featuring sessions on requirements for Corporation for Public Broadcasting's annual financial report and on unrelated business income. Galt House, Louisville, Ky. Information: Robert Simmons, (803) 799-5517.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international convention. Keynote speech: ABC-TV's David Brinkley, NBC News's John Chancellor to receive 1983 Paul White Award. Other speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV, Caesars Palace, Las Vegas.

Sept. 22-24—*American Advertising Federation* district five conference. Sheraton, Columbus, Ohio.

■ **Sept. 22-25**—Third annual National Video Festival, sponsored by *Sony*. American Film Institute campus, Los Angeles. Information: (213) 856-7787.

Sept. 23—*Southern California Cable Club* third anniversary dinner/dance. Century Plaza hotel, Los Angeles.

Sept. 23—*Society of Broadcast and Communications Engineers* central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y.

Sept. 23—*FCC*, in cooperation with *American Women in Radio and Television*, symposium, "Women in the Electronic Media." Ownership opportunities will be primary topic. FCC, Washington.

Sept. 23—*The Lawyer and the New Video Marketplace II*, sponsored by *American Bar Association Forum Committee on Communications Law*. Grand Hyatt New York, New York.

Sept. 23—"State of the American Music Market," seminar sponsored by *Burkhart/Abrams/Michaels/Douglas*. London Hilton, London.

Sept. 23-24—Seventh annual "South Dakota Broadcasters Day," sponsored by *South Dakota State University*. SDSU campus and Holiday Inn, Brookings, S.D., 57007; (605) 688-4191.

■ **Sept. 23-25**—*Maine Association of Broadcasters* annual convention. Speakers include James Rosenfield, executive vice president, CBS/Broadcast Group, and Eddie Fritts, president, National Association of Broadcasters. Sebasco Resort, Sebasco Estates, Me.

Sept. 23-25—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, N.D.

■ **Sept. 24-25**—"Copyright in the 21st Century," seminar sponsored by U.S. Copyright Office, for members of House and Senate Judiciary Committees. Williamsburg, Va.

Sept. 24-27—*International Institute of Communications* annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba, West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-28—*Broadcast Financial Management Association* 23rd annual conference. Hyatt Orlando, Kissimmee, Fla.

Sept. 27—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Sept. 27—Programming seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Sept. 27—*Radio Advertising Bureau* retail and co-op workshop. Drawbridge Inn, Cincinnati (Fort Mitchell, Ky.).

Sept. 27-29—*University of Wisconsin-Extension* 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison, Wis.

Sept. 28—*Orlando (Fla.) Radio Broadcasters Association* seminar, "Radio: The Sound Alternative." Harley hotel, Orlando, Fla.

Sept. 28-30—Southeastern regional convention of *Na-*

tional Religious Broadcasters. Stone Mountain Inn, Atlanta.

Sept. 29—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fla.

Sept. 29-Oct. 2—*American Advertising Federation* Western region conference. Vacation Village, San Diego.

Sept. 30—Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by *WOSU-AM-FM-TV Columbus, Ohio, Ohio State University*. Information: Institute for Education by Radio-Television, 2400 Orlentangy River Road, Columbus, Ohio, 43210; Phyllis Madry, (614) 422-0185.

Sept. 30-Oct. 1—*Massachusetts Broadcasters Association* annual convention. Sheraton Regal, Hyannis, Mass.

Sept. 30-Oct. 1—*American Advertising Federation* district nine conference. Holidome, Topeka, Kan.

Sept. 30-Oct. 2—"Voting for Democracy" symposium on American voter participation and election reform, sponsored by *John F. Kennedy School of Government of Harvard University and ABC News*. Former Presidents Gerald Ford and Jimmy Carter are scheduled to address symposium. Wilson Center, Smithsonian Institution, Washington.

Sept. 30-Oct. 2—*American Women in Radio and Television* Southeast area conference. Clearwater Beach, Fla.

October

Oct. 1—"East Coast Hispanics in Telecommunications" symposium, sponsored by *National Association of Broadcasters' minority and special services department*. New York Hilton, New York. Information: Dwight Ellis, NAB, 1771 N Street, N.W., Washington, 20036; (202) 293-3584.

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

Oct. 1-3—*Southern Educational Communications Association* conference, "Bridge to 1984." Peabody hotel, Memphis.

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va.

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

Oct. 3-5—*Ohio State University's* third annual conference on videotext. "Videotext III: Implications for Marketing." Hyatt Regency hotel, Columbus, Ohio.

Oct. 3-6—*Southern Educational Communications Association* 15th annual conference, hosted by WKNO-FM-TV Memphis. Peabody hotel, Memphis.

Oct. 3-7—*VIDCOM/MIJID*, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

Oct. 4—*Radio Advertising Bureau* retail and co-op workshop. Holiday Inn-O'Hare, Chicago.

Oct. 4-6—*LPTV East* conference. Sheraton Washington hotel, Washington.

Oct. 6—*National Coalition on Television Violence* conference, "Violence on Television: A National Health Issue?" George Washington University, Washington.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Self (202) 296-7245.

■ **Oct. 8-9**—Third annual National Video Festival, sponsored by *Sony*. Kennedy Center, Washington.

Errata

Picture on page 48 of Aug. 15 issue of **AP Radio's** business editor, **Alan Schaertel**, incorrectly identified him with UPI.

Deregulation defense

EDITOR: Your Aug. 15 article "The Myth of Deregulation" totally misconstrued what the FCC has accomplished in the area of radio deregulation. Contrary to the thrust of your article, the commission never attempted to deregulate the standards governing renewal. What they sought, and what they have achieved substantially, is the elimination of unnecessary paper work, make work, leg work, petty liability and government intrusion into programing, advertising and other market practices.

Bless the unidentified lawyers. Their opinions are to be respected. But let's look at the facts as we lawyers say. Here's the record on FCC deregulation thus far:

- Gone are the formal ascertainment requirements of the primer's 33 questions and answers and the liability that attached to noncompliance with that precise detail.

- Stations now can do remotes from business locations without risking violation of the commercial limits. A lot of potential revenue was lost prior to deregulation.

- Program length commercials are now a programing option. Previously they were ruled out by the commercial limits.

- The logging rules and the liability and frequent forfeitures which resulted from them are gone. Sure people still log, but you do it as you see fit.

- Those glib announcers who can run a 30-second spot into a 50 can no longer get you into trouble—witness the \$5,000 fine paid by WMAL(AM) Washington in 1978.

- State associations can again enter into agreements with state tourist agencies whereby the association is compensated handsomely for PSA-type announcements run by member stations on behalf of those agencies.

- Those silly 1st and 16th of the month announcements are down the drain.

- Annual financial reports are no more.

- Short form renewals have replaced the old long forms and the tedious job of assembling a composite week.

The relief is substantial. The opportunities for additional revenue are substantial. The standard for radio renewal has not changed. Indeed, the legislation which NAB is now seeking, H.R. 2382, would codify radio deregulation and establish a renewal standard very similar to the requirement stated in the radio deregulation report and order, i.e., meeting the needs and interests of the community.

Let's not belittle what the Charlie Ferris and Mark Fowler commissions have done to relieve broadcasters of regulations and policies heaped upon them over the years. Nothing done thus far should affect the ability of lawyers worth their salt to insure renewal of their client's licenses.

We at NAB are damn proud of our role in achieving FCC deregulation and we'll take our kudos from the people who run the stations rather than the Washington pundits.—*John B. Summers, executive vice president and*

general manager, National Association of Broadcasters, Washington.

Editor's note. People who run such stations as those owned by ABC, CBS, Metromedia and Westinghouse were identified in the article and quoted as saying that operations are proceeding pretty much as though no change in rules had taken place.

EDITOR: I would like to take exception with Mr. Alfred Cordon's comment with regard to radio deregulation, that "You do find a slacking off of responsibility... as you go from larger to smaller stations" (BROADCASTING, Aug. 15).

I recently participated in a study of the results of radio deregulation in the Syracuse, N.Y., market, and I was pleased to discover that almost all of these "smaller stations" had continued to diligently meet the needs of the community through voluntary ascertainment studies and a wide variety of nonentertainment programing.

Rather than encountering a "great relaxing of attitudes," my research revealed that these stations continue to be concerned about license challenges, and are determined to act as responsible trustees of the public interest.—*Jane S. Wolansky, Scotch Plains, N.J.*

The other side

EDITOR: We're delighted with BROADCASTING's perspicacity and courage in shouting what has for so long been only whispered. "The Myth of Deregulation" story in your Aug. 15 issue and the accompanying editorial supports what NRBA has been saying since the very day of the FCC's so-called radio "deregulation."

Our *Monday Morning Memo* of Jan. 19, 1981—only five days after the FCC's initial order—said, "Calling this deregulation seems to us to be a misnomer and to be misleading. It is really reregulation." And we have continued to repeat this for the past two-and-a-half years—to anyone who would listen.—*Abe J. Voron, executive vice president, National Radio Broadcasters Association, Washington.*

Compensation complaint

EDITOR: Your network compensation comparisons (BROADCASTING, Aug. 8) underscored a sad but overlooked fact of our national broadcasting system. Namely that in intermixed markets (one U, two V's, or the like), UHF television stations, irrespective of their audience delivery, are compensated at a much lower rate than their VHF counterparts. The compensation disparity, while admittedly a matter of private contractual relations, is symbolic of the impediments to the full development of UHF television as mandated by the Congress in the All-Channel Receiver Act of 1962 and in the Communications Act of 1934 as amended.

This grossly inadequate compensation arrangement only injures the network perpetrator in that it perpetuates an inability on the part of the UHF affiliate in an intermixed market to

compete effectively with its VHF competition in news, program acquisition and public affairs.

Perhaps it would be wise for the FCC and Congress to refocus its attention on the development of a complete and equal television service throughout the United States as opposed to matters like the financial interest rule (which is a decision as to which side gets the biggest share of a fat hog), low-power TV which has no proved economic viability (in contrast to full-service UHF, which does) or VHF drop-ins where a full service UHF is already available. The commission and Congress would do well to concentrate on ending the disparity between UHF and VHF television.

UHF broadcasters by and large have learned in a trial by fire how to be efficient and competitive station operators. If the networks would make a long-term investment in their respective UHF "affiliate partners" rather than go for the quick buck by perpetuating this compensation disparity, the competitive edge created by this trial by fire would inure to the benefit of both the network and its UHF affiliates.—*Cyril E. Vetter, president, National UHF Broadcasters Association, and president, WRBT(TV) Baton Rouge.*

Sin of omission

EDITOR: I was glad to see BROADCASTING devote nine pages to business reporting in the Aug. 15 issue. I was surprised, however, to find no mention of business coverage on *World News Tonight* and not a word about Dan Cordtz, ABC News's economics editor.

Mr. Cordtz's frequent business reports on *World News Tonight* are often praised and honored for their ability to examine and clarify complex economics issues. Last year, *Time* called him "the best" business correspondent in the medium.

Although Mr. Cordtz was on vacation and not available to be interviewed for the article, we believe the story was incomplete without some recognition of his and our contributions to this important field.—*Tom Goodman, press representative, World News Tonight, ABC News, New York.*

Cume confusion

EDITOR: In the Aug. 15 issue of BROADCASTING you ran a story entitled, "From AM to FM, Top 40 is on a Roll." In that article, I was quoted as saying KIIS(FM) Los Angeles "reaches over two million people per week."

In the spring 1983 Arbitron, KIIS's 12-plus, 6 a.m.-to-midnight, Monday-through-Friday cume in the TSA was 1,604,000 persons. The two-million figure includes the KIIS-KPRZ(AM) combo. Actually, KPRZ's weekly cume is 465,000 persons 12-plus. However, it is not valid statistically to add cumes, although our sales people like to talk about the two million people our stations reach in the Los Angeles area.—*Joseph L. Dorton, president, Gannett Radio Division, St. Louis.*

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WLVI-Ind	Boston, MA	WRAU-ABC	Peoria, IL
WUTV-Ind	Buffalo, NY	WKBS-Ind	Philadelphia, PA
KCWY-CBS	Casper, WY	KTVK-ABC	Phoenix, AZ
WDEF-CBS	Chattanooga, TN	WPGH-Ind	Pittsburgh, PA
WFLD-Ind	Chicago, IL	KOIN-CBS	Portland, OR
WLTZ-NBC	Columbus, GA	KAME-Ind	Reno, NV
WKBD-Ind	Detroit, MI	KNDU-NBC	Richland-Pasco-Kennewick, WA
KDBC-CBS	El Paso, TX	KTXL-Ind	Sacramento, CA
KTHI-ABC	Fargo, ND	KPLR-Ind	St. Louis, MO
WJRT-ABC	Flint, MI	KSL-CBS	Salt Lake City, UT
KAIL-Ind	Fresno, CA	KCST-NBC	San Diego, CA
WBAY-CBS	Green Bay, WI	KBHK-Ind	San Francisco, CA
WAFF-NBC	Huntsville, AL	WOR-Ind	Secaucus, NJ
WTTV-Ind	Indianapolis, IN	KELO-CBS	Sioux Falls, SD
WJTV-CBS	Jackson, MS	KAYU-Ind	Spokane, WA
WDAF-NBC	Kansas City, MO	WRSP-Ind	Springfield, IL
KVVU-Ind	Kansas City, MO	WTVH-CBS	Syracuse, NY
KCOP-Ind	Las Vegas, NV	KTUL-ABC	Tulsa, OK
WLUC-CBS/ABC	Los Angeles, CA	WDCA-Ind	Washington, DC
WCIX-Ind	Marquette, MI	KNDO-NBC	Yakima, WA
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**Watch for the second March of Dimes National Telethon
Against Birth Defects June 30-July 1, 1984**

Broadcasting Aug 22

Vol. 105 No. 8

TOP OF THE WEEK

What next on financial interest and network syndication rules?

Producers and distributors vow fight to finish against compromise; independent stations take comfort in antiwarehousing provisions; networks mum on syndication plans

The real-world effects likely to ensue if the FCC makes final its tentative amendments of the financial interest and domestic syndication rules for television networks were subjects of widespread speculation last week.

In Hollywood, the principal producers of television network entertainment programming were fashioning strategy to turn the FCC from its intended course by whatever means necessary. The FCC's proposal to let networks negotiate for financial interests in the programs they select for network presentation was the producers' principal concern.

The distributors of syndicated programming were similarly up in arms over the proposal to admit the networks to domestic syndication of all kinds of programming except entertainment series that have appeared on networks in prime time.

On the other hand, there seemed to be a lessening of worry among independent stations since the FCC proposed to admit networks to limited syndication with fixed restrictions against the warehousing of programs to keep them out of independents' hands. The independents had been as militantly opposed to the FCC proceeding as the producers and distributors before the FCC arrived at its proposed compromise.

The television networks, understandably, were withholding public comment on their plans, if indeed they had any. As spokesmen pointed out, the "tentative" decision of the FCC (BROADCASTING, Aug. 8) must survive scrutiny there, in the Congress and, perhaps, the courts before it can be considered final. The biggest unanswered question was whether networks would engage in domestic syndication of the kind contemplated by the tentative decision.

CBS/Broadcast Group President Gene Jankowski declined to discuss what has been done to examine or prepare for the possibility of a future in syndication. Through a spokesman, he said the company is waiting for a final decision from the FCC before it decides how to proceed.

The CBS spokesman confirmed that Paul Isacson, senior vice president for cable and CBG Enterprises, has looked in the question of CBS's entry into syndication, but the

spokesman denied a formal task force had been set up to plot a course for that entry. Isacson, he noted, oversees the development of many new ventures for the Broadcast Group, including its two-year-old international syndication division, CBS Broadcast International, its owned cable system near Dallas-Fort Worth and proposals for multipoint distribution service.

NBC Vice Chairman Irwin Segelstein said NBC "has no plans to be in the distribution business." NBC's primary interest is to "try to put programs on our network and stations that do well," he said.

Responding to the fears of many producers that the networks will exercise too much control over the marketplace for off-network

programming, Segelstein said, "There is no chance we will put programs on the network schedule because they have after-market potential."

As did Jankowski, Segelstein said it is far too soon to begin discussing the networks' future in syndication, because it is not yet known what the FCC will finally decide on amending its rules or whether Congress will intervene in the process.

ABC executive vice president and general counsel, Everett H. Erlick, could not be reached last week for comment on ABC's plans, if any, for entering the domestic TV syndication market. A spokesman for ABC Video Enterprises, the division that markets programming overseas and to nonbroadcast domestic users, said he knew of no plans. Herb Granath, president of ABC Video Enterprises, was out of the country and could not be reached.

Although the networks are reticent about discussing any plans for syndication, observers of that marketplace are speculating on prospects of network entry. Phil Oldham, vice president for programming at Katz Communications, speculated that if CBS and ABC decided to enter syndication, they would do so on a small scale at first and in a way to avoid competing with their network operations. As CBS and ABC chose to enter cable programming through specialized services, CBS Cable, Daytime and ARTS, they would be likely to enter TV syndication with educational or other specialized programs, Oldham conjectured.

Oldham also believes that the networks could offer competition to first-run syndicators of prime access and other programming, should they decide to enter that marketplace. "If I were a syndicator of first-run programming, I'd be very concerned," he said, noting that such in-house produced programs as KABC-TV Los Angeles's *Eye on L.A.* and KNXT(TV) Los Angeles's and WCBS-TV New York's *2 on the Town*, both successful prime access vehicles, could be developed into national programs that could challenge such fare as Group W Productions' *PM Magazine* and Paramount Television's *Entertainment Tonight*.

With the networks precluded from syndicating off-network prime time fare, however, Oldham believes there may be insufficient business in first-run syndication to support in-house syndication divisions at the networks. Could the networks' relatively new international syndication divisions handle expansion into domestic syndication? John Eger, vice president and general manager of CBS Broadcast International, whose division currently syndicates news, information, public affairs and documentary programming to schools and business organiza-



The FBI and IRS impounded the records of the Memphis-based William B. Tanner Co. amid allegations of kickbacks to clients and diversion of funds by the firm's president, William Tanner, who denies all the charges. Story on page 27.

tions in the U.S. and delivers a daily condensed version (advertiser-supported) of the *CBS Morning News* to American Airlines flights originating in five major cities, said proposals for CBI's expansion into domestic TV syndication have been considered at the Broadcast Group. The domestic TV marketplace is much different from the international marketplace, he said, however, and it will be up to the Broadcast Group to decide how and if it wants to enter that market. CBI owns the rights to about 50 made-for-TV movies and is currently marketing a weekly version of *2 on the Town*, entitled *Coast to Coast*, to overseas markets.

NBC Enterprises, in existence also for about two years, markets such fare as *Little House on the Prairie*, and six make-for-TV movies produced in part by NBC, overseas along with public affairs and documentaries. Segelstein noted, however, that the prime access marketplace is one that NBC would not likely be interested in entering and that NBC owned stations have been successful airing the game show, *Family Feud*, in that time period.

ABC Video Enterprises markets documentaries, made-for-TV movies and some of the fare from ABC/Hearst's ARTS cable channel overseas through two separate divisions, ABC Pictures International, which handles sales to theaters and television, and ABC Video Sales, which licenses programming for videocassettes and disks and cable. ABC Sports also markets programming overseas.

□

In Hollywood last week, the Committee for Prudent Deregulation, a consortium of those opposed to any tampering with the financial interest and syndication rules, met to brief West Coast members on the FCC action and to plan future means of resistance. The consensus, according to a participant, was that the FCC, in its tentative decision, had "given the networks everything they wanted." The CPD is determined to fight on, he said.

"You can expect to see more Hollywood producers and stars on the Hill," said Mel Blumenthal of MTM Productions after the meeting. He was referring to visits paid to members of the Senate and House by such television personalities as Larry Hagman, star of *Dallas*, to solicit support for legislation that would abort the FCC's action (BROADCASTING, Aug. 1).

Larry Gershman, president of MGM/UA's television group, reflected the general Hollywood view last week when he described the FCC's decision as "terrible." He said production companies risk capital when producing a show and license fees do not cover it. The payback occurs, he explained, in syndication. "If you open up the possibility that the networks can control that, you have no after-market."

Since a big enough chunk of the after-market profits would be going to the networks, Gershman added, producers would be discouraged from spending the necessary money to make quality programming since that programming often is produced at a deficit. "It's going to stifle production. The purpose [of instituting the financial interest and

syndication rules] was to encourage production. It's done exactly that. Now take that incentive away, it's going to cut off the major reason people do these things."

Randy Reiss, president of Paramount Television Distribution, expressed concern about the networks getting involved in the creative process. He said it was based "on the nature of network management." Reiss, however, was quick to note "the networks are not the bad guys in this. They're just trying to get as much as they can."

Polygram President Norman Horowitz, one of those who admits the subject is an emotional one, says, "It's not a studio issue." He explains "The studios are big enough boys to take care of themselves," helped largely, he added, by steady cash flows of existing syndication runs and other interests. The major problem, he believes, will be for the independents like Lorimar, Tandem or Spelling-Goldberg, which will be unable to attract investors for their programming because profits will be siphoned off by the networks' interests. Horowitz, echoing his colleagues, said the FCC is not facing marketplace reality. He said the commission took the "one nonarguable rule" and "under the guise of deregulation" exchanged it for a "hodgepodge of new regulations." Asks Horowitz: "This is deregulation?"

That the networks will gain undue control over the flow of programs to the mass of U.S. TV stations is the primary fear of first-run syndicators, who maintain it will be impossible to sell programs in the top markets where network owned-and-operated stations would likely be more inclined to pick up programs produced by their own parent companies. With their owned-and-operated stations, the networks automatically have what any syndicator of first-run programming must have to survive: a deal with stations in the top markets, without which no program goes on the air.

□

Independent broadcasters reached in a sampling by BROADCASTING tended to indicate that the commission's tentative changes, if made final, would only have minor effects, if any, on their own operations—although most still had reservations about making any changes in the rules.

"You hate to tinker with anything that has worked so well for independents—and also for affiliates, in my opinion," said Elmer Snow, president and general manager of WTTV(TV) Bloomington-Indianapolis, who had been a strong opponent of repeal. "I'd feel better if [the FCC] didn't tinker with the whole thing."

Snow said he could "only speculate" about what the real-life effect of the changes might be. He had been worried about network control of programming, he said, and he found it "hard to separate financial interest"—permitted to the networks under the FCC plan—"from control."

If, as the FCC proposes, networks are required to distribute future off-network prime-time series through independent syndicators, Snow said, "then I suppose that in theory we can get the programming, but I worry about [distinguishing] theory from possi-

ble practice."

Ted Adams, senior vice president of WCIX-TV Miami, was "skeptical" about the changes. If they had been made a few years ago, he said, "I'm not entirely certain we would have seen [off-network series like] *Barney Miller* as early as we did. I'm just skeptical about whether or not we would have gotten the product, and the product is our life's blood."

Adams also felt there should be "some teeth," such as treble-damages liability, in any revision of the financial-interest rule, to guard against financial interest somehow affecting syndication. He also heartily endorsed Commissioner James Quello's call for comments on the tentative decision, to insure that independents are adequately protected.

(Adams is chairman of the Association of Independent Television Stations [INTV] but emphasized that his views were his own, not those of INTV, which thus far had taken no official position.)

John Serrao, president of WPMT(TV) York, Pa., who over the years has been identified with a number of independents, said: "I think it would have been better to leave [the rules] where they were. They have helped both independents and affiliates." The FCC's tentative changes, Serrao said, "could hurt independents in major markets." He said the plan "affects the networks' ability to play games, but they still have influence."

Other independent station sources, who asked not to be identified, suggested the rules changes would have, at most, "minor effects" on independents. "The networks can't control programming" under the plan, one said. "I don't think there'll be any dramatically negative effects." Another said: "I don't think it will have as much effect as originally expected."

Affiliates by and large have endorsed the network move for repeal. One who didn't, Michael Kievman, Cox Communications' executive vice president for television broadcasting—originally an outspoken affiliate opponent of repeal—found the FCC plan "a reasonable, workable compromise" and added that "unless I'm missing something, I can't see that it will have any negative effect on our stations," which include two independents and four affiliates.

Kievman said he had never been concerned about the financial-interest rule, which he considered a matter between the networks and the studios, but had been concerned about "network control" of distribution and felt this is guarded against in the FCC plan. He did suggest one change: Instead of providing for the remaining network restrictions to "sunset" in 1990, he felt the commission should review the situation at that time.

Kenneth L. Bagwell, president of the television division of Storer Communications, had supported the repeal movement because, he said, "we think it's fair for the networks to have a financial interest [in programs] in today's economy."

"I don't think," he said, "that the [FCC plan] will have any indirect or direct effect on our stations." These include an independent along with six affiliates. □

FBI impounds Tanner records

Investigation spurred by allegations of former employes that firm gave kickbacks and Tanner diverted funds; he denies all the charges

No matter how things work out eventually, Thursday, Aug. 11, 1983, will go down as a dark day for the William B. Tanner Co.

That's the day FBI and Internal Revenue Service agents sealed off the barter company's Memphis headquarters, seizing cartons full of records amid allegations that the company had been handing out kickbacks to clients, and that William B. Tanner, company president, had engaged in a variety of scams to divert millions in company funds from official books and into his own pockets.

Tanner, 52, has steadfastly denied all. "These charges are outrageous lies; there's no truth to them whatsoever," he said.

No charges had been filed as of late last week. But federal agents were said to be combing the seized records, trying to decide whether a grand jury should be asked to take a look, a source said.

Of particular interest to broadcasters, many of whom owe Tanner time, is what could happen to the company's time bank, which, according to a company official, is valued at more than \$100 million. Elmer vom Eigen, Tanner vice president, media administration, said nothing will happen since the allegations against the company are untrue.

Rodney Erickson, co-chairman and co-chief executive officer of Time Buying Services Inc., New York, guessed, however, the time bank "probably" was perishable. The key, he said, was whether Tanner's contracts with stations were transferable. "But you'd have to be privy to the individual contracts" to know for sure, he said. "They're all different."

Showing keen interest is Media General, the Richmond, Va.-based communications conglomerate that bought the Tanner company in June 1982 for almost \$40 million—and kept Tanner on as president.

Alan S. Donnahoe, Media General vice chairman and chief executive officer, stressed that the investigation was limited to the Tanner company—no allegations of wrongdoing have been aimed at Media General.

Donnahoe added that Media General was as interested in getting to the bottom of the matter as anyone else, and has had its own team of lawyers, auditors and accountants conducting an investigation since the morning after the raid by federal agents.

Perhaps the most momentous allegation, contained in the affidavit used to obtain a search warrant, was that Tanner has been keeping a "hidden inventory" of commercial radio spots.

The affidavit—presented by an FBI agent who said he based his information on the allegations of two unnamed former Tanner employes and a representative of a former

client company of Tanner's—charged that Tanner kept a hidden inventory of advertising time it acquired through barter arrangements with radio stations. In exchange for jingles and songs produced by Tanner's production department, the firm received the advertising time. The advertising inventory, according to the affidavit, was recorded on a separate set of books, "and the value of these spots is never carried into the general accounting system," the affidavit said.

According to the affidavit, one of the sources said the "hidden inventory" was worth \$53 million in 1979. The source further alleged that Tanner has been maintaining separate records for that inventory since the early 1950's, and he said that inventory had increased by as much as \$30 million by 1982. During the last five years, the source estimated that the value of the inventory had increased by about \$10 million a year. And based on the increases, the source estimated Tanner had been bringing unreported income of about \$8 million a year, at least since 1978.

"In essence, the company was trading material developed by their production department, expensing production costs and not including the fair market value of the assets they received as income," the affidavit said.

According to one source, identified in the affidavit as a vice president and controller of the firm until November 1982, payoffs in cash, automobiles, trips and other offerings were "a normal procedure" in the company's operations.

The transactions were charted through separate accounts to which only a few Tanner employes—including Tanner—had access, according to the affidavit.

One example cited was an account for Hotel Promotions Inc., which, according to the affidavit, was used to route payoffs to Jerry Conti, identified as marketing director and general sales manager of the Dunes hotel in Las Vegas, a client of Tanner's.

The source also alleged that Tanner owned slot machines in casinos in which Conti had an interest. According to the affidavit, the source "had reason" to believe Tanner had used \$13,050 in company funds to buy the slot machines for his personal gain. "This money represented a source of concealed income for William B. Tanner personally," the affidavit said.

(Conti, who was variously reported to be out of the country or en route from Chicago to California, could not be reached for comment. But according to a spokeswoman for the Las Vegas hotel, Conti resigned as vice president, advertising, marketing and entertainment, last April. She also said she didn't think the allegations were true. "He was beyond reproach," she said.)

According to the affidavit, the source also said Tanner "probably" derived personal income from a series of fictitious "turn-around" accounts used to conceal money flowing from the company to Tanner personally.

A second source, identified as a Tanner media director who left the company in October 1981, said cash payoffs were made constantly. "An individual who handled the media advertising account for a particular company may have an envelope filled with cash dropped on his or her desk or find a new automobile parked in their driveway one day," the affidavit said.

Among those who this source said were believed to be receiving payoffs for steering advertising business Tanner's way were Elmer vom Eigen, the Tanner vice president who was formerly with the Beneficial Fi-

Source material. The FBI didn't name the sources it used to present enough allegations against the William B. Tanner Co. to get a warrant to search the company's Memphis headquarters, but it did provide clues. In the affidavit presented to get that warrant, one source was identified as a Tanner Co. vice president and controller from January 1979 until November 1982, whose duties included supervising "all aspects of the accounting operation" of the company.

Harry H. Davis, who is now putting together his own company in Phoenix, fits that bill. And, in a telephone interview last week, made no effort to conceal his participation.

Davis, who said he has been an accountant for 30 years, said he hadn't gone to the FBI; it approached him, and he told it what he knew. Despite Tanner's denials, Davis insists his story is true.

While Tanner has painted Davis as a disgruntled former executive who had been demoted to the mailroom for, among other things, "sexually harassing one of our female employes" (see story), Davis said he resigned because of Tanner's business practices. "He [Tanner] has a very difficult time addressing the truth in anything," Davis said. "I had an awful lot of personal liability exposure. I couldn't put my signature on tax returns that aren't true," he said. "When you're a professional . . . a little rinky dink is one thing, but flagrant abuse is something else."

A second source in the FBI affidavit was only identified as having been a media director for the company who left the firm in October 1981 after serving three-and-a-half years. A woman who fits that description was located in Baton Rouge, La., but denied talking to the FBI. Her only knowledge of the affair, she said, had been picked up "in the trades." If the sort of behavior alleged to have gone on at the Tanner Co. actually had, "it wasn't common knowledge to me," she said.

A third source relied upon for the FBI affidavit was described as the manager of corporate security for a former client of the Tanner Co. that had conducted its own investigation after receiving several anonymous tips that it was being defrauded by Tanner with the help of its own media director.

nance Co., various officials of the Thomas J. Lipton Co. and Jack Riley, former media director for the STP Corp. (Vom Eigen said the allegations about him were false. John Young, assistant general counsel for the Lipton Co., said the company didn't think it would be "appropriate or proper" to discuss the allegations since they were the subject of an ongoing federal investigation. Riley, now an independent media consultant in Fort Lauderdale, Fla., said the allegations about him were false.)

The second FBI source also claimed that Tanner provided his payoffs in various forms. "At one time, Mr. Tanner furnished women to representatives of prospective clients when they came to Memphis to discuss business," the affidavit said. "Two of the women used for this purpose worked for the William B. Tanner Co. on a full-time basis and are believed to be currently employed there."

According to the affidavit, the source also alleged that Tanner declined to return to client advertisers the credits paid for running commercials at the wrong time.

In one case cited in the affidavit, a station that had aired spots for Mrs. Paul's frozen foods at the wrong times gave Tanner Co. a \$10,000 credit that was not forwarded to the Mrs. Paul's account. "Occasionally, clients were advised their commercials had aired at times other than those contracted, but they were never made aware the Tanner Co. received a credit as a result of the practice," the affidavit added.

One of the sources also said that Louis Lucas, Tanner's chief legal counsel, had been involved in the alleged kickback schemes and use of turn-around accounts.

Lucas resigned last week to avoid any conflict of interest, feeling that he couldn't advise Tanner since he had been accused of wrongdoing as well, according to a Tanner Co. official.

In a telephone interview last week, Tanner vehemently denied all the allegations, contending they had been based on information supplied primarily by a disgruntled former employe. He said the primary informant was a former executive who had been demoted to the mailroom for, among other things, "sexually harassing one of our female employes."

He declined to name his accuser, but said everyone at the company knew who he was.

Asked why federal authorities would put him through all the trouble they have on mere hearsay, Tanner replied: "Someone in this city must be jealous of me, wouldn't you think? That's the only thing it could be, because there's no way it should have been done."

Tanner said his company did not kick back. "We don't kick back. We provide a great service at a real good savings . . . so you don't have to do that," he said.

The accusations about turn-around accounts, he said, also were false. "I owned 100% of the company, so why would I want turn around accounts, since I've got all the money anyway. As I understand a turn-around account, I'd have to get someone else to funnel the money back to me, so I'd have to give him part of it, wouldn't I?"

Also "absurd," he said, were the allegations about the hidden, \$80-million inventory. The IRS, he said, has audited his company for 15 years, and is currently working on its 1982 returns. When Media General bought the company, he said, its people checked out his company for six months and found nothing amiss.

He also disputed what he described as an allegation that he hadn't paid personal income tax on \$8 million each year. "There's no way; it's impossible," he said. "How would those informants know if I didn't pay income tax? If you cut through it, you see how dumb it is." On providing sexual favors: "You know, I just can't believe that. That's just another thing thrown in to have some smear."

Vom Eigen said the company had lost no business as a result of the adverse publicity.

Media General's Donnahoe said the U.S. Attorney in Memphis had promised his team of in-house investigators access to the con-

fiscated records. (They reportedly were examining the records last Thursday [Aug. 18].) He said he didn't know when the in-house investigation would be complete. He also said he didn't know whether the results of that investigation would be released publicly. "We will do what is appropriate," he said.

The Tanner subsidiary, Donnahoe added, is in "sound financial shape" and would meet all of its obligations. He also noted that the Tanner company had been audited by outside accountants before Media General bought it and had been subjected to Media General's "normal" auditing practices since it was acquired.

Donnahoe added that it was unclear whether the alleged wrongdoings were supposed to have gone on after Media General bought the company. "We regard this as a very sound company basically, and it's very sad all these allegations were made," Donnahoe said. □



Peter Jennings: out of the orchard and into the anchor chair

ABC's week-old mainstay of 'World News Tonight' is counting on his years of experience in the U.S. and overseas to aid him in his goal for the newscast—being relevant

Sixteen years after leaving the job as anchor of ABC News's evening newscast, Peter Jennings has begun a second tour. At 45, he has the lines in his face that give him the look of authority he lacked when he was 28. More important, he has the experience of a far-ranging foreign and domestic correspondent to go with that look. As he says, "I've spent a lot of time in the orchard."

And it will be that time spent in the orchard—from covering political campaigns in the U.S. to wars in the Middle East and the hostage crisis in Iran—that will help shape the form and content of the *World News Tonight*, as it struggles to regain the momentum lost in the lingering illness and

death of Frank Reynolds. Beyond the experience, Jennings thinks he knows what it takes to produce a good newscast: "Be relevant."

Jennings was discussing those matters last week in his office in the ABC News Washington bureau, which he will vacate when he moves his base of operations to New York next month. He spoke as a Canadian citizen who has reported for ABC News from all 50 states and has worked as a correspondent in most areas of the world. To him, the answer to the question of what makes a good newscast begins with his view of the country.

"I think of it in terms of regions, not states," he said. "In south Florida, you would be broadcasting to people whose cultural identities are very much tied up with the Caribbean....If you're broadcasting to the Pacific Northwest, you're broadcasting to people who have something in common with northern California but have much less in

common with the people in southern California, who are more likely to be attached to what some people also call Mexican America...."

So what is a good newscast? "It is one with seven or eight or nine reports on any given night that deals with issues and reporting that somehow gets as close as possible to relating to all of those [regional] differences. It's an enormous task in a country of more than 200 million people—and may be impossible."

Still, he thinks ABC News hits the mark on individual pieces. And in discussing three on last Monday night's broadcast (Aug. 15)—one on Siberia, another on the anti-Sandinista Contras training in Honduras and one on a Catholic nun who is a star of cable television ("a pure back-of-the-book story")—he used one word to describe each: relevant. "If there were any sign I would put on my desk, it would say, 'Be relevant.'"

Perhaps it is because of his background as a foreign correspondent, but Jennings is convinced that "one thing" that is of national concern is foreign news. His approach, he indicated, is to report it in terms of American interest. He and other foreign correspondents still cover wars, he said. "But in those wars we are much more likely to be more concerned with the American or East-West element." And in the last few years, he added, he has written more about coal, steel, cars and U.S.-European relations than about combat. "That tells me we have something that is very obviously national here," he said.

Jennings, then, reflects the view of some correspondents who have felt that their New York offices were caught up in what used to be called the "bang-bang" aspects of a story to the virtual exclusion of an explanation of what lay behind the excitement. "You can say, 'Those nasty French are subsidizing their farmers and that's unfair competition,' or you can sit down on an evening and say, 'Let us examine the problems of subsidies. Let's see how the Europeans do it, how we do it. This is why sometimes we listen to our allies.'" But wouldn't it be tough to do that kind of analytical piece in the 22 minutes available on a newscast? No, not tough at all, Jennings feels. "But it's tough to make decisions on what to exclude on a given night."

If "Be relevant" is one sign Jennings would place on his desk, another might be: "Stay cool." Or, as it was put to him in the discussion in his office: "Take the world view."

In that respect, he feels that being a Canadian reporting on matters affecting America has been a plus. "Canada, being a small country, in terms of population, and not a superpower, has a less passionate view of the world," he said. He felt that distinction particularly during his coverage of the hostage crisis in Iran. He recalled seeing videotapes of newscasts showing Americans burning the Iranian flag. "That kind of passionate nationalism hurts us as a country," he said.

But that detachment is not necessarily restricted to Canadians, although it may come easier to them—several work as foreign correspondents for the major networks. Jennings is in the process of becoming a

U.S. citizen ("Closed Circuit," Aug. 15). (Nothing special about the timing, he said. But after 19 years in America, he has acquired a wife, American, and two children, American, and for the first time in years expects to be located in one place long enough to do the job of acquiring citizenship.) And it is not likely his detachment will be foresworn along with his Canadian citizenship.

Many of the American reporters who were in Iran felt as he did, he said. "What's required of reporters is that they not be caught up in the passion." They should at least try to jettison their "cultural baggage." But for the "world view," there is nothing like experience, he indicated. "I've been so many places and seen the White House get so excited and heard the White House and the State Department talk about so many breakthroughs, and you can get very excited about it if you're at home. But if you're on the ground and you know what's going on, you get a lot less excited."

Jennings has been acquiring experience since 1958, when he was 20 years old and began working for CFJR(AM) Brockville, Ont. (Thus, along with CBS's Dan Rather and NBC's Tom Brokaw, he is part of the first crop of network anchors whose experience in journalism is almost, if not entirely, confined to radio and television.) In September 1964, he landed in New York, a freshly minted ABC News correspondent, and immediately flew to Jackson, Miss., to start covering the civil rights story. Except for the time from February 1965 to December 1967 when ABC gambled that young, handsome Peter Jennings was the way to attract the youthful viewers—and lost—he has been a correspondent ever since. Even in the five years he served as foreign desk anchor for *World News Tonight*, based in London, he traveled extensively.

For, on giving up the anchor chair—and he says he had suggested to the management that a change would be good both for him and ABC—he proceeded to resume the task of acquiring the journalistic credentials he felt he had lacked as anchor. And in that

regard, ABC was the right place to work. It allowed him to range the country with a camera crew, covering the key issues of the day—law and order, civil rights and the economy. In 1968, he covered the presidential campaigns of Eugene McCarthy and George Wallace. And he reported on the unrest sweeping American campuses as the Vietnam war heated up. In late 1968, he traveled to Cuba—his Canadian passport gave him an advantage over American journalists who were unable to gain access—and produced material for a 10-part series. On his return, he resumed his wanderings around the country, so by the time he was dispatched to Rome as a foreign correspondent in 1969, he had kept the promise he had made to himself when he arrived in the U.S. five years earlier—he had been in every state.

Then he really began traveling. Indeed, Jennings, who speaks French, some Italian and "a smattering of Arabic," may be the most traveled journalist of his generation. No one has added up all of the countries he has visited, but he has been in most countries of Africa, in every country in western Europe, and in 80% of those in eastern Europe. He is at home throughout the Middle East. (He was based in Beirut from 1970 to 1975, and knows Lebanon "like the back of my hand.") He is "weakest" in the Far East. Still, he has reported from the Phillipines, Japan, Korea and Vietnam.

Thus, he has labored long in a very extensive orchard. That can affect a correspondent as he moves up to an executive position, and the authority that goes with his new job is reflected in the second title he carries—senior editor of *World News Tonight*. He is very aware of the pressures news executives feel to keep abreast of the competition—never mind if the effort smacks of herd journalism or if there is a tendency for the newscasts of all three networks to resemble one another. "I've been on the other end of these telexes saying, 'CBS had great cutaway of bomb thrower,' and I know full well the next day the poor son of a bitch from CBS is going to say, 'Jennings had great cutaway of dog biting man. Where were you?' If I could elimi-

Fall gun jumping

An earlier-than-usual start for a number of new and returning programs in the fall lineups of all three major networks is apparently in the works. Although the official start for the fall season is Monday, Sept. 26, ABC-TV announced last week it would jump the gun with *Lottery* and *Webster*, two new series, and *Matt Houston* and *Benson*, two returning series. *Lottery* will premiere Friday, Sept. 9, in a 90-minute special beginning at 8 p.m., followed by a 90-minute *Matt Houston* special. The following Friday, Sept. 16, *Benson* will premiere in its regular 8 p.m. slot, followed by the premiere of *Webster* at 8:30 p.m. and episodes of *Lottery* (9 p.m.) and *Matt Houston* (10 p.m.) in their regular time periods.

NBC-TV will premiere its new half-hour comedy, *We've Got It Made*, on Thursday, Sept. 8, in its regular 9 p.m. slot and its revamped, retitled and rescheduled news magazine, *First Camera*, on Sunday, Sept. 18, in its regular 7 p.m. slot. A special edition of *Real People* will start on Wednesday, Sept. 14. NBC anticipates announcing the start dates for the rest of its lineup sometime this week, according to a spokeswoman, who also said a number of those dates are likely to be prior to the official start.

At CBS-TV, no decisions have been made about early start dates, according to a spokesman for CBS Entertainment President Bud Grant. Early starts, he said, however, are "under active consideration," and an announcement is likely this week.

Last year, NBC premiered five programs ahead of premiere week, while CBS jumped the start with four and ABC one. All of those shows premiered in a two-week period prior to the official start on Monday, Sept. 27, 1982. This year's early starts are as much as three weeks before premiere week.

Metromedia appeals Craft decision. An attorney for Metromedia Inc. has asked the judge in the Christine Craft case to overturn the jury's award of \$500,000 to the former co-anchor of KMBC-TV Kansas City (BROADCASTING, Aug. 15). The attorney, Donald W. Giffin, said there had not been enough evidence to submit the case to the jury after the two-week trial of Craft's \$1.2 million sex-discrimination lawsuit. Metromedia, which owned the station when Craft was hired as co-anchor and then demoted to reporter—a demotion she did not accept—has also asked Judge Joseph Stevens Jr. to disregard the jury's recommendation that Metromedia be found guilty of sex discrimination. Under federal law, a judge must make that finding. The jury awarded Craft \$375,000 in actual damages and \$125,000 in punitive damages after finding that Metromedia had defrauded Craft in initially stating she had been hired solely for her journalistic skills and then attempting to alter her appearance. Craft, 38, said her superior at the station had said she was "too old, unattractive and not deferential enough to men." Metromedia last week filed a document with the court disputing the claim it had promised not to attempt to change her looks. Craft is on leave from her present job of anchoring the news for KEYT-TV Santa Barbara, Calif.

nate that stuff, man, I'd retire a happy man."

So compassion for the journalist still in the field is one feeling Jennings carries with him into the executive offices. A related one is a determination to give *World News Tonight* its own look. (Maybe the ABC correspondent *should* be doing something different from the CBS competition.) There is yet another carry-over from his days as a correspondent—the itch to go where the action is. And he hopes to be able to scratch it.

"I've argued to the company that if we can move the anchor overseas to some of the most godforsaken places on the face of the earth, it must be very easy to move the anchor to some of the most technologically tied-in places in the world." He recognizes that the additional responsibilities he would have for anchoring a newscast would make the logistics somewhat more complicated than those involved in shuttling him, as foreign desk anchor, from London to, say, Beirut to cover the bombing of the American embassy. But he does not think the problems would be insurmountable. And he thinks the benefits would be more than worth the effort.

"The foreign anchor worked best," he said, "when it was involved in a regional story." He recalled that the Israeli judicial report on the murders of the Palestinians in the refugee camps in Beirut contained five elements—two involving Israel; a third, Lebanon; a fourth, Syria, and a fifth, Washington—generating five pieces. No viewer who was paying attention would miss an element of the story, Jennings said. So why not do the same thing with a major story in the U.S., say, a murderous heatwave in the Midwest, with the newscast anchored from St. Louis?

Of course, Jennings last week had been on the job as sole anchor for all of a week. Won't the itch to cover fires around the country fade and the detached "world view" be overcome by the practicalities and competitive pressures involved in having a major role in directing a network newscast? As for losing his sense of detachment, Jennings thinks that the person sitting in the anchor chair is the least likely to become passionate about an issue. "You're getting it from all sides." But he is aware of the danger of losing detachment after a time out of the field. "How long I can keep it, I don't know. I'm very conscious of that."

But in any event, Jennings seems to be

settling in for a long haul—longer than the last time he anchored the news for ABC. On a cabinet in his office is a battered briefcase, one Jennings said he bought on the day he joined ABC News. "When it falls apart is the day I leave the company," he said. Then he added, "I just had it fixed." □

Caucus expands

New trade association, at first board meeting, agrees to let any TV group owners in and changes name to Television Operators Caucus

The broadcasting industry's newest trade association, Major Market Television Caucus, began to take shape last week at MMTC's first board meeting. One of the board's first decisions was to modify its membership requirements to include all TV group operators and to change its name to Television Operators Caucus, which would more accurately reflect the intended composition of the new association.

The board also elected officers: president and chairman, David Henderson, president of Outlet Co.'s broadcasting division; vice president, William Baker, president of Group W's TV group, and secretary-treasurer, Joel Chaseman, president, Post-Newsweek Stations.

Henderson and Chaseman were the chief organizers of the association, which grew out of an earlier caucus of 42 major station groups (BROADCASTING, June 13, July 11). TOC was created to give group owners a distinct Washington presence before Congress and at the FCC.

In addition, Henderson said, the board agreed to develop positions on two areas of regulatory concern—the FCC's tentative decision to abolish its financial interest rule and allow the networks back into limited domestic syndication and the FCC's proposal to liberalize its multiple ownership rules.

Most of TOC's member companies have already taken positions on financial interest and syndication rules. The TOC's position is yet to be determined. TOC favors repeal of the multiple ownership rules.

Henderson said that TOC revised its membership requirements after receiving several queries from group owners interested in joining the caucus but not operating in the top 50 markets (BROADCASTING, Aug. 15). He noted that the caucus didn't want to be exclusive and was willing to accept any group operator as long as the company's chief officer "demonstrates a willingness to participate."

One of TOC's chief goals is that the organization's structure remain modest and informal. Caucus leadership has repeatedly stated that the members intend to conduct their own lobbying. A part-time coordinator will be hired and a committee has been formed to find that person, Henderson said. The coordinator, he added, will serve as the "traffic cop and gather information." After a coordinator is picked, TOC will discuss the location for its Washington office. Henderson said. The caucus also approved a rough draft of bylaws and a dues structure. TOC decided not to select a specific law firm to represent it, but will use, on a rotating basis, attorneys already on retainer by member companies. Many Washington communications law firms were reportedly competing to represent TOC.

Henderson said the board will meet again in late September. In the meantime, TOC plans to confer with FCC officials, members of the House Telecommunications Subcommittee and National Association of Broadcasters President Eddie Fritts and Gert Schmidt, NAB's joint board chairman.

Some of the broadcasting industry's leading executives sit on the TOC board. They are: Terry Lee, president and chief operating officer, Storer Communications; Joe Dougherty, president, broadcasting division, Capital Cities Communications; William Schwartz, president and chief operating officer, Cox Communications; Dudley Taft, president, Taft Broadcasting, and Bob Bennett, president, Metromedia Television. □



Chaseman






Baker



Henderson

Added Attract'ons

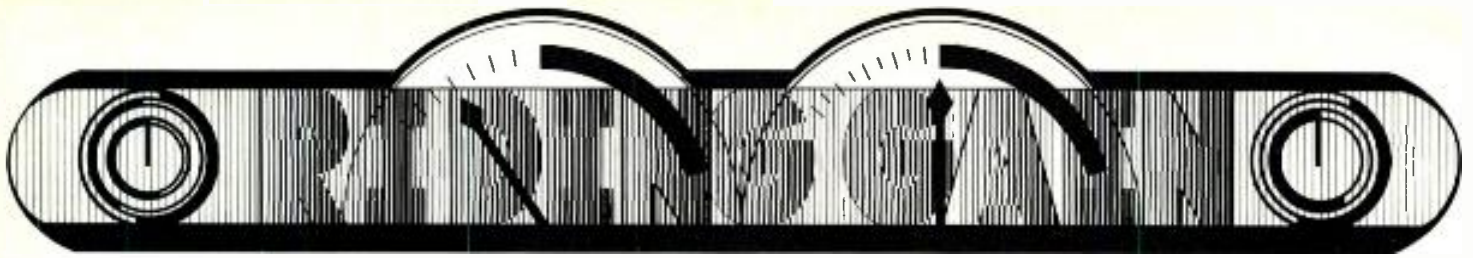
BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Aug. 29  **Radio 1983.** BROADCASTING's annual examination of the medium, including a look at spot radio, syndication, formats, satellite services, the newest in technology, the general economic climate and our annual chart of the top 10 stations in the top 50 markets. Also featured in this issue, an agenda and list of exhibitors for the National Association of Broadcasters' **Radio Programming Conference**, which will be getting under way in San Francisco as this issue rolls off the press.
- Sept. 5  Gavel-to-gavel coverage from **RPC VI**: general sessions, panel sessions and exhibits. And in advance of what is fast becoming one of the cable industry's major conventions, the **Eastern Cable Show** in Atlanta, a complete agenda and exhibitors list.
- Sept. 19  **State of the Art: Journalism.** Our annual special report on electronic journalism, encompassing television, radio and cable news. Plus, a preview of the **Radio-Television News Directors Association** convention (Sept. 22-24) in Las Vegas.
- Oct. 10  **State of the Art: Technology.** Digital technology, for both radio and television; high-definition television, AM stereo and audio processors. What's available, where to get it and how much it costs. And what the experts predict will be state-of-the-art as the information age unfolds. Also in this issue, complete coverage of the **National Radio Broadcasters Association** convention, this year in New Orleans.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

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Digital album delivery

ABC's Rock Radio network has launched a satellite-delivered album service for affiliates. Stations will be able to tape an artist's new album for air play as soon as it becomes available. Whenever possible, ABC Radio will digitally transmit master tapes of new albums, enabling stations to get "optimum audio quality" from the broadcasts, according to Denise Oliver, director of programming, ABC Rock Radio network.

The service was inaugurated at the end of a 16-minute news conference with two members of the group Asia (Carl Palmer and John Wetton) which aired live over the Rock network on Aug. 9. ABC then transmitted the group's new album, *Alpha* (released the previous day), in its entirety for affiliates' use. "This is the first time a radio network has provided this kind of service to its affiliates," Oliver said. "It helps the record company as well as our affiliates by insuring quick delivery of new records by major rock acts," she added.

ABC's Rock network plans to feed affiliates upcoming new album releases by both The Moody Blues and Rainbow. ABC Radio's six networks use the RCA digital satellite system via Satcom I-R thus allowing not only Rock network affiliates to use the new album service, but affiliates of ABC's other youth-oriented networks as well, according to an ABC spokeswoman.

Reasons for radio

Six people out of 10 (60.3%) regard radio as their primary source of news in early morning. Seven out of 10 (71.2%) count on it for early-morning weather reports. But it's more than an early-morning medium, and the uses to which it is put often vary widely according to whether it's AM or FM. Most AM listeners tune in "regularly" for news/weather, but also (in descending order) for such other services as complete news, music, traffic reports, personalities or DJ's, contests, "better sound," talk shows and sports. FM listeners rank news/weather third, behind music and better sound and ahead of personalities or DJ's, complete news, traffic and contests.

These are among the findings of the first of a series of studies conducted for Blair Radio by Frank Magid Associates in what is projected to be an ongoing monitoring of trends of radio listening and audience attitudes toward radio programming. The study was conducted last December among a national sample of 489 adults who had listened to radio for an hour or more in the past 24 hours.

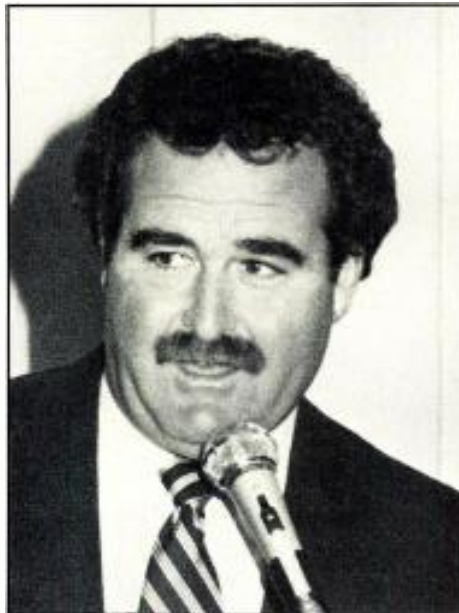
The study also found, among other things, that people tend to have "favorite" stations, but more often have favorite FM stations (59.4% of the males, 61% of the females) than favorite AM stations (30.2% of

the males, 31% of the females). Even their favorite stations sometimes offend them enough to make them switch to other stations; 42% said this had happened, and it happened more to FM stations (43.9%) than to AM's (38.4%).

The Blair-Magid study also took a look at cable's effect on other media. Some 45% of the respondents had cable, and almost half of these had a cable music service such as MTV. About 15% of these said they watched the music service regularly, about half said they watched it occasionally and close to 40% said they never did. The presence of cable seemed to have contradictory effects: 32% of the cable respondents said they watched less regular TV than in pre-cable times, but 25% said they watched more regular TV now; 16% said they spend less time with radio but 9% said they are spending more time with radio; 18% said they spend less time with newspapers, 2% said they spend more. Blair's report concluded: "Cable television does not seem to have a major effect on radio or newspaper, and its effect on TV may not be large."

Spreading the word

Radio Advertising Bureau President Bill Stakelin announced plans last week to form a speakers bureau within the association using association staff and leading radio executives "to help the story of radio across America." Stakelin said he has made speaking engagements for himself at the following events: Washington State Broadcasters As-



Stakelin

sociation's annual meeting in Seattle, Sept. 12; Nebraska Broadcasters Association's 15th anniversary gathering, Omaha, Sept. 13, and the Broadcast Financial Management Association's annual meeting in Orlando, Fla., Sept. 28.

Chicago support

"Our listeners pledged more money on an hourly basis than any other public radio station in the country," said Carole Nolan, general manager of WBEZ(FM) Chicago, after the Aug. 1-3 nationwide fundraiser for financially plagued National Public Radio. WBEZ received an average \$7,900 per hour, going as high as \$10,000 at times, during the 25-hour event. The station's total pledges topped off at \$190,000, second only to WBUR(FM) Boston, which raised \$250,000 ("Riding Gain," Aug. 15). But, according to WBEZ, the Boston station extended fundraising to 72 hours.

More and more info

Arbitron Ratings' Qualidata service for 1983 is now giving radio subscribers more specific data about their listeners. This year, for the first time, local grocery and department stores as well as fast food franchises are highlighted by name. Home entertainment equipment purchases, local magazine circulation and cable television penetration are now specified. And designer jeans and acne preparations have been added to the teen-only products category. Diary keepers from Arbitron's fall 1982 and winter 1983 survey were reinterviewed to collect product and media data usage and life style information. According to Arbitron, it was the largest sample ever used for local market qualitative data.

The service, which indicates how often station listeners use a certain product in comparison to the average population of the market, is now available in Dallas-Fort Worth, bringing the total number of cities now using Qualidata to 10.

Child locator

Thousands of children are reported missing each year, and many could be found more quickly if authorities had more to go on than verbal descriptions given in haste by often distraught parents. On that theory, and to provide that extra edge for authorities (and for Seattle-area children and their families), KING-AM-FM-TV Seattle, the Pay'n' Save drugstore chain and the local Pepsi bottling company are conducting a "Junior Challenger ID Card" campaign.

Beginning yesterday (Aug. 21) and running through Sept. 25, ID stations will be set up on a staggered schedule in some 25 Pay'n' Save stores. There, at no charge, parents can have their children photographed and fingerprinted and their vital statistics recorded. Each child gets a laminated card with picture, fingerprints and the rest, and the parents get an identical card, except larger, to give to authorities if the child is reported missing. For starters, the stations, drugstore chain and bottler held a party on

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A high-tech series that delivers the family audience by bringing video arcade competition into the viewer's home.

Featuring new host Geoff Edwards, "Starcade" is the game show of the '80s, with the fast-paced format that brings vicarious thrills to its viewers. "Starcade" will defi-

nitely be available for world-wide distribution as a five-a-week strip or one-a-week, Fall '83.



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Aug. 14 at the Seattle Center, with free Pepsi, balloons, visors and live music, and turned out cards for more than 100 children and their parents.

CNN additions

The Atlanta-based CNN Radio Network added 10-minute morning newscasts at the top and bottom of the hour from 6 a.m. to 11:30 a.m. last Monday (Aug. 15). Earlier this month CNN launched a one-hour early morning (5 a.m. to 6 a.m. ET) news block ("Riding Gain," Aug. 1). Anchors for the newscasts are Dave Straub, Peter Combs and Carmen Burns.

The network is also airing until Oct. 5 *Countdown to Olympics*—four different 90-second features fed live each day (9:17 a.m., 2:17 p.m., 6:17 p.m. and 9:17 p.m., Monday to Sunday) and re-fed a half hour later each time. Stations must carry at least two features per day, according to a network spokesman. Exclusive sponsor for the program, which is hosted by U.S. 1980 Olympic Gold medal winner Eric Heiden, is Transamerica Corp. CNN Radio, which made its debut April 1, 1982, as an audio service for cable's CNN Headline News, is represented nationally by the Christal Co.

CBS get-togethers

CBS Radio Network will initiate a series of three regional conferences for affiliates next Sunday (Aug. 28) at the Hyatt Union Square hotel in San Francisco. The West Coast meeting, which coincides with the opening

day of the National Association of Broadcasters' Radio Programming Conference in that city, will begin at 8 a.m. with a continental breakfast and last until 3 p.m. The topics of sales, advertising and promotion and news will be discussed by David Kleinfelt, Western district director for affiliate relations; Norman Ginsburg, director of affiliate/audience promotion, and Joseph Dembo, vice president of news. Michael Ewing, vice president and general manager of the CBS Radio Network, will address network/affiliate relationships.

A regional meeting for Southeast affiliates is scheduled to take place on Sunday, Oct. 2, in New Orleans—the opening day of the National Radio Broadcasters Association's annual convention—with a conference for Midwest stations slated for Nov. 2 in Chicago.

Into love

Viacom's WLAK(FM) Chicago recently launched a new "love song" pop adult format geared especially for the 35-to-44-year-old audience, according to Jack Taddeo, the station's new program director. Taddeo said the company decided to make the change after extensive market research by Surrey Communications Research. The station's playlist now features such artists as Frank Sinatra, Nat King Cole, Lionel Richie and Barry Manilow. For the past year-and-a-half, the station had been used for "experimental," easy listening/beautiful music programming by Bonneville Broadcasting through a three-year deal with Viacom. But

according to John Patton, chairman and chief executive officer of Bonneville Broadcasting System, both his company and Viacom decided to terminate the deal.

Through the WLAK experiment, Bonneville was able to test how contemporary the easy listening format can go and remain successful. As a result of the testing, Patton noted that selections on a good easy listening station should be between 25% and 50% vocal cuts. "We have confirmed that to retain the 'environmental listener' the format must retain its essential instrumental character," he said.

Bonneville also used the WLAK facilities for testing and developing its individual selection (cart) system now being used for the syndicator's satellite-delivered easy listening format.

RKO offerings

The RKO Radio Networks have unveiled their 1984 programming packages for RKO I and II affiliates with the special *Olympic Express* package topping the list. RKO plans to air both 60- and 90-second reports from the winter Olympic games in Sarajevo, Yugoslavia, and from the summer games in Los Angeles. In addition, RKO will satellite deliver "an exclusive live superstar" concert for summer Olympic participants and officials held at the Olympic village at the University of Southern California. The anchors for the Olympic coverage are Charley Steiner, manager of sports for RKO I, and John Madden, RKO II's sports commentator. RKO is giving the first 150 stations who clear *Olympic Express* a chance to win a two-day trip from Chicago to Los Angeles on an antique private railroad car with John Madden.

New RKO programs for next year are: *Live From The Record Plant* (a Los Angeles recording studio), which will feature one or two headliners (either musicians, actors or comedians) who will answer calls from listeners over an 800 phone number, and a new five-hour contemporary music program scheduled to air from 7 p.m. to midnight NYT.

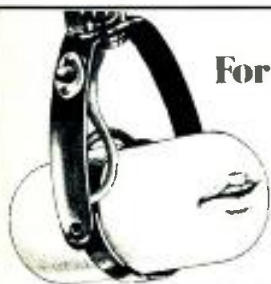
Making its debut on Sept. 4 is *RKO Presents Live In Concert*, a series of 90-minute live concerts.

In the marketplace

Country performers Willie Nelson and Anne Murray will co-host the 1983 Country Music Association awards show on Oct. 10, which will be satellite delivered via Westar IV to stations by Mutual Broadcasting. The event, which will originate from the Grand Ole Opry in Nashville, will also air over CBS-TV. Preceding the simulcast, Mutual will present *A Preview of the 1983 Country Music Awards*, a 30-minute overview program hosted by WHN(AM) New York personality Lee Arnold. Following the awards program, Mutual plans to air post-award festivities live from the ballroom of the Opryland hotel ("Riding Gain," April 25).

□

Starfleet Blair will produce a live Elvis Costello concert from the Frank C. Irwin Center in Austin, Tex., for NBC's Source network on Wednesday, Sept. 7. To date, at least 50 stations plan to air the satellite-delivered event.



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San Francisco to present state of the art in radio programming

The NAB's annual RPC offers format research, programming, competition, legal and technical workshops

A study offering a psychographic analysis of different formats promises to be a major attraction for radio executives attending next week's National Association of Broadcasters' sixth annual Radio Programming Conference (Aug. 28-31) at the Westin St. Francis hotel in San Francisco. The study was conducted last month among 1,300 radio stations by the Detroit-based research firm of Reymer & Gersin, and will be unveiled during Monday's (Aug. 29) opening general session at 9 a.m.

As of last week, pre-registration for the conference topped 1,700 (including exhibitors, hospitality suite participants and spouses). This figure is "slightly ahead" of last year, according to Wayne Cornils, vice president/radio, NAB, who expects attendance this year to top 2,000. There will be 40 exhibitors manning 46 booths in 20,000 square feet of exhibit hall space as well as 53 hospitality suites—down from last year's count of 67.

Sessions during the three-and-a-half-day event will range from new music to new technology along with seven format clinics which, for the second time in six years—the first occurred in 1981—have been moved from their usual nighttime slots into the regular day schedule. Last year "diminishing attendance" was attracted when the format rooms were scheduled on Sunday and Monday nights, according to Gary Stevens, Doubleday Broadcasting president and RPG '83 Steering Committee chairman. Attendees of the format sessions this year will also hear excerpts of the Reymer & Gersin study that are applicable to their programming area.

Besides the Reymer & Gersin study, a Monday afternoon workshop on Warner Amex's Music Television (MTV) cable service titled, "MTV: Friend or Foe?" is expected to be well attended. Plans call for Les Garland, vice president/programming, MTV, to discuss MTV's strategy and then open the discussion among three panelists: John Langer, program director, KKQB-AM-FM Houston, and consultants John Sebastian and Jeff Pollack. Additionally, Dallas-based radio consultant Jon Coleman will reveal results of a study his firm, Coleman Research, has conducted on MTV's impact on radio audiences, first in a private presentation for clients on Saturday, and then during an open meeting on Sunday at 2 p.m.

Also of particular interest should be the contemporary hit radio (CHR) format session on Monday afternoon at 4 p.m. The format is currently the new programming sensation for FM stations (BROADCASTING, Aug. 15).

Other conference highlights include sessions on the direction of AM radio, positioning news, sales and new technology (digital/cable/SCA's). There will also be two sessions devoted to radio network programming on Tuesday. And for the fourth consecutive year, NAB will present a special luncheon session called "How to Make Money With Your Mouth" on Monday. Featured this year will be air personalities Howard Stern of WNBC(AM) New York and Rick Dees of KIIS(FM) Los Angeles. Moderating the affair again will be Mutual's all-night talk show host, Larry King.

New this year will be the creation of a closed circuit contemporary hit radio station called KRPC which attendees will be able to critique during sessions on Monday and Tuesday beginning at 5:15 p.m. The station will originate from the exhibit hall and be fed, not only throughout the St. Francis ho-

tel, but also three other hotels in the area: Hyatt Regency, Sir Francis Drake and the Holiday Inn at Union Square. KRPC will air live during exhibit hall hours on Monday (11 a.m.-6 p.m.) and Tuesday (11 a.m.-7 p.m.). During the other hours, it will be an automated service provided by the San Francisco-based Audio Independents from the company's hospitality suite.

Sunday, the opening day of the conference, has three, two-hour concurrent labs (legal, research and consultants) beginning at 3 p.m., followed by the opening night cocktail party at 6 p.m.

Closing out the conference on Wednesday morning at 9 a.m. will be a session on the legal aspects of the technological and regulatory changes radio is expected to face in 1984. Moderating will be Erwin Krasnow, NAB's senior vice president and general counsel. Panelists are Barry Umansky, NAB deputy general counsel, and Steve Sharp, attorney with the Washington law firm, Skadden, Arps, Slate, Meagher & Flom. □

Landmark names Wynne to head Weather Channel

He will keep responsibility for broadcasting and video division while taking over cable service after Coleman fails in his bid to buy it

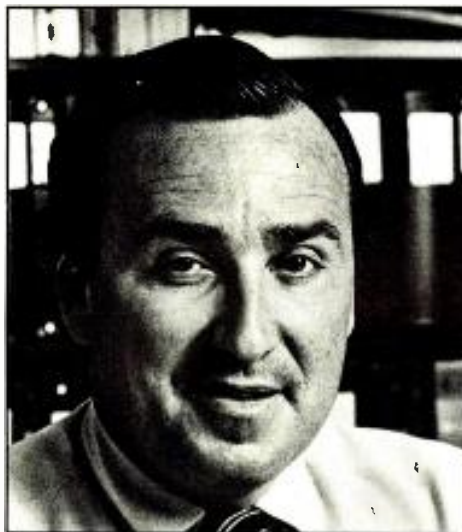
John Coleman, founder and president of The Weather Channel, has "terminated" his relationship with the Atlanta-based cable programming service after he was unable to secure the financial backing to buy the 24-hour network from its principal owner, Landmark Communications. Landmark has named John Wynne, president of its broadcasting and video enterprises division, president of

TWC. In addition, TWC announced that it would institute a carriage fee of five cents per basic subscriber on cable systems carrying the one-year-old, advertiser-supported service.

Landmark, jointly-held Norfolk, Va.-based broadcasting group owner, MSO and newspaper publisher, owned 80% of TWC, which last year lost \$7 million and currently is losing about \$1 million a month. Several weeks ago Coleman and Landmark reached an out-of-court agreement under which Coleman had an option to buy the network or lose his 20% interest to Landmark.

In a prepared statement, Coleman said he approached 48 different companies about buying TWC but each one said, "No thanks." According to Landmark's Wynne, carriage fees had to be instituted to keep the service from going out of business. "We couldn't make it without it; we didn't have enough advertising revenue to cover it any time in the foreseeable future," he said. Wynne explained that if all the cable systems carrying TWC agreed at the same time to start carriage fee payments, TWC could realize \$6 million annually in fee revenues. However, Wynne warned that "Of course, that won't happen; you'll never get everybody to agree on everything." Wynne is optimistic that cable operators will not drop the service. "I've had nothing but positive responses from our major customers that I've called."

TWC is now on about 1,000 systems and serves 900,000 to 950,000 households. According to Gary Koester, vice president, Eastern sales, the service is now carrying



Wynne

about 50 major advertisers. The service has 10 minutes of commercial time available every hour and gives two minutes to the local cable system to sell. Advertising rates range from a low of \$300 to a high of \$800 for a 30-second spot, but Wynne and Koester declined to indicate how many spots are left unsold. Koester said the service is picking up about 500,000 households per month, and expects by the end of this year to reach 11-12 million, with 15 million by mid-1984 and 18 million by the end of 1984.

Wynne will retain his old duties as head of Landmark's broadcasting and video enterprises division. (Landmark owns Telecable, the 14th ranked MSO). He said he will not

permanently relocate from his home in Norfolk, but anticipates having to stay in Atlanta until the end of the year. "By then we'll probably put someone in the general manager's slot." Wynne also noted that "We have got a good staff here, I don't contemplate any changes." He said his first priority is to sell the carriage fee plan to the cable operators.

TWC's current list of advertisers includes Allstate Insurance, American Express, Champion Spark Plugs, Chevrolet, duPont, Eastman Kodak, General Foods, Orkin, Procter & Gamble, Prudential-Bache Securities, RCA, Sears Roebuck, Shell Oil and United Airlines. □

U.S. programmers head for England

Despite a diminished American presence among program exhibitors, the second annual London Multimedia Market is expected to draw about the same number of registrants as it did last year, according to its sponsors ("Closed Circuit," Aug. 15). Last year's London show, which attracted representatives from the international broadcasting, cable and home video markets, was attended by more than 2,000 buyers and sellers from more than 59 countries and included 143 exhibiting companies.

This year's market will take place at the Gloucester hotel from Sept. 19-23. To date, 41 U.S. companies have registered for the event, including 24 who have indicated they were attending as program buyers. Last year, 57 American firms rented suites.

About 100 exhibitors, all told, have signed up this year, according to Karol Kulik, LMM market director. She said that about 800 registrants, 300 buyers, 50 observers and more than 75 members of the press have notified they will be coming. In addition, Kulik said she expects another 400 to register between now and the show, with about another 800 registering at the show itself. That puts total registration at roughly the same level as last year's. Kulik noted that 860 registered during LMM last year.

Michael Solomon, chairman of Telepictures Corp., the programming and syndication production company that is currently riding high from its second season of syndicating first-run episodes of *People's Court*, is enthusiastic about LMM. (Telepictures reported 43% of its first-six-month 1983 sales of \$20,763,000 were due to *People's Court*.) Solomon said that he hopes LMM will replace MIFED, the annual theatrical and television programming conference in Milan, Ita-

ly, because, according to Solomon, television has been "kind of a nonentity" at MIFED. Solomon said MIFED serves primarily the theatrical community, while its television market has always existed more as an after-event for a group of European buyers who meet right before MIFED.

But several American companies that were exhibitors last year will not be renting suites and exhibiting this year. Some firms note, however, that they will attend on an "unofficial" basis, or have someone from their London offices on hand. Those companies include ABC Video Enterprises (along with ABC Motion Pictures and ABC Sports), Viacom International, Group W Productions, MCA-TV International and Westinghouse Broadcasting and Cable ("Closed Circuit," Aug. 15). Their reasons ranged from the proliferation of trade shows to poor hotel and convention facilities at last year's show.

Among American companies planning to attend, HBO, the pay cable service, is returning as a buyer "to see what's available" and will be "looking at co-financing possibilities" for programming. CBS International will go as a seller offering some of its news programming, such as *60 Minutes* and the Walter Cronkite series, *Universe*, and *Coast to Coast*, a new, weekly, half-hour, soft-news magazine about trends in U.S. fashion, sports and people. *Coast to Coast* material comes from *2 on the Town*, a prime access strip airing on CBS-owned KNXT(TV) Los Angeles and WCBS-TV New York. A CBS International spokesman described LMM as a show that draws buyers from Europe and the Middle East, while Latin America contacts are made at NATPE International and annual private screenings in Los Angeles. □

Every day. *Newsfeed*, Group W's two-year-old video wire service, is expanding from five days a week to seven starting Jan. 7 (BROADCASTING, Aug. 15) and, to signify its expansion, is changing its name to *Newsfeed Network*. According to Richard Sabreen, vice president and general manager of the service, the move is being made to fill a void for nonpreemptable video coverage of national news in local weekend newscasts.

The service, which currently feeds an hour of news in late afternoon and a half-hour in late evening each weekday, will offer a half-hour of news on both Saturday and Sunday at 9:30 p.m., a time period geared to coverage of late-breaking sports news, Sabreen said. Stations currently subscribing to the *Newsfeed Network* will be given the option of picking up the extra two days or staying with their present service, he said, while new subscribers will be offered only the seven-day-a-week service.

There are currently 48 stations subscribing to *Newsfeed Network* in the U.S. and overseas, including stations in all top 10 U.S. markets.

Ratings Roundup

Loaded with a heavy schedule of reruns, CBS-TV captured first place in prime time ratings for the week ended Sunday, Aug. 14, in a week when television viewing for all three networks was up significantly over the week before. According to A.C. Nielsen's National Television Index, CBS averaged a 13.3 rating/25.3 share, just a half rating point ahead of NBC, which averaged a 12.8/24.6, and almost two rating points ahead of ABC, which averaged an 11.4/21.9.

For the week, the three networks' combined average was 37.5/71.8, up from 34.4/67.1 the week before.

CBS won Tuesday, Wednesday and Sunday nights, while NBC took Monday, Thursday and Friday, and ABC Saturday. Among the top 30 programs, CBS had 12, NBC 10 and ABC 8.

ABC's new first-run limited series summer programs took a beating. *Reggie* captured a 13.7/23 and landed in the top 20 during its special premiere the week before when it was sandwiched between *Three's Company* and a *Barbara Walters Summer Special* on Tuesday night, but sank to a 9.5/17 last week during its regular Thursday period and tied with NBC's *Powers of Matthew Star* for 54th place. The third episode of *The Hampsons* scored an 8.9/16, its lowest rating yet. CBS News's *On the Road with Charles Kuralt* and *Our Times with Bill Moyers* placed in the top 25 with 14.6/29 and 14.5/28, respectively, beating out ABC's *Half Hour Comedy Hour* (12.3/25) and *Joanie Loves Chachi* (12.9/25), and major league baseball on NBC (11.1/21).

The First 20

1. <i>Newhart</i>	CBS	19.6/33
2. <i>Trapper John, M.D.</i>	CBS	19.1/34
3. <i>NBC Monday Night Movie—Wait Until Mother Gets Home</i>	NBC	18.5/34
4. <i>Jeffersons</i>	CBS	18.0/32
5. <i>Hill Street Blues</i>	NBC	16.9/31
6. <i>Simon & Simon</i>	CBS	16.9/30
7. <i>9 to 5</i>	ABC	16.9/30
8. <i>Cheers</i>	NBC	16.5/29
9. <i>Hart to Hart</i>	ABC	16.4/30
10. <i>Three's Company</i>	ABC	16.4/30
11. <i>Facts of Life</i>	NBC	16.3/30
12. <i>CBS Tuesday Night Movies—A Matter of Life and Death</i>	CBS	16.1/29
13. <i>Magnum, P.I.</i>	CBS	15.9/30
14. <i>60 Minutes</i>	CBS	15.3/34
15. <i>Knight Rider</i>	NBC	15.3/30
16. <i>CBS Wednesday Night Movie—Mark, I Love You</i>	CBS	15.2/27
17. <i>NBC Sunday Night Movie—A Bridge Too Far</i>	NBC	14.8/27
18. <i>20/20</i>	ABC	14.8/27
19. <i>On the Road with Kuralt</i>	CBS	14.6/29
20. <i>Fantasy Island</i>	ABC	14.6/29

The Final Five

64. <i>NFL Preseason Football—N.Y. Giants vs. Pittsburgh Steelers</i>	ABC	7.8/16
65. <i>NBC Reports</i>	NBC	7.6/16
66. <i>Faeries</i>	CBS	6.8/15
67. <i>Monitor</i>	NBC	6.4/13
68. <i>Kudzu</i>	CBS	5.2/11

Another trans-Atlantic satellite service proposed

International Satellite Inc. is latest company to plan video and data transmission; Intelsat sees it as threat

Another would-be provider of communications satellite service across the Atlantic has emerged—International Satellite Inc., a combination of three companies, with interests in telecommunications, and several individuals. Like its entrepreneurial predecessor in the trans-Atlantic telecommunications sweepstakes, the Orion Satellite Corp., ISI claims its service would complement rather than compete with the International Satellite Organization, which, by agreements to which the U.S. is a party, enjoys at least a qualified monopoly in international satellite service. But Intelsat and the Communications Satellite Corp., its U.S. link, see ISI's proposed service, as they see Orion's—as an economic threat.

ISI, according to the application it filed with the FCC for a North Atlantic regional satellite system, intends to link all of the contiguous 48 states and Western Europe as far east as Rome. It is seeking approval to build and launch two satellites—one to be positioned at 58 degrees west longitude and the other at 56 degrees west longitude. It also wants authority to build a third as a spare. Total estimated cost—\$230 million.

One difference between the ISI and Orion applications is that Orion is proposing a completely "private" system, in that transponders would be sold to customers. ISI, which plans to serve primarily the video distribution and high-speed data markets, would offer something less than half of its capacity on a tariffed, common carrier basis.

Thus, ISI's becomes the second proposal to present not only the FCC but the executive branch with significant questions bearing on national and foreign policy to ponder. In April, the State Department and Commerce's National Telecommunications and Information Administration asked the FCC not to act on the Orion application until they had completed a government-wide review of the issues involved (BROADCASTING, April 11). And before that review is completed—the end is not in sight—officials believe that additional Orion- and ISI-type applications will have been filed.

ISI's contention that it would complement rather than compete with Intelsat is based on its contention that the "state-of-the-art" technology it will employ will enable it to provide service not now available in the North Atlantic region "on a cost-spectrum-efficient basis."

"The inherent advantages of the customer premises Ku band earth stations" ISI's

system will employ will "provide direct single-hop, urban location services from the Pacific Coast of the U.S. to the Adriatic Coast of Italy, as well as to U.S. and European points in between," ISI said. "Such North Atlantic regional service is not available today on any existing Intelsat facilities, nor is it being built into any Intelsat spacecraft under construction for use in the mid-1990's."

Furthermore, ISI said, by serving new markets rather than by invading those served by Intelsat, it would not cause the existing system "significant economic harm"—and would, therefore, comply with one of the provisions of the Intelsat intergovernmental agreement. What's more, "as a means to further insure that Intelsat will not suffer significant economic harm," ISI said, it is prepared, "if necessary, to forgo several years participation" in the delivery of AT&T's international telephone service. Such service, ISI said, provides Intelsat with 85% of its overall revenue.

ISI also proposes a kind of public interest dividend in return for a grant—a gift to the UN of the equivalent of one transponder on one satellite "for whatever disposition the appropriate authorities believe best advances the purposes of that organization." Interestingly, Intelsat is known to have been negotiating for the past several months with UN officials over the possible donation of satellite capacity for use by its peace-keeping forces or in its disaster-relief mission.

As part of its argument that it would not cause Intelsat "significant economic harm," ISI includes an economic analysis of the sources of Intelsat revenue. With ISI forgoing full-time telephone service for several years and with its revenue coming, it says, from markets not served by Intelsat, ISI concludes that it would divert no more than 3.18% of Intelsat's total revenue services over the five to seven year period following launch of the first ISI satellite. And that diversion would occur, ISI said, "during a period when Intelsat is expecting a 14% to 14.5% annual growth." Reducing

that growth to 13.5% or 14%, ISI added, "could surely not be considered as causing 'significant economic harm.'"

However, the economic analysis also indicates that ISI would cut more deeply into Intelsat's revenues once the proposed moratorium on ISI's provision of international telephone service is lifted. The analysis indicates ISI would capture up to 25% of Intelsat's growth by 1995 while it carried 7% to 8% of the predicted satellite traffic for the North Atlantic region.

In offering other arguments for approving the application, ISI speaks of the virtues of the competition its system would introduce to a segment of the international telecommunications satellite industry, "which has been monopolistic to date." And it notes that national policy, as implemented by the commission, favors competition and deregulation. Among other things, ISI says, "By competing with Comsat for satellite service in the North Atlantic region, ISI could help to assure that Comsat's rates to the retail carriers would be competitively priced."

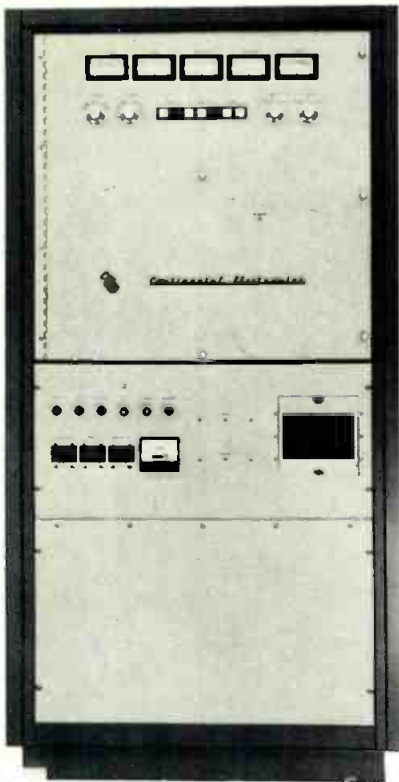
Intelsat and Comsat were quick to fire at the ISI application. Richard Colino, director general-elect of Intelsat and others from the organization, disputed ISI's contention it would be providing service not now available from Intelsat. The service is being provided, they said. And they also said ISI's own figures of projected growth indicate that, if other satellite systems entered the market and matched ISI's performance, Intelsat's rate of growth would be reduced to zero. A spokeswoman for Comsat said that organization "will oppose [the application] vigorously." She said Comsat is "the only authorized body to serve as the international satellite link."

The principal stockholder in ISI is TRT Communications Inc. Co., a subsidiary of United Brands, which owns 43% of the applicant. TRTC provides international and domestic record communications services. Satellite Syndicated Systems Inc., a telecommunications holding company, owns 15% of ISI. One of SSS's subsidiaries is Southern Satellite Systems Inc., which operates a satellite-based resale carrier that transmits the signal of WTBS(TV) Atlanta to 5,000 cable systems. And Kansas City Southern Industries Inc., which owns 14% of ISI, has

Comsat set to slash. Communications Satellite Corp. will announce major cuts in staff in the "near term," a company source said last week. Staff cuts, aimed at cutting expenses, won't be aimed at the company's "competitive businesses," such as Satellite Television Corp., a source said.

Comsat currently employs about 3,400. Sources said it was too early to say how many employees will be laid off because the matter was still under review.

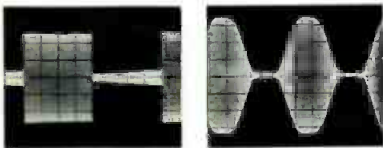
In a memo to employees, Comsat said it was trying to reverse a trend of operating costs growing faster than operating revenues. "Our objective is to keep Comsat strong, growing and increasingly profitable for our shareholders. In order to meet this objective, it will be necessary to reduce expenditures. This cannot be accomplished without certain reductions in force," the memo said.



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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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Dividends. Scripps-Howard Broadcasting Co. declared regular quarterly dividend of 20 cents per share, payable Sept. 9 to shareholders of record Aug. 26. Scripps-Howard Broadcasting is traded OTC and is 75% owned by E.W. Scripps Co. ABC declared dividend of 40 cents per share on common stock, payable Sept. 15 to shareholders of record on Aug. 19. Storer Communications Inc. declared dividend of 10 cents per share on its common stock, payable Sept. 6 to shareholders of record Aug. 19. Post Corp. declared quarterly dividend of 15 cents per share, payable Sept. 30 to shareholders of record Sept. 16.

Chyron loan. Chyron Corp., Melville, N.Y.-based manufacturer of electronic graphics and titling systems, said it agreed to make secured loan to Orrox Corp., Santa Clara, Calif., of \$2.7 million in exchange for warrants to purchase up to 5 million shares, or 66%, of Orrox's stock. In connection to advance of \$250,000 for loan, Orrox has sold warrants to Chyron to buy 450,000 shares. Balance of loan will be made after approval of Orrox shareholders. Orrox, which manufactures videotape editing systems, reported six-month loss of \$1,219,000 on sales of \$4,167,000. Sales for the same period in 1982 were \$5,784,000.

Affiliated increase. Affiliated Publications Inc. reported second quarter net income increased 40% over same period last year to \$5,427,000, or 69 cents per share, on revenues of \$73,149,000, up 12%. However, broadcasting revenue, which contributed 4.8% to total second-quarter revenues, declined 10% over same period year before, to \$3,573,000. Broadcasting operating income declined 36.7% to \$572,000, while operating income from newspaper division increased 48% to \$12,878,000. Affiliated also said second-quarter results were depressed because of losses associated with its 45% interest in McCaw Communication Companies Inc., Bellevue, Wash.-based cable and radio common carrier. Affiliated said losses amounted to \$551,000, or seven cents per share.

Oak's drop. Oak Industries Inc., Rancho Bernardo, Calif.-based STV operator and manufacturer of electronic communication equipment, reported second-quarter losses of \$69.3 million or \$4.24 per share, on sales of \$113.8 million as compared to net profit of \$7.8 million on sales of \$145.4 million for same period year ago. Oak said second-quarter losses were principally due to \$49.2 million in nonrecurring provisions for special reserves and \$8.7 million in termination costs associated with closing its Dallas and Phoenix STV operations. But before inclusion of nonrecurring items and recovery of \$4.3 million from cable equipment patent license lawsuit, Oak said losses amounted to \$10.4 million. Oak said it has set up \$49.2 million special reserve fund to cover potential inventory losses and uncollected receivables stemming from softening in cable TV equipment market.

Telepictures jump. Telepictures Corp., program syndicator, producer, publisher of *Muppet Magazine* and, subject to FCC approval, owner of KMD-TV Midland, Tex., reported second-quarter earnings increased 55% over same period year ago to \$471,000, or seven cents per share, on revenue of \$11,123,500, up 141%. Telepictures said principal factor in increase was licensing, for second season, of first-run series, *People's Court*, which it said accounted for 39% of sales during second quarter and 43% of sales for first six months of this year.

CBS-Tandy deal. CBS Inc. and Tandy Corp. made agreement under which each company will grant other conversion rights to wide range of computer software programing. Agreement calls for CBS Software and CBS Electronics to have worldwide rights to convert and market selected Tandy software programs for computers other than those marketed by Tandy under its own brand names, while Tandy Corp.'s Radio Shack division gets similar worldwide rights to selected CBS programs for use in TRS-80 computers distributed through its Radio Shack Computer Center and retail stores.

Cox debt. Cox Communications filed \$50 million shelf registration statement with Securities and Exchange Commission, which increases Cox's registered debt to \$75 million, company said. Cox said it would sell securities "from time to time" on terms to be established at sale time. Underwriters are First Boston Corp. and Merrill Lynch Capital Markets. Cox said proceeds could go toward \$70-million cash purchase of Field Communications's WKBD-TV Detroit and to reduce outstanding bank debt.

MCA record. For second quarter ended June 30, MCA Inc. has reported revenue of \$351.4 million, down slightly from \$352.8 million for same period in 1982, with net income down from \$38.6 million, or 81 cents per share, in 1982 to \$37.2 million, or 78 cents per share, in 1983. Operating income was \$44.3 million, compared to \$53.7 million for 1982. Results boost MCA's six months revenue, operating income and net income to highest level in firm's history.

a 38% interest in a DBS permittee, Direct Broadcast Satellite Corp. A wholly owned subsidiary, Mid-America Television Co., owns two television stations—WEEK-TV Peoria, Ill., and KRCG(TV) Jefferson City, Mo. The remainder of the ISI stock is owned by David Lubetzky, president and chief executive officer of TRTC (8%); Jansky Telecommunications Inc., which is owned by Donald M. Jansky and Melvin Barmat (12%) who did the engineering work on the application, and attorney William L. Fishman, who prepared the application for ISI (8%). Jansky, Barmat and Fishman are former employees of the National Telecommunications and Information Administration. Jansky maintains a connection with NTIA as a consultant on the use of the geosynchronous orbit. He was also a member of the U.S. delegation to the recently concluded Regional Administrative Radio Conference in Geneva that developed a plan for use of direct broadcast satellites in the 12 ghz band.

The applicants are not limiting their efforts at persuasion to legal and technical arguments. They are counting on letters from what appear to be at least potential customers. In March, Cable News Network wrote Orion, stating it would "be interested in purchasing one or more of Orion's transponders." On Aug. 8, CBS wrote to the commission expressing the view that the Orion application "has merit and...deserves serious consideration by the commission." Accompanying the ISI application was a letter from Gary J. Worth, president of Wold Communications. The purpose of the letter, Worth said, "is to express our serious interest in acquiring the rights to one (or possibly more) transponders in your system," subject to FCC approval of the application. □

NAB members give association good marks

Questionnaire covers wide range of topics; radio and television responses not always similar

Members of the National Association of Broadcasters generally appear satisfied with the services provided by their association, according to a survey conducted by NAB last March. The survey showed, however, that NAB's radio and television members seemed to have different views about some services and other NAB activities. In addition, major radio and television group operators did not always see eye to eye with the other members.

NAB mailed the nine-page questionnaire in March to determine the needs and expectations of its members. The results will be used by NAB staff to develop a long-range plan for the association. Only 1,350 broadcasters—representing 25% of all radio members and 45% of all television members—completed the questionnaire. Communications Strategies Inc., Cambridge, Mass., tabulated the results and NAB's research and planning department analyzed and compiled them. A preliminary report was released in

July to NAB's executive committee and a further analysis of the results was presented to the committee last week at its monthly meeting. A final report will be issued at the radio and television boards' joint meeting in January.

The survey revealed that radio respondents were generally more interested in almost all of the new services proposed by NAB in its survey, particularly the insurance programs and other services providing cost-savings to the stations. TV broadcasters, on the other hand, showed more interest in quarterly financial analysis consultation, while group operators were more interested in market research consultation, union seminars and promotion planning and personnel management seminars. Major station groups (57%) expressed a willingness to pay an additional fee for individualized services, while 50.9% of radio members and 43.8% of TV operators were of similar mind.

Roughly three-fourths of the respondents (72.3%) predicted they would use NAB's services "at least as much in the future as they have done in the past," while only one-fourth (23.4%) said they would increase their use of NAB services. Members were also asked to rate NAB's current services: 60.8% found NAB's representation at the FCC, other agencies and in the courts, "very valuable," followed by 51.7% reporting that its congressional representation was also "very valuable." Services of lesser value included: station visits by NAB regional managers (31.5% said they were valuable), labor relations/collective bargaining assistance

(23.7%), and minority telecommunications seminars and information (14.5%).

"Radio respondents rate *Highlights*, the NAB's newsletter, and the insurance programs higher than TV stations rate them. NAB services that television stations and group radio/TV respondents said were of most value were: employe compensation/benefits report; annual radio/TV financial report; engineering seminars; labor relations/collective bargaining assistance; executive forum; quarterly labor report, minority telecommunications seminars and assistance," NAB's report on the survey said.

A majority of participants (90%) rated NAB's government relations performance as "effective." However, there were some different opinions about NAB's lobbying priorities. While 94.3% suggested NAB place heavy emphasis at the FCC, 89% said Congress was where the attention should be placed. However, radio broadcasters felt "more emphasis should be placed on representation at the State Department and in other international forums."

In the area of legislative priorities, broadcast deregulation was at the top (76.6% saying it was "very important") followed by First Amendment Rights (64.4%), political broadcast rights (50.2%), spectrum allocations (50.6%), new communications technology (39.1%), advertising (37%), ownership restrictions (34.3%) and copyright issues (31.7%). "Some statistically significant, although not very large, differences are found in the perceived importance of several

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regulatory and legislative issues among the three groups," the report said. "Television broadcasters place more importance on First Amendment rights, new technology and copyright issues. Ownership restrictions are of greater importance to radio/television group respondents," the report said.

Broadcaster involvement in legislative activities, according to the survey, was high. "Nine out of 10 [89.4%] broadcasters report that they have expressed their views on pending broadcast legislation to their congressman and/or senator. Broadcasters also believe that it is important for the NAB to inform and motivate broadcasters to express the industry's views." Radio broadcasters, the survey revealed, were not quite as active as the others.

NAB's survey also examined the differences that occur among stations because of market size. "More interest in the insurance program exists among both radio and television stations in smaller markets. Radio and television stations in larger markets report more participation in the convention. Opinions about NAB were remarkably consistent across television respondents in all size markets. The larger-market television stations, however, find more value in business reports such as the financial report. Radio responses tended to differ somewhat more in relation to market size. Larger radio markets, as expected, are more likely to participate in association activities requiring station resources. They are more likely to attend the convention, more likely to participate in grassroots lobbying, and more likely to donate to TAR-

PAC [Television and Radio Political Action Committee]. Stations in smaller radio markets are more interested in proposed services which extend their business capability and offer potential cost savings," the report stated.

In addition, the members were asked to rate NAB's convention. Two-thirds (66.3%) said they considered it to be "better or as good as" other conventions they attended. Radio broadcasters, however, seemed less familiar with the convention. Approximately 27% of radio broadcasters answered

"don't know" when asked to compare the NAB convention with other conventions.

The groups' evaluation of convention services showed some differences. Radio broadcasters preferred more panels with broadcasters and outside experts than television operators, while TV gave a higher rating to NAB's engineering conference. Radio (56.5%) wanted more "how-to workshops" than TV (44.4%), but group operators (58.3%) wanted even more. They all wanted more opportunity to meet congressional and government leaders. □

Changing Hands

PROPOSED

KPLC-TV Lake Charles, La. □ Sold by Calcasieu Television and Radio Inc. to Channel Communications Inc. for \$18 million. **Seller** is owned by G. Russell Chambers, president, who has no other broadcast interests. **Buyer** is headed by Brian N. Byrnes, president. It is subsidiary of NASCO Inc., a closely held manufacturer and distributor of sporting goods and allied products, based in Springfield (Nashville), Tenn. Byrnes is former general manager of WSMV(TV) Nashville. KPLC-TV is NBC affiliate on channel 7 with 295 kw visual, 59 kw aural and antenna 1,480 feet above average terrain. **Broker: Blackburn & Co. Inc.**

WXFM(FM) Elmwood Park, Ill. (Chicago) □ Sold by WXFM Inc. to Cox Communications

Inc. for \$9 million, including noncompete and consulting agreements. **Seller** is headed by Robert C. Vistor, president. It has no other broadcast interests. **Buyer**, based in Atlanta, is publicly traded major station group and cable owner, headed by Garner Anthony, chairman of executive committee. It has sold, subject to FCC approval, WLIF(FM) Baltimore (see below) to comply with FCC multiple ownership rules. **Broker: Blackburn & Co. Inc.**

WLIF(FM) Baltimore □ Sold by Cox Communications Inc. to Island Broadcasting Co. Inc. for \$5,750,000. **Seller** has bought WXFM(FM) Chicago (see above). **Buyer** is headed by Alan S. Beck, president and former general manager of WLIF, who also owns WALK-AM-FM Patchogue, N.Y. WLIF is on 101.9 mhz with 13.5 kw and antenna 960 feet above average terrain.

KSLR(FM) San Antonio, Tex. □ Sold by Classic Media Inc. to C&W Wireless Inc. for \$4.1 million. **Seller** is equally owned by Edward G. Atsinger III and brother-in-law, Stuart Epperson. It also owns WEZE(AM) Boston; WYNM(AM) New York; KAKC(AM)-KCFO(FM) Tulsa, Okla., and KMAC(AM) San Antonio. **Buyer** is owned by Ron Campbell, Houston-based real estate developer, who has no other broadcast interests. KSLR is on 96.1 mhz with 100 kw, and antenna 475 feet above average terrain. **Brokers: Dan Hayslett & Associates and Milton Q. Ford & Associates.**

KNDE(FM) Tucson, Ariz. □ Sold by KNDE Inc. to Rex Broadcasting Corp. for \$2.65 million. **Seller** is owned by Raymond I. Kandel, president. It also owns KTUC(AM) Tucson. **Buyer** is owned by James Slone, president (71.5%), Thomas Chandler and Robert L. Chandler (14.2% each). It also owns KCUB(AM) Tucson; KROD(AM)-KLAQ(FM) El Paso, and KRUX(FM) Lubbock, Tex. KNDE is on 99.5 mhz with 30 kw and antenna 73 feet above average terrain. **Broker: Blackburn & Co. Inc.**

WELO(AM)-WZLQ(FM) Tupelo, Miss. □ Sold by Northeast Radio Inc., principally owned by National Association of Broadcasters president, Eddie Fritts, to Big Thicket Broadcasting Inc., principally owned by Richard Beauchamp, for \$1.46 million (see "In Brief"). **Broker: Dan Hayslett & Associates and Milton Q. Ford & Associates.**

KOWL(AM) South Lake Tahoe, Calif. □ Sold by KOWL Inc. to Sierra Broadcasting Inc. for

Northeast

Class A FM in single station market. \$ 250,000
New state-of-the-art equipment and attractive real estate included. Good growth potential with existing positive cash flow. Terms.

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8/22/83

\$1.25 million. Seller is owned by John B. Parker and wife, Kathleen. Seller also owns KIKI(AM)-KMAI(FM) Honolulu. Buyer is owned by James Swanson, president, who is Dallas-based investor with no other broadcast interests. KOWL is on 1490 khz with 1 kw day and 250 w night. Broker: Kalil & Co.

KQPD(FM) Ogden, Utah □ Half interest sold by Doris McIntyre to First Omni Communications Inc. for \$760,000. Seller has no other broadcast interests. Other half will be traded by Robert C. Mohr for 49% of buyer. Buyer is owned by Terry Allen McRight, president (51%), and Mohr. McRight is broadcast management consultant and former general manager of KATF-AM-FM Oklahoma City. He has no other broadcast interests. Mohr is Salt Lake City psychiatrist, who has no other broadcast interests. KQPD is on 101.9 mhz with 27.5 kw and antenna 3,742 feet above average terrain. Broker: Chapman Associates.

KLEI(AM) Kailua, Hawaii □ Sold by Carl L. and Dorothy L. Schuele to Merit Media International for \$617,500. Sellers also own KRUI(FM) Santa Barbara, Calif. Buyer is owned by John R. Ward, president, real estate developer based in Newport, Calif. It has also bought, subject to FCC approval, KVOI(AM) Tucson and KSOJ(FM) Flagstaff, both Arizona (BROADCASTING, Aug. 8). (Merit was incorrectly identified as owner of KLEI in "Changing Hands," Aug. 8.) KLEI is on 1130 khz with 10 kw full time.

WAAM(AM) Ann Arbor, Mich. □ Sold by The WAAM Broadcasting Corp. to Whitehall Convalescent Homes Inc. for \$500,000. Seller is headed by Warren P. Williamson Jr., chairman. It also owns WKBN-AM-FM-TV Youngstown and WIMA(AM) Lima, both Ohio. Buyer is owned by Lloyd R. Johnson, president. It has no other broadcast interests. Johnson owns nursing homes in Ann Arbor, Farmington and Novi, all Michigan, and in St. Petersburg, Fla., area. WAAM is on 1600 khz with 5 kw full time.

KFLI(AM)-KQKZ(FM) Mountain Home, Idaho □ Sold by KFLI Radio Inc. to Mountain Valley Broadcasting for \$375,000. Seller is owned by John C. Mitchell, president (two-thirds), his brother, George C., and their mother, Athena (16⅔% each). It also has interest in KLNG(AM)-KQKQ-FM Council Bluffs, Iowa, and KGFV(AM)-KQKY(FM) Kearney, Neb. John Mitchell is also applicant for new AM at Bellevue, Neb. Buyer is owned by Jack H. Jensen (52%) and his brother, Rex K. (48%). Jack Jensen is assistant manager at KRTZ(FM) Cortez, Colo., and is applicant for new FM at Kanab, Utah. Rex Jensen owns KHIL(AM)-KWXC(FM) Wilcox, Ariz., and KRTZ. KFLI is on 1240 khz with 1 kw day and 250 w night. KQKZ is on 99.3 mhz with 3 kw and antenna 67 feet below average terrain.

KIOB(FM) Coeur D'Alene, Idaho □ Sold by Idaho Broadcasting Co. Inc. to RHW Broadcasting Group Inc. for \$225,000. Seller is owned by Clifford A. Nedved, William L. Weed Jr., Alfred L. Skaar and Michael J. Elgee (25% each). Weed also is part owner of KQQQ-AM-FM Pullman, Wash. Others have no other broadcast interests. Buyer is headed by John H. Rook, radio consultant. It also is applicant for new FM's at Casper,

President knocks Central American press coverage. President Reagan has turned critic of the news media in their coverage of U.S. policy in Central America. The American public, he says, would not know of the "quiet, solid progress" the U.S. is making in its "peacemaker" role in Central America because of "the discouraging hype and hoopla that you often hear." Reagan, who was speaking to the annual convention of the Veterans of Foreign Wars, in New Orleans last week, noted that a VFW official, Bob Currier, recently returned from a trip to Central America and complained that news accounts of developments there give a "distorted view of what is actually taking place." Reagan did not quarrel with that assessment. "You wouldn't know from some of the coverage that the greatest portion of our aid to Central America is humanitarian and economic," Reagan said. "You wouldn't know that democracy is taking root there." But he said he does not blame only the media. "In many cases they are just reporting the disinformation and demagoguery that they hear coming from people who put politics ahead of national interest."

Wyo., and Helena, Mont. KIOB is on 103.1 mhz with 2.2 kw and antenna 350 feet above average terrain.

WMEK(AM) Chase City, Va. □ Sold by Mecklenburg Broadcasting Co. Inc. to Clarksville Broadcasting Co. Inc. for \$210,000. Seller is owned by Arthur A. Moran Jr., president (51%), and wife, Violet C. (49%). It and buyer are rival applicants for new FM at Clarksville, Va., and seller will withdraw from FM contest upon approval of AM transfer. Buyer is headed by Robert R. Boyd, president (51%). Boyd is retired attorney. WMEK is daytimer on 980 khz with 500 w.

□ Other proposed station sales include: WPIK(AM) Flomaton, Ala.; KDEW-AM-FM DeWitt, Ark.; KHTN(FM) Placerville, Calif.; WWWW(AM)-WPFM(FM) Panama City, Fla. (BROADCASTING, Aug. 8); WQSA(AM) Sarasota, Fla.; KSMX(FM) Fort Dodge, Iowa; KYKN(FM) Grants, N.M.; WKZK(AM) North

Augusta, S.C., and KVIL-AM-FM Dallas and WIBC(AM)-WNAP(FM) Indianapolis (BROADCASTING, May 9). See "For the Record," page 55.

APPROVED

WVNJ(AM) Newark, N.J. □ Sold by Sabre Broadcasting Corp. to Spanish Broadcasting System Inc. for \$3.2 million. Seller is owned by Herbert L. Saltzman, president (30%), Donald Softness and Ronald Wyman (35% each). They recently sold WVNJ-FM Newark for \$8.5 million (BROADCASTING, June 27). They have no other broadcast interests. Buyer is owned by Raol Alarcon, chairman (50%), and Adriano Garcia and Ralph Diaz (25% each). All are former broadcasters from pre-Castro Cuba. Alarcon owns New York advertising firm and two sound recording studios there. Garcia owns New York real estate company and Diaz is owner of New York advertising company. WVNJ is on 620 khz with 5 kw full time.

June 30, 1983

Urbana Cable Television, Inc.

a wholly owned subsidiary of

Communication Corp. of America

has acquired the assets of

C & A Cablevision

a CATV system serving the communities of

West Liberty, and Mechanicsburg, Ohio

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations.

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Stock Index

	Closing Wed. Aug 17	Closing Wed. Aug 10	Net Change in Week	Percent Change in Week	P/E	Market Capitali- zation (000,000)
BROADCASTING						
N ABC.....	58 3/4	56	+2 3/4	+ 4.91	10	1,703
N Capital Cities.....	145	138 1/2	+6 1/2	+ 4.69	17	1,929
N CBS.....	71 3/4	70 3/4	+1	+ 1.41	10	2,128
N Cox.....	48 7/8	45 1/4	+3 5/8	+ 8.01	18	1,385
A Gross Telecast.....	60 1/8	60 1/2	- 3/8	- .61	14	48
O LIN.....	23	23 3/8	- 3/8	- 1.60	24	479
N Metromedia****.....	43	39 1/2	+3 1/2	+ 8.86	3	1,202
N Outlet Co.....	42 1/2	41 3/4	+ 3/4	+ 1.79	17	172
O Scripps-Howard.....	27	28 1/4	- 1/4	- 4.42	15	279
N Storer.....	31 3/8	31 7/8	- 1/2	- 1.56	0	514
O Sungroup Inc.*.....	6 1/2	7 1/4	- 3/4	-10.34	0	5
N Taft.....	48 1/2	47 1/8	+1 3/8	+ 2.91	11	441
O United Television.....	12	12			15	142

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	26 1/2	24 3/8	+2 1/8	+ 8.71	27	160
A Affiliated Pubs.....	40 1/8	42 1/4	-2 1/8	- 5.02	19	323
N American Family.....	21	21 1/4	- 1/4	- 1.17	13	286
O Assoc. Commun.....	14 1/2	15	- 1/2	- 3.33	0	69
O A.H. Belo.....	45 3/4	45 1/2	+ 1/4	+ .54	15	428
N John Blair.....	42 3/4	39 3/8	+3 3/8	+ 8.57	19	336
N Chris-Craft.....	22	21 1/2	+ 1/2	+ 2.32	44	135
N Cowles.....	18 1/2	18 1/8	+ 3/8	+ 2.06	20	73
N Fairchild Ind.....	23 3/8	24	- 5/8	- 2.60	15	308
N Gannett Co.....	60 7/8	61 1/2	- 5/8	- 1.01	18	3,244
N General Tire.....	31	31			12	652
O Gray Commun.....	48	46	+2	+ 4.34	14	23
N Gulf United.....	27 1/8	26 1/2	+ 5/8	+ 2.35	8	766
N Harte-Hanks.....	23 3/4	23 5/8	+ 1/8	+ .52	15	1,039
N Insilco Corp.....	22 5/8	22 1/4	+ 3/8	+ 1.68	20	365
N Jefferson-Pilot.....	33 3/4	32 1/8	+1 5/8	+ 5.05	7	724
O Josephson Intl.....	17 1/2	16	+1 1/2	+ 9.37	13	84
N Knight-Ridder.....	57 1/4	56 1/2	+ 3/4	+ 1.32	15	1,868
N Lee Enterprises.....	24 3/8	25	- 5/8	- 2.50	15	328
N Liberty.....	21	20 1/2	+ 1/2	+ 2.43	16	206
N McGraw-Hill.....	42 1/8	41 7/8	+ 1/4	+ .59	19	2,100
A Media General.....	54 1/2	62 1/4	-7 3/4	-12.44	10	379
N Meredith**.....	38 1/2	38 1/2			4	361
O Multimedia.....	37 1/4	36 1/2	+ 3/4	+ 2.05	19	620
A New York Times.....	82 1/2	79 1/2	+3	+ 3.77	19	1,066
A Post Corp.....	41 3/8	41 1/4	+ 1/8	+ .30	19	75
N Rollins.....	15 1/2	14 7/8	+ 5/8	+ 4.20	16	402
N Schering-Plough.....	42 7/8	43 5/8	- 3/4	- 1.71	12	2,286
T Selkirk.....	13 3/4	14	- 1/4	- 1.78	30	112
N Signal Cos.....	33 1/8	32 1/2	+ 5/8	+ 1.92	22	3,537
O Stauffer Commun.....	46 1/2	46	+ 1/2	+ 1.08	20	2,051
A Tech Operations.....	33 5/8	32	+1 5/8	+ 5.07	21	28
N Times Mirror.....	77 1/2	75	+2 1/2	+ 3.33	16	2,659
O Turner Bcstg.*****.....	21 1/2	18	+3 1/2	+19.44	143	439
A Washington Post.....	63	64	-1	- 1.56	17	893
N Wometco.....	37 1/8	36 1/2	+ 5/8	+ 1.71	19	644

SERVICE						
O BBDO Inc.....	39	38 1/4	+ 3/4	+ 1.96	15	227
O Compact Video.....	6 5/8	7 3/8	- 3/4	-10.16	41	22
N Comsat.....	37 7/8	36 3/4	+1 1/8	+ 3.06	12	682
O Doyle Dane B.....	22 1/2	21 3/4	+ 3/4	+ 3.44	16	135
N Foote Cone & B.....	46	45	+1	+ 2.22	13	129
O Grey Advertising.....	105 1/2	105 1/2			9	62
N Interpublic Group.....	55	55 3/4	- 3/4	- 1.34	14	273
N JWT Group.....	37 3/8	35 1/8	+2 1/4	+ 6.40	144	219
A Movielab.....	5 7/8	6 1/2	- 5/8	- 9.61	6	10
O A.C. Nielsen.....	32 1/2	31 1/2	+1	+ 3.17	16	730
O Ogilvy & Mather.....	49 3/4	50 1/2	- 3/4	- 1.48	14	216
O Telemation.....	8 3/4	9 1/2	- 3/4	- 7.89	12	10
O TPC Commun.....	2 3/8	2 1/4	+ 1/8	+ 5.55	0	2
A Unitel Video.....	10 3/8	10 1/4	+ 1/8	+ 1.21	15	20
N Western Union.....	38 3/8	40	-1 5/8	- 4.06	10	921

	Closing Wed. Aug 17	Closing Wed. Aug 10	Net Change in Week	Percent Change in Week	P/E	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus.....	6 1/4	5 7/8	+ 3/8	+ 6.38	69	34
N Coca-Cola.....	51 7/8	49	+2 7/8	+ 5.86	12	7,055
N Disney.....	62 1/2	61 7/8	+ 5/8	+ 1.01	17	2,160
N Dow Jones & Co.....	48 3/4	47 1/4	+1 1/2	+ 3.17	29	3,114
O Four Star.....	7	7 1/2	- 1/2	- 6.66	7	6
N Getty Oil Corp.....	68 3/4	62 1/2	+6 1/4	+10.00	9	5,440
N Gulf + Western.....	25	25 1/8	- 1/8	- .49	8	1,923
O Lorimar.....	17 1/2	18	- 1/2	- 2.77	13	87
N MCA.....	37 3/4	37	+ 3/4	+ 2.02	9	1,815
N MGM/UA Ent.....	16 1/4	15	+1 1/4	+ 8.33	12	479
N Orion.....	21 1/8	18 1/4	+2 7/8	+15.75	27	190
O Reeves Commun.....	13 1/4	12 3/4	+ 1/2	+ 3.92	7	164
O Telepictures.....	16 3/8	16 5/8	- 1/4	- 1.50	21	95
O Video Corp.....	12 5/8	12	+ 5/8	+ 5.20	0	21
N Warner.....	20 5/8	20 5/8			8	1,331
A Wrather.....	39 1/2	37 1/4	+2 1/4	+ 6.04	0	88

CABLE						
A Acton Corp.....	8 3/8	8 1/8	+ 1/4	+ 3.07	42	42
O AEL.....	41 1/2	41	+ 1/2	+ 1.21	173	81
O AM Cable TV.....	8	9	-1	-11.11	27	29
N American Express**.....	45	43 3/8	+1 5/8	+ 3.74	9	8,911
N Anixter Brothers.....	23 1/2	23 1/4	+ 1/4	+ 1.07	24	421
O Burnup & Sims.....	8 7/8	8 7/8			0	78
O Comcast.....	22	22 1/2	- 1/2	- 2.22	22	156
N Gen Instrument.....	39 1/8	38 3/4	+ 3/8	+ .96	13	1,226
N Heritage Commun.....	12 1/8	13	- 7/8	- 6.73	20	90
T Maclean Hunter X.....	14 3/4	14 3/4			20	544
A Pico Products.....	17 1/8	17 7/8	- 3/4	- 4.19	57	48
O Rogers.....	9 1/8	8 3/8	+ 3/4	+ 8.95	0	201
O TCA Cable TV.....	14 1/4	13 1/2	+ 3/4	+ 5.55	29	94
O Tele-Commun.....	18 1/8	17 1/4	+ 7/8	+ 5.07	23	782
N Time Inc.....	62 1/4	61 1/2	+ 3/4	+ 1.21	17	3,572
O Tocom.....	7 3/4	7 1/2	+ 1/4	+ 3.33	0	54
N United Cable TV.....	21 7/8	21 7/8			137	243
N Viacom.....	32 3/4	32 1/2	+ 1/4	+ .76	17	381

ELECTRONICS/MANUFACTURING						
N Arvin Industries.....	25 3/8	27	-1 5/8	- 6.01	10	183
O C-Cor Electronics.....	14 1/2	15 1/2	-1	- 6.45	12	51
O Cable TV Indus.....	6 1/2	6 3/4	- 1/4	- 3.70	38	20
A Cetec.....	9 8/4	9 7/8	- 1/8	- 1.26	24	21
O Chyron.....	23	22	+1	+ 4.54	25	94
A Cohu.....	7 5/8	7 1/8	+ 1/2	+ 7.01	22	13
N Conrac.....	18 1/2	20 1/2	-2	- 9.75	13	112
N Eastman Kodak.....	65 3/4	69 3/8	-3 5/8	- 5.22	11	10,885
O Elec Mis & Comm.....	11	10	+1	+10.00	0	32
N General Electric.....	47 7/8	49 1/2	-1 5/8	- 3.28	10	21,799
O Geotel-Telemet.....	2 1/2	2 5/8	- 1/8	- 4.76	23	8
N Harris Corp.....	37 1/2	37 5/8	- 1/8	- .33	23	1,184
N M/A Com. Inc.....	29 5/8	29 5/8			31	1,272
O Microdyne.....	14 3/4	14	+ 3/4	+ 5.35	38	68
N 3M.....	77 1/8	76 3/4	+ 3/8	+ .48	13	9,092
N Motorola.....	134 3/4	132	+2 3/4	+ 2.08	25	5,261
N N.A. Phillips.....	64 3/8	62 1/2	+1 7/8	+ 3.00	12	898
N Oak Indus.*****.....	7 3/4	9 1/4	-1 1/2	-16.21	0	127
A Orrox Corp.....	5 1/8	4 3/4	+ 3/8	+ 7.89	0	12
N RCA.....	26 5/8	27 1/2	- 7/8	- 3.18	13	2,171
N Rockwell Intl.....	29 3/4	30 1/2	- 3/4	- 2.45	12	4,576
A RSC Industries.....	5 7/8	6	- 1/8	- 2.08	59	19
N Sci-Atlanta.....	19 5/8	19 1/4	+ 3/8	+ 1.94	0	470
N Sony Corp.....	13 1/2	13 3/8	+ 1/8	+ .93	31	3,115
N Tektronix.....	74	72 3/4	+1 1/4	+ 1.71	28	1,408
A Texscan.....	22	22 1/8	- 1/8	- .56	27	133
N Varian Assoc.....	54 1/8	55 5/8	- 1/2	- 2.69	26	1,149
N Westinghouse.....	45	42 7/8	+2 1/8	+ 4.95	8	3,944
N Zenith.....	30	29	+1	+ 3.44	20	569

Standard & Poor's 400 Industrial Average 186.50 182.15 + 4.35 + 2.39

Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/AE, Wash.). (0 in P/E ratio is deficit). **NASDAQ:** National Information Utilities Corp. will start trading on NASDAQ once its first offering has been declared effective by SEC. Company has set up joint venture with National Public Radio to transmit digitally encoded information over subcarrier channels. Microwave Filter Company Inc., which went public in 1974 with Regulation A offering, and has 2.2 million shares outstanding, plans to apply for NASDAQ listing. At least half of East Syracuse, N.Y. company's revenue comes from supplying filters and other devices to cable and

broadcast industry. For nine months ending June 30, revenue was \$2,605,000. **Footnotes:** * Value of 750,000 shares (25% inside company) had jumped 53%, before retreating last week. Rumors are afloat that Knoxville, Tenn.-based group owner of 3 AM's and 3 FM's is readying for unspecified major change. Company, until 4 months ago called Mooney Broadcasting Corp., registered six month loss of \$577,000 on revenue of \$2.7 million. ** 3-2 split. *** 3-1 split **** 10-1 split ***** More bad results (see story page 40). ***** Thinly traded stock: 86.4% of 20.4 million outstanding owned by Ted Turner. Company released 10-Q last week.

U.S., Cuba talk over AM interference

After long hiatus, two countries meet in Costa Rica to discuss technical problems of AM band

Some two years after U.S. and Cuban officials ended talks in Washington aimed at resolving AM interference problems, representatives of the two countries met in San Jose, Costa Rica, two weeks ago to resume those efforts. U.S. spokesmen were circumspect in reporting on the results; they stressed the sensitivity of the issues involved. But they indicated that, at a minimum, the two sides will probably meet again.

A World Communications Year seminar, held under the auspices of the International Telecommunication Union, provided the setting the State Department would accept for a meeting with Cuba on the issue, which is a matter of major concern to American broadcasters. The ITU's secretary general, Richard Butler, played a key role in persuading the two countries to meet, and the international organization's secretariat set up the session, which lasted two days, Aug. 8 and 9.

American AM broadcasters have been complaining for years—increasingly in recent years—of Cuban-caused interference. And they fear that the Reagan administration plan to establish an AM station—Radio Marti—to broadcast news of Cuba to that country will only exacerbate the problem. State Department sensitivity to the industry's concern was evident in the presence of four industry representatives on the seven-member U.S. delegation.

Administration plans for Radio Marti leaked to the press in August 1981, as U.S. and Cuban officials were concluding a second meeting on the two countries' AM interference problems. Two months later, Cuba cited those plans as one of its reasons for walking out of the western hemisphere conference in Rio de Janeiro. The conference developed a plan for western hemisphere use of the AM band, but left U.S.-Cuban problems unresolved and with no mechanics for resolving them.

A State Department spokesman described the talks in San Jose as "businesslike and addressed to the technical aspects of AM broadcasting." The State Department acknowledged that the Cubans raised the Radio Marti issue—but declined to reveal the U.S. response, other than to say that the delegation "made clear our position on this issue." The U.S. position in the past has been that Radio Marti is nonnegotiable.

The talks went beyond U.S. problems. The leader of the U.S. delegation, Kalmann Schaefer, foreign affairs adviser to the FCC, noted that Cuba was not satisfied with the

results of the Rio conference and had interference complaints of its own, although not as many as the U.S. "We didn't resolve anything," Schaefer said. "We repeated our position on interference, and said we are ready to work for solutions." And he said the U.S. believes solutions can be found to the problems both countries face.

At times, during the day-and-a-half of talks, things did not go smoothly. Schaefer said, "Sharp words were exchanged. But at the end, each side recognized the other's problems." As matters were left, the U.S. and Cuba were to exchange additional information on their respective AM inventories. "Then we'll see if we can meet again," Schaefer said. "The object was to discuss issues and hold out hope for additional meetings to work out solutions. I think that hope exists."

A question troubling broadcasters, however, is whether an administration success in winning congressional authorization for Radio Marti—and it is making headway in that

effort—will torpedo the talks that resumed two weeks ago in San Jose. When the question was put to Schaefer, he said, "I don't know the answer." He said he "didn't get any feel for that question" in San Jose.

Joining Schaefer as members of the U.S. delegation were Wilson LaFollette, of the FCC; William Jahn, of the State Department; Cullie Tarleton, of Jefferson Pilot Broadcasting Co. and chairman of the All-Industry Cuban Interference Task Force; Vincent Pepper and Matthew Leibowitz, communications attorneys long involved in the Cuban-interference problem; Wallace Johnson, former chief of what was then the FCC's Broadcast Bureau and now a consulting engineer, and Jim Eddens, vice president and general manager, WOW(AM)-KEZO(FM) Omaha. One Radio Marti proposal would establish the station in WOW's frequency, a proposal fervently opposed by WOW. The Cuban delegation was headed by Rene Hernandez Cartaya, first vice minister of communications. □

State engineering board accuses Johnson firm of legal violations

Tennessee says consulting firm is breaking law by filing FCC applications since Johnson is not a registered engineer

The Tennessee State Board of Architectural and Engineering Examiners has found that Edward M. Johnson Associates Inc., the Knoxville-based communications consulting firm, has been offering engineering services in violation of state law (BROADCASTING, Aug. 8). Although it also has ordered Johnson, who has been filling out FCC applications for a variety of clients, to "cease and desist," Johnson is ignoring that order and conducting business as usual.

In a letter dated Aug. 4, the board notified Johnson that it had arrived at the "opinion" that Johnson, who is not a registered engineer (in fact, he's not an engineer at all), was offering engineering services to the public in violation of state law. "Until such time as you become properly registered in Tennessee, you are hereby ordered to cease and desist the offering of engineering services to the public both in your name and in the name of your firm. Your failure to voluntarily comply with this request will result in further legal action by the board," the board said.

Johnson, however, told BROADCASTING his attorney, Millard V. Oakley, had talked to the board's attorney Monday morning (Aug. 15). Oakley, Johnson said, had assured him that there was "no problem" and that "the board is through with it." Also, according to Johnson, his company did not practice the kind of engineering that the board has jurisdiction over. "The only ones who can regu-

late the filing of the applications to the FCC is the FCC itself," Johnson said.

Oakley, the board attorney and an FCC spokesman all said Johnson had his facts wrong. Oakley, for starters, said although he had placed a call to the board attorney, he hadn't talked to him as of early last Tuesday (Aug. 16), and had only informed his client that it was his opinion there was no problem.

John King, the staff attorney for the board, said Johnson was wrong about the board's jurisdictional reach. "We cover the whole spectrum," he said.

William Russell Jr., spokesman for the FCC, said the FCC didn't regulate those who filed applications at the agency. "But clearly the states have the right and the power to regulate professions like engineering and to license those professions," Russell said.

Oakley added that Johnson and company would continue their operations, both because Johnson was not practicing engineering, and because the board's action didn't carry the force of law. "It's business as usual," Oakley said. "There's been no judicial action taken that would impede or impair Johnson's business as usual, and he's going on."

According to Oakley, Johnson has violated no laws. "You don't have to be an engineer to fill out FCC forms," he said.

King said Johnson and company were correct to an extent in asserting that the board had no direct power to force them out of business. The board, he noted, generally only had the power to revoke licenses, and since Johnson isn't registered, "he doesn't have anything we can take away."

Nonetheless, King said, the Tennessee

state attorney general's office does have the power, "so our cease-and-desist order has put him on notice," King said.

Although the board is not scheduled to meet again until Oct. 27, King said it can call a meeting on a "moment's notice" if it so desires.

Johnson later invited a reporter to visit his Knoxville-based operation to see it in action. "I understand the objectives of a lot of persons," he said. "They think we're taking dollars away from them; I just want you to see our side too." □

Hatfield report examines problems in land mobile

Study says public safety users can dramatically increase capacity by employing more efficient technology and thus leave UHF spectrum alone

Public safety land mobile users should stop looking toward expanding their operations by using more UHF television spectrum and start thinking about using more efficient technologies that could increase their current capacity by 10 times. That is the thrust of a new report by Dale N. Hatfield Associates.

According to the report, "A Plan For Meeting Public Safety Community Requirements Through New Technologies and Advanced Spectrum Management Tech-

niques"—which was committed by the Association of Maximum Service Telecasters, the National Association of Broadcasters, the Corporation for Public Broadcasting, the National Association of Public Television Stations, the Association of Independent Television Stations, ABC, CBS and NBC—new narrow-band land mobile systems, such as amplitude modulated sideband (ACSB), can provide three or more channels for every channel public safety users occupy with conventional technologies.

Under the Hatfield plan, land mobile users could be shifted from wide-band to narrow-band systems in the 150 mhz band in stages, using currently unused spaces between existing land mobile channels as "staging areas." Additional capacity could be created through "trunking"—a technology using computers to distribute vacant channels among users when needed. Also, according to the report, the FCC should authorize associations of public safety agencies to coordinate and operate public safety radio communications facilities.

According to the report, a shift to ACSB technology would increase public safety capacity in the 150 mhz band—supposedly public safety's "band of choice"—from the 250 channels to about 870. With further technological improvements, those 250 channels could be expanded to 2,870. The "foreseeable potential capacity for those 250 channels could reach 6,020," the report said.

To convert users to the narrow-band technology, the report said new narrow-band channels can be added by interweaving them in space between existing channels. Accord-

ing to the plan, public safety users on several high-band FM channels could be moved to the narrow-band "staging area" channels, a move that would open up even more new narrow-band channels on the vacated FM channels.

Also, according to the plan, the FCC could create "Radio Communications Districts," which would be eligible for licensing in the public safety and special emergency radio services. Narrow-band channels in the high band frequencies would be licensed to the districts on a primary user basis, and the districts would make public safety communications capacity available to participating agencies on a shared basis.

The FCC, the report added, also should apply the same techniques in restructuring the remainder of the 150 mhz land mobile band. "If the entire band, not just the public safety nucleus, were restructured, it could more than double the number of channels available to other services at high band, while providing public safety with about twice the number of new channels that the [Los Angeles county sheriff has requested in petitions at the FCC]," the report said. "The capacity of the entire band could be further increased 10 or more times by using near-term technology and management techniques; increases of 20 or more times capacity are possible with mid-term techniques."

Tom Paro, AMST president, said the report demonstrated that "public safety can have efficient additional communications capacity without impairing the public's television service through costly and disruptive spectrum reallocation."

In Sync

Beeper bonanza

Indicating that interest in beeping must be amplifying, 16 companies have applied to the FCC for permission to launch national paging networks. Those applicants include: National Message Network, a joint venture of MCI Communications Corp., Metromedia Inc., Communications Industries Inc. and American Express Co. ("In Brief," Aug. 15); National Satellite Paging Inc., a joint venture of Mobile Communications Corp. of America, Western Union Paging Systems Inc. and National Public Radio; Radio PageAmerica, a joint venture of RCA Global Communications Inc. and Page America Group Inc.; CBA Page Inc., which is owned by Charisma Communications Group, the Starkville, Miss.-based owner of six radio stations; Ameri Page Inc., which is owned by Graphic Scanning Corp.; American Switch Co., a joint venture of Millicom Inc., TRT Communications Corp., Kansas Southern Industries Inc. and Maxcell Telecom Plus Inc.; American Paging Network Inc., which is owned by Telephone and Data Systems Inc.; National Paging Networks, a partnership of Via/Net Companies and H. Frank Dominquez; Pagenet Inc., a partnership of Lawrence Rogow, Garry Spire and others; Cybertel-Cox Beep USA Nationwide Paging, a partnership of CyberTel Corp. and

Cox Communications Inc.; United Paging Corp., which is owned by United Cable Television Corp.; Contemporary Communications Corp.; Amcom Paging Services Inc., which is owned by Brian E. Gallaher; Radiofone Inc., which is co-owned by Lawrence Garvey and James Garvey; Rainier Corp., which is owned by the Carty Corp., and Columbia Paging Corp., a joint venture of Metropolitan Radio Telephone Systems Inc. and MBM Investments Inc.

Audio first

A report by International Resource Development Inc., Norwalk, Conn., says videotext will succeed only after voiced-based "audiotext" services are introduced to allow consumers to get accustomed to retrieving information electronically. The firm cited AT&T's Dial-It service as an example of the way to go: retrieving information through the telephone, a device with which the consumer is already familiar. "Because of the easy availability of the telephone, audiotext will be the early leader in the revenue race between the two," IRD said. Videotext will reach its potential, IRD said, "only after telephone-based shopping and banking services have wormed their way into the public's consciousness."

DBS on campus

Direct broadcast satellite service on college campuses? That is what Campus Network Inc., New York, a subsidiary of Satnet Inc., has in mind. It has made an agreement to purchase five "Video Centers" from Scientific-Atlanta to be placed on selected college campuses. Each center will include a large-screen video projector, stereo sound, a central processing unit, a Ku-band earth station and an S-A multiplex analog components (MAC) decoder. The MAC encodes the signal to prevent piracy and also enhances picture quality, CNI claims. CNI eventually plans to send concerts, plays and others programming to large- and small-screen venues at some 250 college campuses over the 12-14 ghz Ku-band. Although not a true DBS system because of its low power (200 w), CNI says certain hardware features and the service's marketing plans "will make Campus Network an important model for the DBS developers." The five centers are to be installed by October.

Decoder delivery

The wait is over for teletext decoders for Keyfax's teletext magazine being distributed over the vertical blanking interval of WTBS(TV) Atlanta. The decoders have re-

ceived approval from Underwriters Laboratories and the first of several hundred are now in the hands of selected cable operators and industry leaders, said Selman Kremer, executive vice president, Satellite Syndicated Systems, Tulsa, Okla., the common carrier that transmits WTBS. SSS has begun a "consumer education and promotion campaign" to market the service. Keyfax commercials are now airing on the Satellite Program Network. Although Keyfax was launched at last year's Western Cable Show, growth has been minimal because of a lack of decoders. Keyfax is a joint venture of SSS and Keycom Electronic Publishing, Chicago.

Tocom order

Tocom, a Dallas-based cable equipment supplier, has received a \$3-million order for its 55-plus baseband addressable converters and associated equipment from Joyce Cable of Romeoville, Ill. The order calls for 33,000 units to be delivered over two years. Joyce General Manager Rob Sandler said the revenue potential associated with Tocom's remote control units and its theft of service features caused Joyce to choose Tocom. Joyce serves 18,000 subscribers, but that figure can double after franchises recently awarded to the company are wired.

Redder reds from Amperex

Amperex Electronics Corp. of Slatersville, R.I., has introduced two new 30 mm Plumbicon red tubes—the XQ-1415 and the XQ-1413—in which image retention (burn-in) is said to be reduced without compromising sensitivity or resolution. "This gives the television producer," the North American Philips subsidiary says, "much more flexibility with special effects and picture control under difficult lighting conditions." Except for the XQ-1415 tube having a built-in infrared filter, the two new tubes are identical. They fit all 30 mm cameras now on the market.

Oversight

The Association of Federal Communications Consulting Engineers has endorsed an FCC petition by the Telecommunications Research and Action Center for a rulemaking aimed at bringing anyone who helps prepare a broadcast application, "or other submission to the commission for remuneration," under the FCC's disciplinary authority (BROADCASTING, May 30). The AFCCE suggested that an ad hoc committee, consisting of representatives from the FCC and the industry, be formed to come up with specific proposals to accomplish that aim.

\$2 million moves north

Magnavox CATV Systems Inc., Manlius, N.Y., announced that it has received an order from Caguas Cable Systems of San Juan, P.R., for approximately \$2 million worth of cable hardware. The order included 440 mhz distribution equipment and Magna 7500 headend gear and Magna 6400 addressable converters, which feature the cryptic encoding scrambling system.

Considering a Satellite Format?

Do It Right With Broadcast Electronics Sat-16

Satellite commands will "directly start" station ID over the satellite audio exactly the way the satellite programmers intended their formats to be handled.

With Sat-16 system, programming is quick and simple. Only your commercials need to be programmed thus greatly reducing programming time and complexity.

Printer notation of when each source started including those "directly started" by satellite command gives you a permanent record of what is going on.

2000 event memory for a full 24 hours of programming plus space saving single rack configuration with full expansion capability.

Thorough equipment checkout and training at your station by a Broadcast Electronics representative.



New software and hardware features makes SAT-16 the right system for handling your satellite format. The best part though is that SAT-16 handles these formats the way they were intended to be aired. So, if you are considering a satellite delivered format and are thinking of automating it, then why not do it right. Call or write Broadcast Electronics for the low-down on how SAT-16 does it right.



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Right and left coming together over fairness doctrine

FCC plan to repeal personal attack and political editorializing rules is opposed by groups ranging from Accuracy in Media to Telecommunications Research and Action Center

The first volley in what promises to be a lively battle over the FCC's proposal to repeal the personal attack and political editorializing rules was fired last week. It came from the right. But before the fight is over, the left is expected to be banging away at the proposal as well.

Reed Irvine, chairman of Accuracy in Media, speaking at a news conference, said repeal of the rules would lead to abuses by broadcasters of the freedom they would be given. He said not many would refrain from using the "tremendous gift" that would be theirs to "enhance their position." The power to "manipulate the public and affect elections," he said, would "enhance the value of a broadcast license."

Irvine, whose media watchdog organiza-

tion is regarded as conservatively oriented, spoke in behalf of a number of groups sharing the right side of the political spectrum—American Legal Foundation, American Business Media Council, Committee for a Free Press, the Conservative Caucus and the Leadership Council. Appearing with Irvine at the news conference were Howard Phillips, of the Conservative Caucus; Paul Lyons of the ABMC, and William Kehoe of the ALF.

But Irvine said groups representing the other side of the political spectrum share the same views of the commission's proposal. Indeed, he said he had not been aware of it even though the commission announced the notice of proposed rulemaking in May (BROADCASTING, May 16) until Sam Simon, executive director of the Telecommunications Research and Action Center, informed him of it in the preceding week.

Simon later made it clear that he and Irvine are in agreement on the issue. "I'm glad he did it [held the news conference]," Simon said. "There needs to be more public aware-

ness of this." And Simon is doing what he can to stimulate it. He said TRAC is contracting "a large number of nonprofit public interest groups, providing them with background information and sample comments." Media Access Project, another public interest group with a traditional liberal bent, is also gearing up for a major effort to oppose repeal.

"We want as many different groups as possible to file," Simon said. Comments are due Sept. 5, postponed from Aug. 22.

The rules at issue were adopted some 20 years ago as auxiliaries to the fairness doctrine. The political editorial rule, adopted as a result of complaints about alleged unfairness on the part of KTTV(TV) Los Angeles in California's gubernatorial campaign in 1962, requires stations attacking or supporting a candidate to offer the candidate an opportunity for response. The personal attack rule requires a station to afford reply time to persons or groups whose "honesty, integrity, character or . . . like qualities" it attacks during a discussion of controversial issues of public importance.

The FCC, which acted in response to a petition filed by the National Association of Broadcasters in 1980, indicated in its notice of proposed rulemaking, that it did not believe the rules served a useful purpose. It said that, without apparent justification, they deprive licensees of the editorial discretion that it said is generally favored under the fairness doctrine.

Besides expressing concern over the manner in which he believes broadcasters would use the freedom that repeal of the rules would afford them, Irvine said retention of the personal attack rule, at least, would be in the industry's interest. He said that in affording persons attacked an opportunity for reply, it serves as a "safety valve." Its removal, he said, would lead to a proliferation of libel suits against stations.

Phillips indicated the dilemma groups such as his have in opposing what is billed as a deregulatory move. "This is not a case of opposing deregulation," he said. "I favor deregulation when you have the checks and balances of the marketplace." He did not think that protection was available in the case of broadcasting.

The developing alliance between conservative and liberal groups in opposing repeal of the rules is not the only indication of how the issue is causing a reforming of alliances. FCC Chairman Mark Fowler, who when appointed was considered the darling of the conservatives, is no darling to Irvine.

Because of Fowler's support for congressional repeal of the fairness doctrine and the equal time law in which the doctrine is contained, Irvine sees him as a "libertarian . . . out of touch with the needs of the country. He is doing enormous damage to the country." And he charged that Fowler "has already effectively abrogated the fairness doc-

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trine by refusing to enforce it."

Fowler was on vacation last week and unavailable for comment. But his administrative assistant, Willard R. (Randy) Nichols, fired back for him. He let pass Irvine's characterization of Fowler. "But as for as not enforcing the fairness doctrine," Nichols

said, Irvine "doesn't know the facts. It's too bad he didn't check his facts before he pops off. We act on every fairness doctrine complaint." He noted that Fowler has said publicly the commission will enforce the fairness doctrine. "It's the law of the land," Nichols said. □

Cancom plan to deliver U.S. networks by satellite meets varied opposition

Americans are upset over lack of copyright payments for TV stations carried; Canadian broadcasters object to the new competition

U.S.-Canadian relations in telecommunications matters are not only strained; they are confused. Quarreling over the power of a direct broadcast satellite, as they did at the recently concluded DBS conference of western hemisphere nations, in Geneva, is one thing. But when the Canadians express concerns over "cultural imperialism," as they did in those arguments over satellite power, and then help themselves to American television programming without paying for it—well, some Americans find that hard to understand.

That seeming peculiarity has been thrown into relief in Canada in the past few months because of plans of Canadian Satellite Communications Inc. (Cancom) to deliver programming of ABC, CBS, NBC and the non-commercial Public Broadcasting Service—the so-called 3-plus-1 package—by the Anik D satellite to cable systems in major markets. The Canadian Radio-Television Telecommunications Commission, which in March granted Cancom permission to deliver CBS, NBC and PBS programming from

Detroit and ABC programming from Seattle throughout Canada, is now considering applications from cable systems to carry the material.

The Canadian broadcasting establishment is vigorously opposed to the Cancom proposal. The Canadian Broadcasting Corp., the CTV and TVA television networks and the Canadian Association of Broadcasters on Aug. 9 jointly wired the CRTC to urge it to call a special public hearing on the issue. They described the matter as "crucial" to the future of Canadian broadcasting.

A key issue in Canada is the question of whether cable systems in major markets will be permitted to take the signals. Cancom's originally intended market was the remote areas of Canada that do not receive a full complement of network signals. Now, the question is whether cable systems in major markets should be offered the signals as well. Cancom wants to provide that service as a means, it says, of offsetting the cost of serving the remote areas.

But the Canadian broadcasting establishment is up in arms over the prospect of Cancom delivering its 3-plus-1 package to cities like Regina and Saskatoon in Saskatchewan.

The broadcasters' concern, however, is not the content of the programming—they are

not worried about Canadians overdosing on *The Jeffersons* or *Three's Company* or *Knight Rider*. Their concern is the stations that are the source of the U.S. programming. At present, cable systems are relaying the network programming of stations in North Dakota—KUMV-TV (NBC), KXMD-TV (CBS), both Williston, and KTHI-TV (ABC) and KSRE (PBS), both Minot. The Canadian broadcasters are worried that the overall programming of the big-city stations that would replace them—WJBK-TV (CBS), WDIV (NBC) and WTVS (PBS), all Detroit, and KOMO-TV (ABC) Seattle—would, in the words of Ernest Steele, president of the CAB, be "more interesting."

The Canadian broadcasters, in their telegram to the CRTC, expressed concern that approval of the Cancom plan would lead to the transformation of the big-city outlets into "superstations" that would have the potential to compete with Canadian stations for advertising revenues in Canada.

Little is being heard in Canada about possible copyright liability being incurred—probably because American holders of the copyrights involved, program producers and broadcasters, have been unable to persuade Canadian courts that copyright payments should be made. Those courts—like the U.S. Supreme Court in the days before the 1976 Copyright Act—have held that the simultaneous redistribution by a cable system of a broadcast program does not constitute a public performance and, thus, is not subject to copyright liability.

Nor has the CRTC been any help. ABC, CBS and NBC filed oppositions with the CRTC to Cancom's proposal, but without success. The CRTC directed Cancom to resolve the issue with the broadcasters involved. It did not get the networks' permission to carry their programs, but the CRTC said Cancom had complied with the directive.

All of which puzzles some network officials. "Canada is concerned about 'cultural imperialism,'" one said. "But it allows business entities to take without compensation existing U.S. network material, commercial and public." Adding to the Americans' sense of frustration is that, under the U.S. Copyright Act of 1976, Canadians are entitled to a share of the royalty payments made by U.S. cable television systems because of the compulsory licenses designed to provide compensation for copyright owners.

But American copyright owners are not giving up. The Canadian government for some years has been working on a revision of its copyright law, and U.S. broadcasters, motion picture producers and others are urging the U.S. State Department and the Copyright Office to write into the law protection for foreign copyright owners of the programs Canadian cable systems offer. Such a change could make a significant difference to U.S. copyright owners: Some 80% of Canadian homes have access to cable.

An official of the Copyright Office said the government is "sensitive" to the concerns of the U.S. copyright owners and has discussed the matter with Canadian officials. He said the U.S. has observed that changes in the Canadian law affording protection to foreign copyright owners would be in Canada's interest as well as the U.S.'s. For Can-

Washington Watch

Backing denial. FCC has affirmed staff denial of fairness complaint by American Security Council against CBS over its 1981 broadcast of five-part series, *The Defense of the United States*. In its complaint, ASC said CBS series has failed to provide contrasting views. Mass Media Bureau, however, had found that series contained contrasting viewpoints and that ASC had not furnished information about CBS's overall coverage of question whether more or less spending for national defense effort is needed. FCC said ASC had not presented new or additional argument that would warrant reversal of bureau. It also rejected ASC's argument that fairness doctrine be changed to require balance within individual programs or series. □

Refinement. FCC has reorganized Field Operations Bureau. Under new layout, violations division has been incorporated as branch of enforcement division. Investigation and inspection branches have been combined into single branch in enforcement division. Regional services division has been renamed public service division. □

No joking matter. Representative Mario Biaggi (D-N.Y.) has introduced bill, H.R. 3105, which would establish office of ethnic affairs at FCC. Office would serve as "clearinghouse for complaints and grievances regarding radio and television broadcast programming which unfairly depicts ethnic groups and which is contrary to the public interest." Measure also would instruct office to conduct annual conference "which shall be designed to focus public attention upon the images of ethnic groups depicted by radio and television broadcasting programming and encourage the participation of such individuals and organizations, public and private, that serve the needs and interests of such ethnic groups." Office would also carry out education program to encourage positive portrayal of ethnic groups on radio and television.

ada, he said, is expected to be a major exporter of programming to Europe.

Meanwhile, the regulatory machinery in Canada is grinding on. The CRTC turned down the Canadian broadcasters' request for a special public hearing on the Cancom proposal. Instead, it said interested parties could appear at the hearings it will hold

across Canada on cable systems' applications to amend their licenses to carry the Cancom-supplied programming. The first hearing will be held this week in Regina, and will involve some 30 systems serving large and small markets in the province. All told, some 350 cable systems in Canada are reported to have applied for the service. □

ference in 1979 in Geneva, as well as to the International Telecommunication Union conference in Nairobi, Kenya, in 1982. He was also a member of the delegation to the recently completed Regional Administrative Radio Conference in Geneva on direct broadcast satellite service. He is a graduate of Harvard University and holds degrees in law and business from George Washington University.

The international telecommunications policy functions to be coordinated under Urbany are those now divided between the Office of International Affairs and the Office of Spectrum Management. The first deals with such matters as international industry structure and performance, transborder data flows and copyright safeguards. The second has lead responsibility for developing and presenting U.S. views and positions on radio frequency management at international conferences.

The two offices will continue to remain separate, at least for the time being, but with their activities coordinated under Urbany. The new special assistant for international affairs will also monitor the activities of NTIA's Institute for Telecommunication Sciences, in Boulder, Colo., bearing on international telecommunications matters. The ITS plays a key role in the technical committees of the ITU. □

NTIA appoints Urbany to beef up international sector

He will be special assistant to Markey with responsibility for international negotiations

The Commerce Department's National Telecommunications and Information Administration is moving to strengthen its role in the development of international telecommunications policy. Francis S. Urbany, who is now acting director of NTIA's office of spectrum plans and policies in the Office of Spectrum Management, and is a highly regarded veteran of a number of international telecommunications conferences, has been named special assistant to NTIA head David Markey for international affairs and placed in charge of all of NTIA's activities in that area.

Markey, who is assistant secretary of commerce for communications and information, said he made the appointment and change in organization to improve NTIA's "ability to develop and present international telecom-

munications policy." He said that the area is increasingly important in terms of international trade and that Urbany is "one of the country's leading experts when it comes to international telecommunications and international conferences."

Accordingly, Markey said, "It makes sense to give him lead responsibility for NTIA's policy activities in this area, and it ought to make us a more effective voice in support of United States interests abroad."

Urbany, whose experience in government and telecommunications dates back to 1967 when he joined with the White House director of telecommunications management, served as vice chairman of the U.S. delegation to the World Administrative Radio Con-

NAB sets up task force to monitor telephone activity

Association to keep members informed of status of various bills in Congress that could affect broadcasters

At least a dozen bills dealing with telephone legislation are pending in Congress, and a number of them may have significance for broadcasting. But before legislative action occurs, the National Association of Broadcasters plans to alert its membership to the potential problems and is forming a special task force to monitor the legislation.

The NAB wants to keep an eye on the legislation to insure that broadcasters are not unfairly taxed, said an NAB official. The task force, said Erwin Krasnow, NAB senior vice president and chief counsel, will provide information to members on the legislation and conduct a study to find out how broadcasters are using telephones, microwave and satellite services. The long-term implications of the legislation will also be examined, he said.

Congress is concerned that local telephone rates may skyrocket after the breakup of AT&T and its operating companies and is determined to hold down those rates. In the past, local rates have been subsidized by long-distance telephone service and equipment sales. Congress fears that with increased telecommunications competition, deregulation and the AT&T divestiture, those subsidies will cease, forcing consumers to make up the loss.

Some legislators are dissatisfied with the FCC's access charge decision, adopted last December, that would force residential customers to pay for local telephone company

facilities they actually use, or that are dedicated for their use, to make interstate calls.

The legislation now pending would primarily repeal the FCC's access charge decision and require the FCC to insure that long-distance service continues to subsidize local residential and rural telephone service.

In response to the congressional outcry over its access charge decision, the FCC revised the plan so that telephone users would be charged a special fee of \$2 a month next year for each telephone line. Business users would be charged a maximum of \$6 a line for access. The new proposal also calls for raising the maximum residential charge to \$3 in 1985 and \$4 in 1986. Business would be charged a maximum of \$6 during each year.

Congress has its own ideas about subsidizing the local rates. Some of the measures suggest that users who bypass the local telephone services would be forced to subsidize the local rates and as more and more broadcasters use satellite and microwave services to deliver programming there is a possibility their distribution may fall under a taxable category.

Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Representative John Dingell (D-Mich.), chairman of the House counterpart, have introduced measures (S.1660 and H.R.3621) aimed at keeping local rates down. The legislation is on a fast track, and the legislators are aiming to report a bill out by October—giving broadcasters limited time to present their case.

Not only that, it is unclear what some of the measures intend (even the Packwood and

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Dingell bills have raised some questions). "There are probably 25 bills pending," said Mary Jo Manning of the Washington law firm of Wilkes, Artis, Hedrick & Lane. Manning, a former chief counsel of the Senate Communications Subcommittee, briefed NAB's executive committee last week. "Some of them have a greater impact upon a broadcaster than others. Some provisions of one bill are good and other provisions of the same bill may be bad. In some instances what you are talking about is nothing more than uncertainty and ambiguity within the legislation.

"The Congress has been particularly concerned that larger users, like broadcasters, instead of using this local exchange will bypass it. Members of Congress are concerned that over time this bypass of service could erode the Bell operating companies' economic viability," Manning said. Manning pointed out that broadcasters are big users of conventional telephone services as well as specialized services. With a rise in business rates, their costs of conventional telephone services would go up like those of other business. "I think the larger concern the broadcasters have to have is with their private use of communications systems," said Manning. Under most of the bills, private systems would pay a surcharge, in one form or another. Because broadcasters are users on both the local exchange and the interexchange level, the question is what their direct assessment be, she said. "In large measure we are talking about interpretation and definition. The legislation in many instances is unclear. I think the main concern the broadcasters would have at this point is one of information, of making sure that Congress understands how they use these services. How important they are, for example, to newsgathering. This isn't the same type of thing as a corporation deciding to construct its own facilities for telephone purposes and not use the local telephone company. That's very different from how a broadcaster uses it.

"The broadcaster has to have a more long-range concern, and that is the extent to which this rate legislation will ultimately affect the competitive situation between the broadcaster on the one hand and the telephone company on the other." □

No one sides with ACT on cut-off button

FCC urged to reject pitch for electronic censoring of ads in children's TV programs

Action for Children's Television's request that the FCC require TV broadcasters and cablecasters to insert inaudible signals at the beginning and end of ads aimed at children—a move that would permit parents to delete those commercials electronically (BROADCASTING, June 20)—has drawn negative reviews from broadcasters and advertisers in comments at the commission.

AFTRA voices dereg opposition. The deregulation of the broadcasting industry was opposed strongly during the 46th annual convention of the American Federation of Television and Radio Artists in Pittsburgh.

In a resolution adopted during the meeting, delegates said that broadcast deregulation would "take the ownership of the airwaves out of the hands of the people and give it to broadcast licensees." AFTRA said that many members of minority groups and women would be threatened by broadcast industry deregulation.

Also at the meeting, Bill Hillman was re-elected to his fifth term as national president and Ann Loring of the New York local was elected first vice president.

The National Association of Broadcasters said it agreed that parents should be permitted and encouraged to exercise discretion over what their children view. "However, this discretion can be exercised without government intervention and certainly without assistance from a proposal that has serious demonstrable deficiencies and potentially severe economic consequences," NAB said.

CBS said the practical impact of ACT's request would be to eliminate advertising for children. "The consequence of that loss of advertising revenue, as the FCC itself predicted, would be a harmful effect on not just

the quantity, but also the quality of children's programming," CBS said. "We believe the First Amendment does not sanction governmental actions that would have such a direct and negative impact on the content of programming."

The National Cable Television Association was of a like mind. "No federal agency has ever determined that these commercials are inherently harmful to children," the NCTA said. "The FCC, in fact, has pursued a policy which accepts a symbiotic partnership between children's ads and programming. Because petitioners fail to present evidence to justify a change in the FCC's approach to children's advertising, their petition should be denied."


The American Advertising Federation said ACT's proposals were simplistic, counterproductive and unnecessary. "The AAF strongly supports the truthful, nondeceptive advertising of legal products. We oppose any attempt by the government to facilitate directly or indirectly the censorship of such advertising. In our view, truthful, nondeceptive advertising to children is legitimate and desirable and provides information with respect to products that children and their parents find useful. There is simply no need for government intervention in this area."

M&M/Mars, which identified itself as a food manufacturer, said the assertions made in support of the rule were "so poorly reasoned and so inadequately substantiated by legal, scientific or psychological authorities as to be unworthy of any serious consideration by the commission." □

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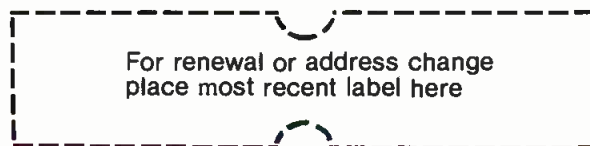
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Signature _____ Are you in cable TV operations Yes No

(required)



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TELECASTINGS

Mis 'M*A*S*H'

20th Century-Fox Television has agreed not to market its off-network giant, *M*A*S*H*, to stations in Rockford, Ill., until a federal district court judge rules whether the company is justified in demanding a 500% increase in fees paid by WIFR-TV, Freeport (Rockford) Ill., which is seeking to renew its license for the series. Brad Koch, an attorney for WIFR-TV, said the station has for several years owned the rights to air episodes from the first eight years of *M*A*S*H* and encountered the request for a fee increase when it sought to exercise an option in its contract to pick up years nine through 11. To renew, 20th Century-Fox wanted to raise its per-episode fee for years one through eight from \$818 to \$4,000, according to Koch, and to charge \$4,500 per episode for years nine and 10 and \$5,000 per episode for year 11. WIFR-TV maintains its contract requires continuation of the present rate schedule but 20th Century-Fox, which holds similar contracts with most other stations carrying *M*A*S*H*

believes it is justified in asking for the increase because of the success the series has enjoyed in syndication. Although he would not confirm the price increases WIFR-TV says it has been asked to meet, Bob Morin, vice president, worldwide syndication for 20th Century-Fox Television, said the company has gotten similar increases "everywhere else it has gone" with *M*A*S*H*. The federal district court is expected to rule Sept. 9.

special that deals with the "innermost concerns of nearly every American." The special, which is still untitled, is based on the results of a nationwide Gallup Poll on life's most pressing problems, according to CBN. Although the nature of the questions were not disclosed, CBN said there would be some dramatic segments. The program is to be syndicated to major markets for showing next January.

New game

CBS-TV is adding a new half-hour game show, *Press Your Luck*, to its weekday schedule beginning, 9:30 a.m. NYT on Monday, Sept. 19. The program will be hosted by Peter Tomarken and will challenge three players to press their luck in competition for various prizes and cash. The show, a Caruthers Co. presentation, replaces *Child's Play*, which has its last broadcast in the time slot Sept. 16.

Scary stuff

Halloween is lurking around the corner and holiday television programming is beginning to surface. For the second year, Syndicast Services, New York, is distributing *A Magical, Musical Halloween*, a 90-minute program of music, magic and sorcery. And Lexington Broadcast Services is making available to stations a half-hour dramatic program titled *Trick Or Treat*. Both programs are offered via barter.

Syndicast reports that *A Magical, Musical Halloween* was carried on 110 TV stations last year and is aiming for a similar lineup for 1983. Stations already signed for the new version include KTTV(TV) Los Angeles, WBZ-TV Boston, KTVT(TV) Dallas and WPGH-TV Pitts-

CBN's latest

Christian Broadcasting Network, Virginia Beach, Va., has in preparation a one-hour

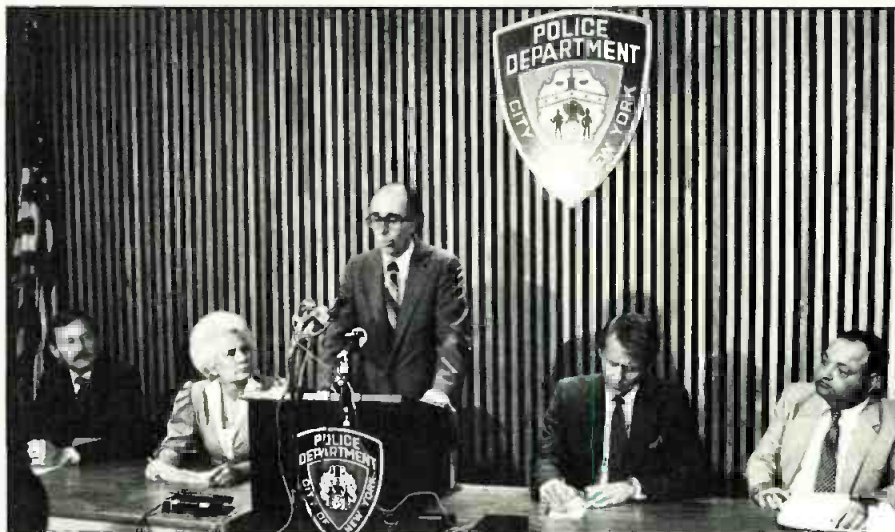
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Hand-in-hand. WABC-TV New York, in cooperation with the New York City Partnership Task Force on Crime and the city's police department, has launched an ongoing series of reports called *Crime Stoppers*. The series will reconstruct felonies at the site of occurrence for presentation four times each week over WABC-TV's 5 p.m., 6 p.m. and 11 p.m. *Eyewitness News* and *The Morning Show*, which airs from 9 to 10:30 a.m. each weekday morning.

Pictured are (l-r): William Fyffe, WABC-TV vice president and general manager; Ellen Sulzberger Straus, chairman of the New York City Partnership Task Force on Crime; Robert J. McGuire, New York City police commissioner; Bill Beutel, WABC-TV's *Crime Stoppers* correspondent, and Frank J. Macchiarola, New York City Partnership president. *Crime Stoppers* hopes to turn up persons having evidence in connection with the depicted crimes and encourage them to call a special hotline number manned by NYPD detectives.

burgh. Magician Harry Blackstone Jr. will serve as host. Performers signed include Mr. T. of *A Team*, Tom Wopat of *The Dukes of Hazzard*, recording stars Kim Carnes and Jeffrey Osborne and the band, Sorcery. The special has been produced by Dick Clark Productions. Syndicist says that Coleco and Bristol-Myers have signed as national sponsors.

LBS reports that Miller Brewing has signed for all five national 30-second spots in *Trick Or Treat*, which is expected to attract a lineup of more than 100 stations, including all five CBS O&O's. The program also is the pilot for a new weekly access series for the 1984-85 season to be titled *Tales From The Darkside*, a joint venture of Lexington and Laurel Entertainment.

'Woman' on the move

Golden West Television has added WABC-TV New York to its lineup for *Woman to Woman*, a new, syndicated morning talk show hosted by former *Hour Magazine* host Pat Mitchell and scheduled to debut Monday, Sept. 12, on 46 stations. WABC-TV, which took the program in its half-hour format, plans to air



Mitchell

it at 10:30 a.m., following its locally produced, *Morning Show*, and replacing the syndicated game show, *Card Sharks*, which is being dropped from the schedule. New York's addition to *Woman to Woman*'s lineup brings the program's clearance of U.S. homes to 40%, short of the 70% national advertisers demand but closer to the 60% Golden West is projecting it will have by year's end. Other stations in top-10 markets that have signed to carry the program in either its hour or half-hour format are KTLA-TV Los Angeles, WNEV-TV Boston, WJLA-TV Washington, WJKW-TV Cleveland and KXAS-TV Dallas-Fort Worth. Golden West, whose GWB Production is producing the series in association with *Woman to Woman* Productions, has committed to 26 episodes of the series.

Fish story

Talk about a fish story: The 4X Network in western North Dakota has a live one to tell. The 4X stations—KXMC-TV Minot, KXMB-TV Bismarck, KXMD-TV Williston and KDIX-TV Dickinson—turned five specially tagged walleyed pike loose in the area's Lake Sakakawea and offered cash prizes totaling \$150,000 to registered fishermen catching

them. The estimated population of walleyes in the lake being between five million and six million, the odds were at least a million-to-one. Even after some 50,000 eager anglers signed up (at approximately 100 retail outlets, ranging from bait-and-tackle shops to clothing stores, throughout the 4X area), the odds would have favored the marked fish by at least 100-to-1 even if all 50,000 fished at the same time (as they probably could; the lake has 200 miles of shore line).

Whatever the odds, a vacationing visitor from California, whose wife is a Williston native, pulled in a fish wearing the 4X tag—and won \$100,000 cash for being first.

The 4X stations and their sponsors got a lot of publicity out of the affair, starting with announcement of the promotion and registration of anglers (which picked up noticeably after the \$100,000 catch was brought in). Afterward, the winner cut promos for the stations, was written up in local papers and was guest at an award luncheon. Lieutenant Governor Ernest Sands went to the luncheon. "We don't know how we could have generated so much publicity for the state, its fishing and its recreation sites," he said. "It is like lightning." Said Henry Benchler, general manager of KXMC-TV: "It's all anyone is talking about up here."

Oh yes: As of last week, the four other 4X-tagged walleyes were still out there, plus one released in 1982, when nobody caught anything to cash in. The next one caught will be worth \$25,000 cash, the others \$5,000 each, but they must be caught before next April 30. The prize money, like the \$100,000 already won, is covered by a policy

that the 4X stations bought from L.W. Biegler Inc. of the Illinois Insurance Exchange. The policy reportedly cost \$6,000.

In the marketplace

He-Man and Masters of the Universe, a daily, half-hour animated series based on toy figures manufactured by Mattel and syndicated by Group W Productions, Los Angeles, has cleared 90 stations reaching nearly 80% of U.S. homes. The news series, which is produced by Group W's animation division, Filmation, has also been sold to stations or networks in the United Kingdom, Australia, Italy, Peru, Colombia, Ecuador, Argentina, Netherlands Antilles, the Bahamas, Trinidad, Jamaica, Barbados, Puerto Rico, Chile, Bolivia, Uruguay, Paraguay, Costa Rica, Hong Kong and Swaziland and to the Armed Forces Network. Its U.S. premiere is set for Sept. 26.

□

Alan Enterprise has acquired exclusive U.S. television rights to *American Caesar*, a five-hour mini-series based on William Manchester's biography of General Douglas MacArthur and starring John Huston in the title role. The series, premiering this summer on Canada's First Choice pay television service, will be available in the U.S. first to pay program services and later for broadcast syndication. The series, produced by Ian McCloud, was funded by Amber Financial Services of Toronto.

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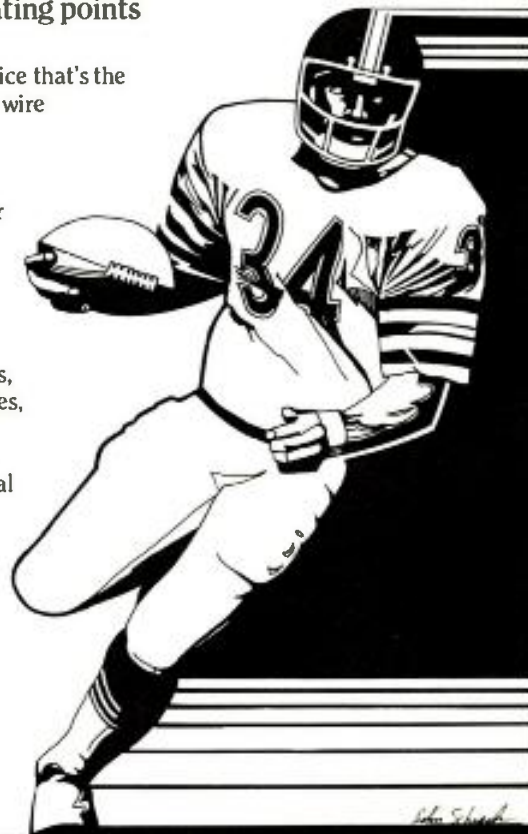
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For the Record

As compiled by BROADCASTING, Aug. 8 through Aug. 12, 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

■ Harrison, Mich.—David A. Carmine seeks 1540 khz. .25 kw—D. Address: 209 East Spruce Street, Harrison, Mich. 48625-0549. Principal also owns WKMM(FM) Harrison and WDEE(AM) Reed City, both Michigan, and is applicant for new FM at East Dewitt, Mich. Filed March 24.

FM applications

■ Delta Junction, Alaska—Delta Communications Inc. seeks 93.5 mhz. 3 kw. HAAT: 300 ft. Address: P.O. Box 507. Delta Junction 99737. Principal: James F. Funderburk, president (80%) and wife. Shiw Shung Funderburk (20%) It has no other broadcast interests. Filed Aug. 5.

■ Fairbanks, Alaska—Empire Communications Inc. seeks 98.1 mhz. 63.5 kw. HAAT: minus 37 ft. Address: P.O. Box 60394, Fairbanks 99706. Principal is headed by Donn B. Erisman Jr., president. Filed Aug. 8.

■ Flagstaff, Ariz.—Presciliano P. Mares seeks 97.5 mhz. 100 kw. HAAT: 1,508 ft. Address: 2808 Dallas, NE, Albuquerque, N.M. 87110. Principal has no other broadcast interests. Filed Aug. 8.

■ Flagstaff, Ariz.—Star West Broadcasting Inc. seeks 97.5 mhz. 100 kw. 1,439 ft. Address: 25804 Dundee, Huntington Woods, Mich. 48070. Principals: Robert W. Giles, president, wife, Louis A. (40% each), Mary C. Rowe and husband, Robert A. (10% each). Giles couple are employed at WXYZ(TV) Detroit. Filed Aug. 5.

■ Flagstaff, Ariz.—Trident Communications Inc. seeks 97.5 mhz. 100 kw. HAAT: 1,429 ft. Address: 6335 East 22nd Street, Tucson, Ariz. 85710. Principals: B. Howard Bernstein, president, and his wife, Sandra (16.66% each) and James R. Sweet (two-thirds). Sweet is employe of Western Cities Broadcasting Inc., who owns KZZP-AM-FM Mesa, Ariz. Filed Aug. 8.

■ Flagstaff, Ariz.—Wilsha Communications Inc. seeks 97.5 mhz. 100 kw. HAAT: 1,429 ft. Address: 6111 N. 8th Street, Phoenix 85014. Principals: Albert J. Willis Jr., president, Leland D. Shaffner and John G. Alvarez (one-third each). Willis and Shaffner have interests in KHEP-AM-FM Phoenix. Shaffner also has interest in KWOC(AM)-KPBM-FM Poplar Bluffs, Mo., and with Alvarez, has interest in new FM at Canyon, Tex. (see below). Filed Aug. 8.

■ Bakersfield, Calif.—Kern Communications Co. seeks 107.1 mhz. 2 kw. HAAT: 333.8 ft. Address: 6900-12 Seapines Drive, Bakersfield 93309. Principals: Catherine M. Swajian Abernathy (55%); her husband, David M. (20%); Brian D. Boyle (20%), and Douglas D. Rohall (5%). Filed Aug. 5.

■ Valdosta, Ga.—Azalea City Broadcasting seeks 96.7 mhz. 3 kw. 300 ft. Address: 1000 Potomac Street, N.W., Washington, D.C. 20007. Principal is Andrew J. Guest, who owns 50% of WKUB(FM) Blackshear, Ga., and is general manager of WAEV(FM) Savannah, Ga. Filed Aug. 8.

■ Valdosta, Ga.—Cherry Lynn Rogers seeks 96.7 mhz. 3 kw. HAAT: 300 ft. Address: Route No. 5, Eastman, Ga.

31023. Principal has no other broadcast interests. Filed Aug. 5.

■ Valdosta, Ga.—Lowndes County Broadcasting seeks 96.7 mhz. 3 kw. HAAT: 300 ft. Address: Box 368, Valdosta, Ga. 31601. Principal: Vernon Arnold. It also owns WJEM-(AM) Valdosta. Filed Aug. 8.

■ Valdosta, Ga.—Multi-Media Broadcasting Inc. seeks 96.7 mhz. 3 kw. HAAT: 300 ft. Address: Box 108, Lake Park, Ga. 31636. Principal is headed by Michael Dee Howard, president. It has no other broadcast interests. Filed Aug. 8.

■ Valdosta, Ga.—Valdosta Radio Ltd. seeks 96.7 mhz. 3 kw. HAAT: 300 ft. Address: 879½ Parker Street NE, Cleveland, Tenn. 37311. Principal: Luz N. Ruiz who has no other broadcast interests. Filed Aug. 4.

■ Valdosta, Ga.—WGAF Inc. seeks 96.7 mhz. 2.65 kw. HAAT: 328 ft. Address: Box 133, Valdosta 31601. Principal: W. Orson Woodall also is part owner of WTGQ(FM) Cairo, Ga., WSMY(AM)-WTPM(FM) Roanoke Rapids, N.C., and WCCP(AM) Athens, Ga. Filed Aug. 8.

■ Potosi, Mo.—Radioworks Inc. seeks 100.1 mhz. 3 kw. HAAT: 300 ft. Address: 840 Westbrooke Meadows Court, St. Louis 63011. Principals: Dennis Klautzer, president (80%) and Larry LaBrier (20%). Klautzer is air personality at KHTR(FM) St. Louis. Filed Aug. 5.

■ Socorro, N.M.—Socorro Communications Inc. seeks 92.7 mhz. 3 kw. HAAT: 1,892.5 ft. Address: 175 Highway 60 West, Socorro. Principal is owned by Manuel Miguel Olguin, president. It also owns KSRC(AM) Socorro. Filed Aug. 5.

■ Parris Island, S.C.—Carpenter Broadcasting Co. seeks 92.1 mhz. 3 kw. HAAT: 300 ft. Address: 3715 Inverness Way, Augusta, Ga. 30907. Principals: Jack A. Carpenter (51%); his wife, D. Anne (39%); and E. Robin Sanders (10%). Carpenters are also applicants for new FM at Augusta, Ga. Filed Aug. 8.

■ Parris Island, S.C.—Vivian Broadcasting Corp. seeks 92.1 mhz. 3 kw. HAAT: 300 ft. Address: 806 Monson Street, Beaufort, S.C. 29902. Principal: William A. Galloway, president (51%), and wife, Vivian McNair Galloway. It also owns WVGB(AM) Beaufort, S.C. Filed Aug. 8.

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

■ Bastrop, Tex.—Longier Communications seeks 107.1 mhz. 3 kw. HAAT: 300 ft. Address: 8118 Raintree Place, Austin, Tex. 78759. Principals: H.L. Longier Jr., president; wife, Jane C., and their children, H.L. Longier III, Michael C. and Steven W. (20% each). It also owns KELG-(AM) Elgin, and KZEU (FM) Victoria, both Texas. Filed Aug. 3.

■ Canyon, Tex.—Albert D. Davila seeks 107.9 mhz. 100 kw. HAAT: 700 ft. Address: 1527 Spanish Oaks, San Antonio, Tex. 78213. Principal is sales representative at KEDA-(AM) San Antonio, Tex. Filed Aug. 8.

■ Canyon, Tex.—Leland D. Shaffner, Judith C. Shaffner and John G. Alvarez seek 107.9 mhz. 100 kw. HAAT: 700 ft. Address: Box 41, Poplar Bluff, Mo. 63901. Principals: Shaffners have interest in KHEP(AM)-FM Phoenix; KWOC(AM)-KPBM-FM Poplar Bluff, Mo., which they will sell. Leland Shaffner and Alvarez are applicants for new FM at Flagstaff, Ariz. Filed Aug. 8.

■ Canyon, Tex.—Samuel K. Stratemeyer seeks 107.9 mhz. 100 kw. HAAT: 700 ft. Address: Route 3, Metropolis, Ill. 62960. Principal is also applicant for new FM's at San Angelo, Tex., and WRIK(FM) Metropolis, and new AM at Brookport, both Illinois. Filed Aug. 8.

■ Hamilton, Tex.—Roy Neal Randolph seeks 92.1 mhz. 3 kw. HAAT: 300 ft. Address: 4101 W. Adams Street, Temple, Tex. 76503. Principal has no other broadcast interests. Filed Aug. 5.

■ Paris, Tex.—Earlyne G. Lund seeks 103.9 mhz. 3 kw. HAAT: 300 ft. Address: 10753B Via Los Posadas, Paris. Principal has no other broadcast interests. Filed Aug. 3.

■ Paris, Tex.—Lamar County Broadcasting seeks 103.9 mhz. 3 kw. HAAT: 300 ft. Address: 2708 Chimney Rock, Huntersville, Tex. 77340. Principals: Ray Eller, president; wife, Marcia, and Jacklyn Merchan (one-third each). Ray Eller has 30% interest in KSAM(AM)-KHUN-FM Huntersville, Tex., and KMHT-AM-FM Marshall, Tex. Filed Aug. 8.

■ Paris, Tex.—Palm/Prairie Broadcasting Inc. seeks 103.9 mhz. 3 kw. HAAT: 300 ft. Address: 6600 Pinetree Circle, West Palm Beach, Fla. 33406. Principals: Rodney G. Dore, president (55%); wife, Kay M., and her parents, Leon and Betty Moss (15% each). Rodney Dore also has interests in WPOM(AM) Riviera Beach, and is applicant for new FM's at Sanibel and Havana, all Florida. Rest have no other broadcasting interests. Filed Aug. 8.

TV applications

■ Tuscumbia, Ala.—Kadd Communications Corp. seeks ch. 47; ERP: 96 kw vis., 9.6 kw aur., HAAT: 513 ft.; ant. height above ground: 282 ft. Address: P.O. Box 585, Tuscumbia 35674. Principals: David M. Baughn, president, and Alan Keith Hager, Francis A. Cox, David R. DuBose (25% each). Baughn is engineer at WVAL(FM) Tuscaloosa, Ala., and with DuBose has interest in new TV there. DuBose is news director at WVAL(FM) Tuscaloosa. Cox is chief engineer at WVEU(TV) Atlanta. Hager has no other broadcast interest. Filed July 28.

■ New Iberia, La.—Commerce Broadcasting Inc. seeks ch. 36; ERP: 5,000 kw vis., 1,000 kw aur., HAAT: 463.6 ft.; ant. height above ground: 467.1 ft. Address: 500 Dover, Suite 200, Lafayette, La. 70503. Principal is owned by James A. Haynes, president (24%), and four others. It has no other broadcast interests. Filed July 29.

■ Port Huron, Mich.—TV 46 Corp. seeks ch. 46; ERP: 3,900 kw vis., 390 kw aur., HAAT: 914 ft.; ant. height above ground: 985 ft. Address: 1037 Water Street, Port Huron 48060. Principal is owned by Charles O. Townley, president (55.4%), and five others. It has no other broadcast interests. Filed July 28.

■ Oxford, Miss.—Colom Communications Corp. seeks 107.1 mhz. 2.51 kw, HAAT: 322 ft. Address: 406 Third Avenue North, Columbus, Miss. 39701-3996. Principals: Milton Colom, president; his sons, Roland F., and Wilbur O. (one-third each). It is also applicant for new FM at Artesia, Miss. Filed July 29.

■ Burlington, N.J.—Maceo K. Sloan and Charles Joseph Thompson seeks ch. 48; ERP: 2,340 kw vis., 234 kw aur., HAAT: 1,112.3 ft.; ant. height above ground: 1,077.8 ft. Address: 2500 Legion Drive, Knoxville, Tenn., 37920. Principal also owns 40% of WSMY(AM)-FM Sparta, Tenn. and is also applicant for new FM at Greenville, Ala. Filed Aug. 3.

■ Manitowoc Wis.—Hiawatha Valley Communications Inc. seeks ch 16; ERP: 13,696 kw vis., 1,644 kw aur. HAAT: 219 ft., ant. height above ground 267 ft. Address: 12412 Birmamwood Court, Burnsville, Minn 55337-1372. Principals: Leigh Ann White, president, and her father, John H. (50% each) It has no other broadcast interests. Filed Aug. 4.

AM actions

■ Anchorage—Christian Voice of Alaska application returned for 880 khz, 5 kw-U. (BP-830411AD). Action Aug. 2.

FM actions

■ Fort Lauderdale, Fla.—Schiffman, Blaustein and Magan application returned for 105.9 mhz, 97.5 kw. HAAT: 1 020 ft. Address: 22 Tehama Street, Brooklyn, N.Y. 11218. (BPH-830519AJ). Action July 26.

■ Plantation, Fla.—South Florida Broadcasters application returned for facilities of WAXY(FM) Fort Lauderdale, Fla.: 105.9 mhz, 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: P.O. Box 2, Cidra, P.R. 00639. (BPH-83-516A1). Action July 27.

■ Fairfield, Tex.—Fairfield Broadcasting application dismissed for 92.1 mhz, 3 kw; HAAT: 300 ft. Address: 652 North Bolton Street, Jacksonville, Tex., 75766. (BPH-830222AL). Action Aug. 1.

■ Fairfield, Tex.—Freestone County Broadcasting granted 92.1 mhz, 3 kw. HAAT: 300 ft. Address: 1939 Bayon Drive, Shreveport, Calif. 71105. Principals: Elizabeth Mitchell (31%), John Mitchell (29%), Irene Robinson (21%) and Ivy Robinson (19%), who have no other broadcast interests. (BPH-821202AJ). Action July 22.

■ Rothschild, Wis.—Richard L. Van Zandt Jr. application dismissed for 107.9 mhz, 100 kw; HAAT: 616.7 ft. Address: 809 Arthur Street, Menasha, Wis. 54952. (BPH-811005AA). Action July 29.

■ Wausau, Wis.—Seehafer Broadcasting Corp. granted 107.9 mhz, 100 kw; HAAT: 1,029 ft. Address: 3730 Margin Street, Manitowoc, Wis. 54220. Principal: Donald W. Seehafer, who owns KRBI-AM-FM St. Peter, Minn.; WOMT-(AM) Manitowoc, WXCQ(AM) Wausau, WGEZ(AM) Beloit and WQTC(FM) Two Rivers, all Wisconsin. (BPH-811214AK). Action July 28.

TV actions

■ Pukala, Hawaii—Dan Mahoney application returned for ch. 15; ERP: 513 kw vis., 51 kw aur.; HAAT: 1,315 ft. (BPCT-830725KL). Action Aug. 3.

■ Burlington, N.J.—Macco K. Sloan and Charles Thompson application dismissed for ch. 48; ERP: 2,340 kw vis., 234 kw aur.; HAAT: 1,112.3 ft. (BPCT-830803KF). Action Aug. 4.

Ownership changes

Applications

■ WPIK(AM) Flomaton, Ala. (990 khz, 500 w-D)—Seeks assignment of license from Ashworth Broadcasting Inc. to Godwin Broadcasting Corp. for \$150,000. Seller is owned by Ernie Ashworth, president and family. It has no other broadcast interests. Buyer is principally owned by Charles R. Godwin, president (57%). It has no other broadcast interests. Filed Aug. 3.

■ KNDE(FM) Tucson, Ariz. (99.5 mhz, 30 kw, HAAT: 73 ft.)—Seeks assignment of license from KNDE Inc. to Rex Broadcasting Corp. for \$2.65 million. Seller is owned by Raymond I. Kandel, president. It also owns KTUC(AM) Tucson. Buyer is owned by James Slone, president (71.5%), Thomas Chandler and Robert L. Chandler (14.2% each). It also owns KCUB(AM) Tucson; KRQD(AM)-KLAQ(FM) El Paso, and KRUX(FM) Lubbock, all Texas. Filed Aug. 2.

■ KDEW-AM-FM DeWitt, Ark. (1470 khz, 500 w-D)—Seeks transfer of control of Quadras Inc. from John Green and James E. Moore (70% before; none after) to Lowell S. Jumper and others (30% before; 100% after). Consideration: \$34,250. Principals: Sellers have no other broadcast interests. Buyer is owned by Lowell S. Jumper, president and wife, Sheila D. (26% each), Gregg B. Little (18%) and Willie R. Harris, who will retain his 30% interest. It also owns KELC(AM) England and KCCL(AM) Paris, both Arkansas. Jumper and Little also have interest in new FM at Guerdon, Ark. Jumpers also owns KFFB(FM) Fairfield Bay

and KAKA(AM) Dermont, both Arkansas Filed Aug. 5.

■ KHIN(FM) Placerville, Calif. (92.1 mhz, 680 w; HAAT: 570 ft.)—Seeks transfer of control of Foothill Broadcasting Corp. to Paul E. Gregg and Chris W. Kidd (47.5% before; none after) to David Evans and J. Nevin Smith (49.5% before; 100% after). Consideration: stock transfer only. Principals: Seller is also owned by Ross Shelton (3%). It has no other broadcast interests. Buyers have no other broadcast interests.

■ WWWQ(AM)-WPFM(FM) Panama City, Fla. (1430 khz, 5 kw-U; DA-2; FM: 107.9 mhz, 100 kw, HAAT: 840 ft.)—Seeks assignment of license from Media South Inc. to Culpepper Communications Inc. for \$2,105,000 (BROADCASTING, Aug. 8.) Seller is owned by John Dorris, president, and James Broadus, executive vice president. Broadus has interest in WMNX(FM) Tallahassee, Fla., which has been sold, subject to FCC approval (BROADCASTING, June 13). Buyer is owned by John C. Culpepper Jr. (51%) and Barry Turner, president (49%). Culpepper has interest in Arkansas cable systems. It also owns KDOK(AM)-KFML(FM) Tyler, Tex., and is applicant for new FM's at Bryan, Tex., Idaho Falls, Idaho, and Helena, Mont. It also owns KAGC(AM) Bryan. Filed Aug. 2.

■ WQSA(AM) Sarasota, Fla. (1220 khz, 1 kw-D, DA—Seeks assignment of license from SunCom Inc. to Horizon Communications Inc. for \$547,500 (BROADCASTING, July 18). Seller is owned by Edward A. Rogers, president and Carroll P. Newton (50% each). It has no other broadcast interests. Buyer is owned by James Seemiller, E.F. Schwarzer and Mario Anese. It has no other broadcast interests. Filed Aug. 4.

■ KLEI(AM) Kailua, Hawaii (1130 khz, 10 kw-U)—Seeks assignment of license from Carl L. and Dorothy L. Schuele to Merit Media International for \$617,500. Seller also KRUZ(FM) Santa Barbara, Calif. Buyer is owned by John R. Ward, president. It has also bought, subject to FCC approval, KVOI(AM) Tucson and KSOJ(FM) Flagstaff, both Arizona (BROADCASTING, Aug. 8). Filed Aug. 4.

■ KIOB(FM) Coeur D'Alene, Idaho (103.1 mhz, 2.2 kw; HAAT: 350 ft.)—Seeks transfer of control of Idaho Broadcasting Co. Inc. from Clifford A. Nedved and others (100% before; none after) to RHW Broadcasting Group Inc. (none before; 100% after). Consideration: \$225,000. Principals: Seller is also owned by William L. Weed Jr., Alfred L. Skaar and Michael J. Elgee (25% each). Weed also is part-owner of

KQQQ-AM-FM Pullman, Wash. Rest have no other broadcast interests. Buyer is owned by John H. Kook, president, John R. Hebner and Luke Williams (one-third each). It also is applicant for new FM's at Casper, Wyo., and Helena, Mont. Rest have no other broadcast interests. Filed Aug. 3.

■ KFLI(AM)-KQKZ(FM) Mountain Home, Idaho (1240 khz, 1 kw-D, 250 w-N; FM:99.3 mhz, 3 kw, HAAT: minus 67 ft.)—Seeks assignment of license from KFLI Radio Inc. to Mountain Valley Broadcasting for \$375,000. Seller is owned by John C. Mitchell, president (two-thirds), his brother, George C., and their mother, Athena (one-third each). It also has interest in KLNG(AM)-KQKQ-FM Council Bluffs, Iowa, and KGFV(AM)-KQKY(FM) Kearney, Neb. John Mitchell is also applicant for new AM at Bellevue, Neb. Buyer is owned by Jack H. Jensen (52%) and his brother, Rex K. (48%). Jack Jensen is applicant for new FM at Kanab, Utah. Rex Jensen owns KHIL(AM)-KWGX(FM) Wilcox, Ariz., and KRTZ(FM) Cortez, Colo. Filed Aug. 5.

■ KSMX(FM) Fort Dodge, Iowa (92.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Smithway Communications Corp. to ABC Radio of Fort Dodge Ltd. for \$75,000. Seller is headed by Harold Smith, president. Buyer is owned by Harold O. Bastian, president and others. It has no other broadcast interests. Filed Aug. 4.

■ WAAM(AM) Ann Arbor, Mich. (1600 khz, 5 kw-U, DA-2)—Seeks assignment of license from The WAAM Broadcasting Corp. to Whitehall Convalescent Homes Inc. for \$500,000. Seller is headed by Warren P. Williamson Jr., chairman. It also owns WKBN-AM-FM-TV Youngstown and WIMA(AM) Lima, both Ohio. Buyer is owned by Lloyd R. Johnson, president, who owns nursing homes in Ann Arbor, Farmington and Novi, all Michigan, and in St. Petersburg, Fla., area. It has no other broadcast interests. Filed Aug. 2.

■ KYKN(FM) Grants, N.M. (95.3 mhz, 3 kw, HAAT: 215 ft.)—Seeks assignment of license from Grants Broadcasting Co. to Rainbow Broadcasting Corp. for \$115,000. Seller is headed by Richard E. Oppenheimer, president. It also has interest in KIXL(AM)-KHFI-FM Austin; KBFM(FM) Edinburg; KDVE(AM) Nederland; KKKI(AM)-KWKI(FM) Big Spring, all Texas, and WZEWF(FM) Fairhope, Ala. Buyer is owned by Michelle Z. Elliott, president. It has no other broadcast interests. Filed Aug. 8.

■ CP for new TV at Greenville, N.C. (ch. 14; ERP: 5,000

Announcement

We are pleased to announce
new **Full Service Television Grants** by the
Federal Communication Commission which were
expeditiously processed by the Television Branch.

CITY	TIME:APPLICATION FILING TO GRANT
Carlsbad, New Mexico	111 Days
Walla Walla, Washington	111 Days
Bowling Green, Kentucky	126 Days
Owensboro, Kentucky	115 Days
Winnemucca, Nevada	117 Days
Ogden, Utah	126 Days
Jefferson City, Missouri	119 Days
Greenville, Tennessee	137 Days

Edward M. Johnson and Associates, Inc.,
the Nation's Largest Communication Consulting Firm specializing in the
preparation of broadcast Applications is proud to have served as consultant
in preparing the complete application on behalf of the above clients.

The Nation's Largest Communications Consulting Firm



**Edward M. Johnson
& Associates, Inc.**

Suite 450, One Regency Square, Knoxville, Tennessee 37915

(615) 521-6464

Washington, D.C. (202) 775-1802

kw vis., 500 kw aur., HAAT: 1,478 ft., ant. height above ground: 1,517 ft.)—Seeks assignment of license from Elcom Inc. to ACTS of Eastern North Carolina Inc. for \$88,597. Seller is owned by Charles E. Franklin, president (90%), and wife, Elizabeth S. (10%). It is also permittee of WJIK(AM) Camp Lejeune, N.C., and owns WRCS(AM)-WQDK(FM) Ahsokic, N.C. Buyer is nonprofit corporation, headed by Tommy Payne, president. It has no other broadcast interests. Filed Aug. 2.

■ WKZK(AM) North Augusta, S.C. (1600 khz, 500 w-D)—Seeks assignment of license from The Warner Group Inc. to Gospel Radio Inc. for \$190,000. Seller is owned by Farley W. Warner, president. It has no other broadcast interests. Buyer is owned by Robert L. Hunnicutt, president and Walter B. Robinson Jr. (50% each). Hunnicutt has interest in new FM at Waycross, Ga. Filed Aug. 5.

■ KVIL-AM-FM Dallas and WIBC(AM)-WNAP(FM) Indianapolis (KVIL: 1150 khz, 1 kw-D; FM: 103.7 mhz, 100 kw; HAAT: 1,570 ft.; WIBC: 1070 khz, 50 kw-D, 10 kw-N; WNAP: 93.1 mhz; 12.6 kw-horiz., 9.8 kw-vert.; HAAT: 990 ft.)—Seeks assignment of license from Fairbanks Broadcasting Co. of Texas Inc. to Blair Broadcasting of Texas Inc. for \$50 million, including noncompete agreement (BROADCASTING, May 9). Seller is Indianapolis-based owner of four AM's and four FM's and cable systems serving Lawrenceburg, Ind., and Delray Beach, Fla. It recently bought

KCMO(AM)-KCEZ(FM) Kansas City, Mo. (BROADCASTING, Jan. 10). Richard Fairbanks is president. Buyer is publicly traded station representative, and owner of two AM's, two FM's, three TV's and has recently bought WKAQ-TV San Juan, P.R. (BROADCASTING, April 25). It also owns printing company and coupon business and is headed by Jack W. Fritz, president. Filed Aug. 5.

■ WMEK(AM) Chase City, Va. (980 khz, 500 w-D)—Seeks assignment of license from Mecklenburg Broadcasting Co. Inc. to Clarksville Broadcasting Co. Inc. for \$210,000. Seller is owned by Arthur A. Moran Jr., president (51%), and wife, Violet C. (49%). It and buyer are rival applicants for new FM at Clarksville, Va., and seller will withdraw from FM contest upon approval of AM transfer. Buyer is headed by Robert R. Boyd, president (51%). Boyd is retired attorney. Filed Aug. 8.

■ KVFM(FM) Ogden, Utah (95.5 mhz, 100 kw, HAAT: 1,200 ft.)—Seeks transfer of control of Utah Broadcasting Corp. from shareholders of Utah Broadcasting Corp. (100% before; none after) to Sherman Greenleigh Sanchez Broadcasting of Utah Inc. (none before; 100% after). Consideration: 35% interest in buyer plus other considerations, including consulting agreement. Principals: Seller is headed by Michelle A. Haston, president. It has no other broadcast interests. Buyer is owned by Thomas V. Greenleigh, president, and eight others, it also has interest in KRCQ(AM)

Indio, Calif., and KJQN(AM) Ogden. Filed July 27.

Actions

■ WKPG(AM) Port Gibson, Miss. (1320 khz, 500 kw-D)—Granted assignment of license from Donald G. Manuel to David R. Price for \$60,000. Seller also owns WDGM(FM) Canton, Miss., and last year sold WXMR(FM) Lexington, Miss., for \$80,000 (BROADCASTING, June 14, 1982). Buyer also owns 50% of WKYV-FM Vicksburg, Miss. (BAL-830614FC). Action Aug. 3.

■ WVNJ(AM) Newark, N.J. (620 khz, 5 kw-U, DA-2)—Granted assignment of license from Sabre Broadcasting Corp. to Spanish Broadcasting System Inc. for \$3.2 million. Seller is owned by Herbert L. Saltzman, president (30%), Donald Softness and Ronald Wyman (35% each). They recently sold WVNJ-FM Newark for \$8.5 million (BROADCASTING, June 27). They have no other broadcast interests. Buyer is owned by Raul Alarcon, chairman (50%), and Adriano Garcia and Ralph Diaz (25% each). All are former broadcasters from pre-Castro Cuba. Alarcon owns New York advertising firm and two sound recording studios there. Garcia owns New York real estate company and Diaz is owner of New York advertising company. (BAL-830608ES). Action Aug. 3.

Facilities changes

AM actions

■ KZKZ (690 khz) Flagstaff, Ariz.—Returned application for CP to increase day power to 10 kw and change TL. Action Aug. 2.

■ WINR (680 khz) Binghamton, N.Y.—Granted CP to make changes in ant. sys. Action Aug. 5.

■ KLAB (570 khz) Salt Lake City—Dismissed modification of CP (BP-810204AT) to make changes in nighttime pattern. Action Aug. 3.

■ KXA (770 khz) Seattle—Granted CP to change power to 50 kw; install DA-2; change TL, and make changes in ant. sys. major environmental action under section 1.1305.

FM actions

■ KVRE-FM (101.7 mhz) Santa Rosa, Calif.—Granted CP to make changes in antenna system; decrease ERP to 3 kw; decrease HAAT to 300 ft.; change TL, and change coordinates. Action Aug. 5.

■ WQEZ (99.3 mhz) Fort Myers Beach, Fla.—Granted CP to make changes in ant. sys. Action July 28.

■ *WCVT (89.7 mhz) Towson, Md.—Granted CP to make changes in antenna system; change type antenna; increase ERP to 10, 16 kw; decrease HAAT to 236 ft.; increase TPO to 5 kw, and request waiver of section 73.509 of rules. Action July 27.

■ WCOD-FM (106.1 mhz) Hyannis, Mass.—Dismissed CP to increase ERP to 50 kw; increase HAAT to 500 ft., and change TPO. Action Aug. 2.

■ *WOPR-FM (90.3 mhz) Oak Park, Mich.—Application returned for CP to increase ERP to 100 w. Action Aug. 4.

■ KKIB (104.9 mhz) Breckenridge, Minn.—Granted request of section 73.1201 (B)(2) of rules to identify as "Breckenridge-Moorhead," Minn. Action July 28.

■ WKYV-FM (106.7 mhz) Vicksburg, Miss.—Granted MP (BPH-791012AI, as mod.) to make changes in antenna system; change TL, and increase HAAT to 914 ft. Major environmental action under section 1.1305 of rules. Action Aug. 5.

■ KUFM (89.1 mhz) Missoula, Mont.—Granted CP to make changes in antenna system; change power gain to 2.15 and ERP to 14.34 kw. Action July 28.

■ WCMF (95.5 mhz) Rochester, N.Y.—Granted CP to make changes in antenna system and increase ERP to 50 kw. Action Aug. 4.

■ KLOZ (102.1 mhz) El Paso, Tex.—Granted CP to make changes in ant. sys.; change TPO; increase ERP to 100 kw, and increase HAAT to 1,190 ft. Action Aug. 5.

■ KISS (99.5 mhz) San Antonio, Tex.—Granted CP to make changes in antenna system; change TL; decrease ERP to 97 kw; decrease HAAT to 1,480 ft., and change coordinates. Action Aug. 5.

TV actions

■ WLAE-TV (ch. 32) New Orleans—Granted MP (BPET-810710KG, as mod.) to make changes in ant. sys. Action July 29.

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RADIO

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Strong selling manager for established FM in unusually attractive, growing medium market. Write Box A-109.

Southern Illinois - 100 miles from St. Louis. Small market specialist. Full time AM with excellent modern country/news/sports profile. Must be strong on local sales. Experienced motivator. Honesty, sobriety, stability essential. Top references required. Salary, incentives and auto. Charlie Powers, Box 68, Moraga, CA 94556. EOE/MF. 415-376-2828.

Station manager. Bachelor's degree and experience in radio station management required. Management of a university public radio station preferred. Must have expertise in fund raising and fiscal management, recruitment and supervision of staff, programming for public radio and knowledge of FCC rules and regulations. Substantial benefits package. Application deadline: September 1, 1983. Send application/resume to: Dr. Edd Miller, Chairman, Communications Department, Northern Kentucky University, Highland Heights, KY 41076. An affirmative action/equal opportunity employer.

JKS Communications. We have two stations in Wisconsin and are growing. Therefore, need applications from selling management people. Sales managers & salesmen wishing to get into management should apply. Station managers with one or two years experience are also encouraged to apply. Our company will also work with hard working entry level individuals looking to break into management area. Send resume and pertinent information to Jeff Smith, JKS Communications, 543 South Tomahawk Avenue, Tomahawk, WI 54487. EOE.

General Manager. Helping friend get new 100,000 watt Midwest FM on air. Targeted for January. Must be key sales performer, can lead to equity. Call, write me: Herb Hobler, Chairman, Nassau Broadcasting, Box 1350, Princeton, NJ 08540. 609-921-3800.

Radio Advertising Bureau, Inc. Regional manager. Sales management person, now working the Northeast region, to headquarter in that area, and to cover regional cities such as Philadelphia, Baltimore, Boston, Washington, DC and other key cities as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Write to Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Ave., New York, NY 10017. No phone calls, please.

Manager's position with 100% buy-out arrangement. Small market. Southeast mountain resort area. Profitable. Write Box A-130.

Staff assistant development director. WFCR-FM radio station. University of Mass.—Amherst. Responsibility for overseeing development activities at WFCR, including fundraising, publicity and public awareness and supervision of the development department. Demonstrated fundraising and grantwriting experience and extensive communications and management skills required. Salary \$19,000-\$21,000. Apply to Laura Howard, Personnel Coordinator, Division of Continuing Education, S.E. Entrance/Library, University of Massachusetts, Amherst, MA 01003. Deadline: September 17, 1983.

Successful and growing Texas group seeking general manager for east Texas and/or central Texas medium market AM/FM stations. Above average facilities. Growing areas. This individual must be goal and bottom line oriented. Prior radio experience necessary. Send resume and references to: George Franz, Box AA, Marshall, TX 75670. EOE.

New owner of AM FM, upstate New York, seeks ambitious, community-minded general manager. Equity position available. Track record, references a must. Management package negotiable. Write Box A-144.

Acquisition-oriented start-up group seeks general manager for top 50 facility. Qualified candidate must possess successful track record & strong sales background. Equity participation. Send resume to Box A-169.

HELP WANTED SALES

WCIT Radio, Lima, Ohio, has opening for experienced account executive to take over list. Salary plus commission. Call Robert F. Rice, 419-228-9248. EOE.

Butt-busters only!! The sky's the limit with the most dynamic organization on the border. It won't be easy, but if money motivates you, then move up to KRRG, the spirit of Laredo. Be ready to work hard—hard. But be ready to make more money than you ever did. You must be the best. Call 512-724-9800, Mr. Gerstein.

Sales manager for Hispanic combination AM-FM, Salt Lake outlet. Draw and generous commission for right party. Send resume: Richard Schwartz, KBBX, Box 388, Salt Lake City, UT 84110.

Ground floor opportunity in sales management. You should be experienced in hiring and motivating a high quality, stable, sales staff. You should know how to use the latest sales tools and technologies. You need expertise as a sales person, teacher, coach, and team player. Major Southwest market. Send resume with references to Sales Manager, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

Sales Manager. WMJY Long Branch NJ - approaching #1 in sales in its market of over 500,000 - seeks experienced radio sales leader (3-5 years on the street, 1-2 years management) with proven organizational ability and communication skills for immediate opening. Resume to: Jon Hoffman, 156 Broadway, Long Branch NJ 07740

Progressive California medium market AM/FM looking for persons with proven sales ability with further potential. Will provide training by top national sales pro. Management spots available in future acquisitions. Call KUBA, 916-673-1600. EOE.

Florida. AM/FM needs 2 professional radio salespeople, each with at least 3 yrs.' fulltime radio street sales experience. Begin at income you're now making. Metro market of 250,000. Let's talk! Resume to PO Box 216, Ft. Myers, FL 33902. EOE.

Sales representative, experienced, for central California small market FM with large market standards. Resume, references to 2525-C Solano Rd., Shell Beach, CA 93449. EOE.

Account Executive to sell AM and FM in south Florida. Experience a must. Call General Manager, 305-692-1000. EOE.

Southeast. Account representative needed for AM-FM in college market. Send resume to WAOA, P.O. Box 2329, Opelika, AL 36803. No phone calls. EOE.

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Jacksonville, Florida Religious AM station needs experienced salesperson. Send resume to P.O. Box 16656, Jacksonville, FL 32245.

Very good potential for AE who will follow instructions and make the calls. Small market but exceptional area. South Central. 618-382-4162.

Salesperson to sell retail business in Washington DC greater metro area. Must be ethical, creative, tough street fighter. References will be thoroughly checked after the interview. Great opportunity. Combination salary plus commission. We are interviewing now. Qualified and interested? Rush resume and covering letter. Phone calls not accepted. Your confidence will be respected. Assistant Retail Advertising Manager, The Washington Times, 3600 New York Ave. NE, Washington DC 20002.

Radio Sales. We are a group of eight stations looking for good street salesman to join our staff selling our latest acquisition in one of the wealthiest counties—Westchester-minutes from NYC. Good pay, commissions, benefits and advancement possibilities for right person. Must be close enough for personal interview at your expense. Call Mike Schwartz, WZFM, 914-747-1071. EEO employer.

Christian radio - Grand Rapids or Miami - need experienced, self-motivated individual to represent a Christian radio station. This is not a desk job. If you qualify, please send your resume to: Fred Jacob, c/o WYGR, 325 E. 28th Street, Grand Rapids, MI 49508. Phone 616-452-3111. EOE.

HELP WANTED ANNOUNCERS

TT/talk/news-Tribune Broadcasting's WGN of California, Inc. is seeking major market caliber talk show host for mid-morning slot. Must be experienced, mature, erudite, energetic, creative, and aware. Send T&R to: 2225 19th Street, Sacramento, CA 95818. Attn: Personnel.

Dynamic and dominant AOR in south Texas coastal market is seeking two multi-talented individuals to join its programming department. Experience plus a thorough working knowledge of production and promotions is essential. Send tape and resume along with salary requirements to: Operations Manager, C-101, PO Box 9781, Corpus Christi, TX 78469. No calls, please. EEO.

New adult contemporary in major Southwest market now accepting tapes and resumes for all on-air positions. State-of-the-art facility, great climate, excellent salaries and benefits. Send tapes and resumes with references to: Sunshine, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

Well-rounded air person needed for announcing, production & news at number 1 contemporary/beautiful music station. Attractive New England country setting. Modern facilities. Position available immediately. Salary open. Prefer New England area resident. Reply only if you have 5 years' commercial radio experience. Tape/resume: Les Ross, Operations Manager, WSRS, West Side Station, Worcester, MA 01602. EOE.

Future openings. WTTS is accepting resumes for future openings for full time positions of DJ and news reporter/announcer. Send resume and air check tape to Charlotte Webb, WTTS, 535 S. Walnut St., Bloomington, IN 47401. Tapes cannot be returned. EOE.

Morning personality. Country FM. Medford/Grants Pass. Humor, energy, preparation, great production! We pay well! T&R: KRWQ, Box 388, Gold Hill, OR 97525. EOE, M/F.

PA suburban station has opening for experienced announcer. Resume only to Box A-146. AA/EOE.

Notice to Sunbelt broadcasters. Mississippi stations, all markets, need you in sales, announcing. Contact MBA Office, P.O. Box 4561, Jackson, MS 39216, with resumes, for serious move to the hospitality state.

Midwest opening for an experienced radio professional with strong one-on-one communication skills. Excellent copywriting and production skills required. High moral character is important. We are a growing regional country music station with a high personality profile. Operated on Biblical principles with excellent work environment. Female applicants are also encouraged. Call Rick Carson or Ed Moore, 219-875-5166. WCMR, Box 307, Elkhart, IN 46515.

HELP WANTED TECHNICAL

Chief engineer for Oregon coastal AM/FM. Possibility of future advancement to director of engineering for chain. Resume to KSHR, Box 250, Coquille, OR 97423.

Good Texas station with fine equipment needs a full-time chief engineer for maintenance. Fulltime AM and fulltime FM. We're looking for a stable person who takes pride in a good operation and who will be dependable and professional in his/her work. Write Box A-115.

Class C FM in major Southwest market needs competitive, quality-oriented chief engineer. Successful applicant will be experienced in construction, installation, and maintenance of state-of-the-art studio and transmitting equipment. Send resume with references to Engineering, PO Box 27701-386, Houston, TX 77227. EOE/M/F.

Chief engineer - 2500 watt FM radio station; television production facility; expected growth areas include satellite downlink and microwave. \$18,000 - \$25,000. Send resume to Mass Communications Department, Clark College, 240 Chestnut Street, Atlanta, GA 30314.

Chief engineer at WOHO/WWMM, Toledo, responsible for all technical aspects of operation; including studio equipment, STL and transmitter. FCC first phone required. Send resume and cover letter in confidence to: Jerry King, Midwestern Broadcasting Co., Broadcast House, Toledo, OH 43616. EOE/M/F.

Chief engineer for New York 50,000 watt FM and 10,000 watt directional AM stations. Must have strong management background, transmitter studio maintenance, and audio processing experience. Salary commensurate with abilities. Send resume and salary requirements to Jerry Kupfer, V.P./Director of Engineering, Inner City Broadcasting, 801 Second Avenue, NY, NY 10017.

HELP WANTED NEWS

News director for east Texas AM/FM combo. Must have experience, good delivery, and writing skills. Sports PBP helpful, but not necessary. Tape, resume, salary requirement to R.W. Hill, P.O. Box 1111, Nacogdoches, TX 75963. EOE.

Lots of news happens in Laredo. Show us you can cover it in a remarkable way with fresh, new ideas and you've got a secure future. The pay is excellent, the staff superb, and the winters a lot milder than where you are. Experienced news people only (College isn't all that's required). Send tape and resume to Bob Clark, KRRG, Box 6117, Laredo, TX 78042-6117.

News director. Supervisory experience preferred, others considered with sufficient reporting background, authoritative delivery, take charge personality. Innovative AM/FM, Great Lakes medium market. EOE. Resume only to Box A-89.

News director. Pottstown, Pennsylvania. Opportunity to grow in one station town-group owner. Must have at least two years experience. Phone Mr. Scott, 215-326-4000.

Experienced newperson for Reno station. T&R to C. Odessky, Box 5792, Reno, NV 89513. Females also encouraged. EOE.

Morning anchorperson for dominant Colorado AM-FM. Bright, sparkling delivery backed by solid writing and reporting. Our five-person newsroom is a consistent award-winner. Tape and resume to Barry Birr, News Director, KQIL-QFM, Box 340, Grand Junction, CO 81502. EOE.

Hard digging newperson wanted immediately for Midwest MOR. Send complete resume including salary requirements, plus tape, to Neal Mason, WFLT Radio, 317 S. Averill, Flint, MI 48506.

Ready to move up? News director sought. Heavy local commitment. October start date. Tape/Resume to Randall Bargar, WBTH, Box 261, Williamson, WV 25661. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations manager for public radio stations. Responsible for technical quality of broadcasts. Knowledge of classical, jazz or folk music desirable. BA or equivalent required. Salary: \$13,920-\$20,388. Send resume and audition tape to David Beach, KFJM/KFJM-FM, University of North Dakota, Box 8116, Grand Forks, ND 58202. EOE.

Production/operations manager for non-commercial KTEP-FM, an NPR affiliate serving the El Paso area with 100,000 watts. Responsibilities include supervision of all studio and remote production and operations including scheduling of facilities, training of personnel and oversight of off-net taping. Bachelor's degree required, as well as three years' experience in audio production and NPR operations. Bilingual (English/Spanish) capability preferred. Apply to: David Wilson, KTEP-FM, University of Texas at El Paso, El Paso, TX 79968. Closing date: September 5, 1983.

Program director—needed for top rated, group owned, contemporary hits, midwest FM. This position offers stability in a beautiful medium market for an experienced professional. Resume only to Box A-137.

Promotion manager for a major market AOR station. Experience in all areas of radio station promotion. An EOE station. Resumes only to Box A-141.

Program director/operations manager for small market AM/FM. Must be good organizer and be able to deal with people effectively. Beaches next door. Send tape & resume to WBCA/WWSM, Box 426, Bay Minette, AL 36507. 205-937-5596.

Producer/director-radio. KUMR needs a news and public affairs producer/director/reporter to plan, develop, and produce radio broadcast programs and features. A Bachelor's degree in a communications-related area or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary. One year of radio broadcasting/production experience is required. Applicants must provide a standard cassette tape of representative production work and on-air delivery of news. Tapes will not be returned. Salary range: \$14,482-\$22,197. UMR is an engineering-scientific campus located 100 miles SW of St. Louis, on the fringe of the Ozarks recreational areas. Deadline for receipt of completed applications: Sept. 2, 1983. For application forms, contact: Personnel Services, G-1 Parker Hall, University of Missouri-Rolla, Rolla, MO 65401, or call 314-341-4241. UMR is an affirmative action/equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Selling GM with hands-on experience in all phases of radio available due to sale of station. Community-oriented broadcaster relates well to people, has strong organizational skills and bottom-line success stories. Seeking long term small-medium market position. Prefer South, but will consider all. \$30s. Write Box A-96.

Creativity!—sparks creativity! Catalytic management brings forth the best from a talented team! In a business where creativity means the difference between yesterday's standards and tomorrow's horizons, leadership is the key to maximum profit. Are you getting the largest profit possible from your station? Is it time to take a bigger share of the market? Dynamic, successful general manager now open for new challenge in N.Y., L.A., or S.F. Substantial experience includes all three nets and aggressive independents. Multi-faceted background. 34 years old. Highly educated. Great with people. Strong, creative, and results oriented! Write to Box A-44.

Dedicated professional with exceptional performance record. Major and medium markets, various formats. Substantial re-building experience, excellent administrator, strong sales management. A "total" manager with finest credentials carefully seeking long term association with quality organization. Write Box A-46.

Group management. Resourceful, imaginative and practical developer of people and properties. 16 Years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, acquisitions & sales. Finest references will prove my worth to your organization. Write Box A-47.

Success for your stations begins by putting your business card in an envelope and sending to Box A-129. Do it in complete confidence. Please include evening phone number. I have successful GM experience, drive, goals, selling ability—you name it—to bring you the success you deserve. When do I start?

Attention station owners! Are you tired of losses, increased costs, & a freeloading manager? I'll manage your station, with an option to purchase, bring it around to a profit-making station. I have expertise in small markets, sales, hiring/training salespeople. Community-oriented. 20 yrs. sales experience, first phone. Mature, older adult. Write Box A-131.

GM or CEO seeking group owner of medium and small market operations. Twenty years experience, top track record, knows how to make radio pay. Full knowledge of all aspects. Strong sales and management background. Write Box A-145.

Attention station owners! Is your billing down? Is your manager freeloading? I'm a former sales manager with 20 yrs. sales experience & management. I'll manage your station (with option to purchase), hire/train salespeople, make station personnel productive. Community-minded, local oriented programs that sell. Expertise in small markets. Former first phone announcer. Older, sober adult. Write Box A-147.

Seven years of experience in contemporary radio. Advanced management degree. Ready to spearhead the financial & competitive positioning of your large market radio station. GM position desired. Write Box Z-123.

High performing general manager with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales and profit development ability. Organizational and basic management skills. If you are an owner who wants an achiever and can afford quality, write Box A-154.

Gen. Mgr. medium markets. Operational Mgr. looking. Possible buy-in later. 30 plus years -15 plus in management. After 6 PM, call 912-723-5229, or write Box A-161.

SITUATIONS WANTED SALES

Experienced account executive with sales manager's experience desires sales/sales manager's position. Prefer PA area. Write Box A-140.

Account executive, experienced in sales, promotion, sports coverage, announcing. Willing to relocate. Looking for opportunity to better utilize my talents. Write Box A-152.

SITUATIONS WANTED ANNOUNCERS

Female announcer looking for position in Indiana. Training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Versatile announcer/manager/newsperson. Network professional, 10 years with NBC San Francisco—seeking position with West, Northwest or Southwest station. Tape & resume: write or call Jim Titus, 415-586-2854. 244 Frankfort St., Daly City, CA 94014.

A/T working Pittsburgh. Seeking new opportunity. Open to variety of situations. Write Box A-101.

You can win too! Recent winner NYSBA Outstanding Sportscast Award looking for position with PBP. Have news experience. Will travel. Call Scott before 2PM. 914-583-4351.

Creative personality. Broadcasting school trained. Hard working jock/communicator. Great commercial production. Interested? Don, 312-787-1880.

Young, energetic female announcer looking for opening in small market. Will relocate. Reliable & hard working, with a keen interest in all kinds of music. For tape, write Box A-136.

Presently employed two stations part-time, one in top 100 market. DJ, experienced PBP, want to move up. Go anywhere. Jon 319-355-6456, days.

Go anywhere now. Entry level position. DJ, news, copy writing, PBP, production. Jim, 319-355-6456, days.

Top-flight announcer, two years' experience in major-market area. Let me work for you! Mack, 312-636-1748.

Start now, go anywhere. Entry level. News, copy writing, PBP DJ, production. Ken, 319-359-6456, days.

Distinctive style, mature, authoritative delivery. Good production, DJ, news, copywriting. 319-355-6456 days, or 309-798-2124, Bob Sneath. Entry level. Go anywhere.

Announcer/production ace-10 years commercial experience, blessed with great pipes, BM/MM/oldies formats. Your state of the art equipment will love my sound. Invest now. Call Bob, 301-649-3691.

Excellent employee. PBP sportscasts, features. Dan Magnotta, Box 234, Mt. Pocono, PA 18344. 717-839-6608, anytime.

SITUATIONS WANTED ANNOUNCERS CONTINUED

I'm adaptable and willing to learn your system. MBA marketing looking for programming position. Willing to relocate in your market now. Also PBP and sports. Ray Siri, 415-284-5488

Deep-voiced veteran personality jock seeks rock or country station in Nevada, Arizona, California. 703-483-7406 (VA)

Fantastic Female DJ, production, news. Want entry level anywhere-Now! Kris 319-259-1888

4 years' medium market experience. MOR, Country, Top-40, AFRTS. Versatile, reliable. Will relocate. Available now. Dean, 414-464-2905, or write 5551 N. 52nd St., Milwaukee, WI 53218

SITUATIONS WANTED TECHNICAL

Looking for a position as a chief engineer in a major or medium market radio station(s). Prefer station in the northern section of the country which is or will be automated. Other facilities will be considered. I have 10+ years' experience in this chosen field and I believe in and practice professional engineering techniques with references to prove it. Please-no air shift. Contact: Robert King, 2800 Golf Club Drive, #5B, Palm Springs, CA 92264. Call anytime: 619-321-1934

Experienced in all phases of radio including field work with major manufacturer. Looking for a major market broadcaster who is concerned with operating a quality technical facility. Reply Box A-135.

SITUATIONS WANTED NEWS

Sports director looking for good opportunity. PBP experience; will consider news combo. 201-763-5587 after 4 (EDT).

Recent college graduate sportscaster/play-by-play/phone-in host seeking position at strong sports station. Mark Dittler, 312-693-2815.

Proven award winning journalist wants to relocate in Ohio, Kentucky or Indiana as your news director. Programming and sports experience. Write Box A-93

Winner of nearly every major national award in radio news journalism seeking new challenges. Write Box A-39.

5 year pro. Former small market news-sports director. Hardworking, eager, asks questions. All sports PBP. Call 717-867-5056.

Experienced newscaster. Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Country/oldies. I can make your medium market station cook. Prefer AM in West or South. Call 305-937-7027, or write Box A-138 for experience, enthusiasm and world's greatest aircheck.

Programming pro: 10+ years experience A/C, country, CHR. Promotion and marketing knowhow. Profit oriented. Degree. First phone. Thom Davis, 704-827-0300.

Broadcaster with 20 years experience looking for position as program director/announcer in Ohio or Midwest to New England area. Write Box A-162.

I'm adaptable and willing to learn your system. MBA marketing looking for programming position. Willing to relocate to your market now, also PBP and sports. Ray Siri, 415-284-5488.

TELEVISION

HELP WANTED MANAGEMENT

TV manager, KAID-PTV, Boise State University, Boise, Idaho. Responsible for daily station operations, supervising personnel, providing support to state network, university and local groups. Minimum: BA, 3 years public TV with one year of management responsibility. Salary: \$25,000 to \$28,500, DOE. Letter of application, resume and 3 professional references must be submitted by Sept. 5 to General Manager, Idaho Educational Public Broadcasting System, 1910 University Drive, Boise, ID 83725.208-385-3727. EOE.

V.P. broadcasting operations for Denver-based, publicly held TV broadcasting firm with multiple stations. You must have had experience at the general manager level at a minimum of two television stations, preferably independents. Salary plus incentive stock options. Reply to Box A-90 in confidence.

California's #1 independent television station has an opening for a career-minded person as traffic manager. Must be able to accept challenges and manage a 5-person dept. 3 years traffic experience required with knowledge of avals, media, log format and one year of management exposure. Knowledge of IBM System 34 helpful. Send resume to: Nancy Cason, KMPH-TV, P.O. Box 7726, Fresno, CA 93747. An EOE/M-F.

Executive director/general manager for channel 34, WNIT-TV public television. Qualified candidate will have a working knowledge in the technical and personnel aspects of running a television station. Responsible for personnel, programming, fund raising and the day to day operation of station. Undergraduate degree mandatory. Equal opportunity employer. Submit resume to Joe Sharp, P.O. Box 4157, South Bend, IN 46634.

Development director-Public TV station seeks aggressive self-starter to lead four-person development, P/PR department. Previous development, on-air, P/PR, volunteer experience pluses. Bachelor's degree or equivalent experience required. Work samples and references must accompany resume. Closing September 2. Contact General Manager, WSWP-TV, Box AH, Beckley WV 25801. EOE.

Public affairs director-strong, distinguished NBC affiliate seeks primary liaison between station and community. Director is involved in production, public speaking & internal station direction for public service commitment. 3-5 years full-time broadcast public affairs experience, ability to focus broad range of public issues, knowledge of Seattle/western Washington community, demonstrated production skills required. Resume only please to: Personnel Director, KING-TV, 333 Dexter Ave. N, Seattle, WA 98109. KING-TV is an equal opportunity employer.

Managing director. Major responsibility to oversee production of camera-of-record of Florida legislative activities and governmental related projects. Requires 4 years of increasingly responsible production experience. Salary \$32,000, with excellent fringe benefits. Submit letter of application and resume to Business Manager, Florida Public Broadcasting Service, Inc., P.O. Box 20066, Tallahassee, FL 32316. Deadline for application receipt: 9/7/83. EEO, M/F

HELP WANTED SALES

General sales manager. New independent in 61st market. Florida Gulf Coast. Solid local and indy experience preferred. Replies confidential. EOE. Resume: General Manager, WPAN-TV 53, 14 Elgin Parkway SW, Fort Walton Beach, FL 32548.

Major NE three-station public operation is looking for an underwriting sales person. Must be well-spoken, able to write and present proposals to top corporate officers. Sales or similar background experience required. Salary commensurate with experience and results. Excellent benefits. Send resume and track record to Director of Development, Office B, WNED, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

KOKI-TV, Tulsa 23—Oklahoma's leading independent is looking for a strong, aggressive local sales manager. Please do not make inquiry if you do not have extensive television local sales experience, leadership ability and strong affinity for target account solicitation. We are a very salable, upward-trending station with excellent internal support. This is a real growth opportunity. No collect telephone calls, please. We are an equal opportunity employer. Resume to Box A-102.

Sales manager: Small eastern market has opening for dynamic sales manager. Need individual who is creative, resourceful, and a motivator. Must have experience in local and regional sales, national sales a plus. Send resume and salary history. Equal Opportunity employer. Write Box A-143.

Professional electronic media sales representative. Salary in the mid-teens, plus commission and company benefits. Qualified candidates must be self-motivated, ambitious, like getting in on the ground floor of a new exciting television experience in east Texas area. Send resume immediately to: Longview Newspapers, Inc., A-215, P.O. Box 1792, Longview, TX 75606. Attention: Bert Haney.

Account executive. Strong ABC affiliate in major Southeast market looking for experienced professional. Previous broadcast sales experience required, with a strong track record in agency in the development of new, direct business and in television vendor support programs. Must have management potential and be well versed in research and rating information. Minimum of 3 years' experience required. Send resume to Box A-23. EOE.

We have the best programming, the best numbers and the best people in our ADI. We need a local sales manager to give us sales results to match our dominant market position. Applicants must have solid local sales experience and a cool, clear understanding of what it takes to lead an 8-person staff to record sales. Send resume demonstrating your qualifications to Mike Smith, GSM, KWWL-TV, 500 East Fourth Street, Waterloo, IA 50703. EOE

Experienced local sales manager for group-owned, network affiliated television station in mid-forties market. Must be leader, motivator, innovator. Write Box A-153. EOE.

HELP WANTED TECHNICAL

Chief engineer for small-medium market group owned VHF station. If you have a sound maintenance background, including transmitter and studio equipment, and are ready to become an engineering manager, this can be your opportunity. Send complete resume to Box A-116. An equal opportunity employer.

Maintenance engineer: KBSC-TV (52), Glendale, CA. Immediate opening. FCC license and 4 years' minimum experience in broadcast maintenance, with emphasis on digital and solid state electronics required. Send resume or call, stating specific equipment experience and salary requirements, to Employee Relations, 1139 Grand Central Avenue, Glendale, CA 91201. 213-507-6760. Union shop. EEO.

Director of engineering. PBS station seeks person responsible for daily and long range management of engineering department. Broadcast engineering and management experience required. Salary range: \$27,605-\$32,959, DOE, plus liberal benefits. Send resume to: Personnel Department, Spokane School District #81, N. 200 Bernard St., Spokane, WA 99201, attn: KSPS-TV. Application deadline: September 15, 1983. An equal opportunity and affirmative action employer.

Assistant chief engineer-strong background in broadcasting a must! Some administrative responsibilities mixed with future planning and growth of station. Engineering department is young and growing. Excellent opportunity for the right person to get on board, as the station will be remodeled very soon. Salary commensurate with abilities. Send resume to Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. Equal opportunity employer.

TV production technician: one year operation or maintenance experience with ¾" videocassette recorders, and studio equipment, or equal. Associate degree or equal. Must work with students and faculty in daily production and operations. Salary commensurate with experience, \$11,445 to \$19,458. Excellent fringe benefits, including 15 days earned vacation. Send resume by August 29, 1983 to: Mr. Edward Wright, Learning Resources Center, State University College, Oswego, NY 13126. AA/EOE.

Maintenance Engineer for southern Ohio-based remote units. Should have experience with VPR-2, PC 70, Quantel 5000, Chyron IV and Vital 114. Must possess supervisory skills and be willing to travel. Send resume to Box A-159. Equal opportunity employer, M/F.

Moonlighting tech or engineer to prototype VHF & UHF transistorized RF power amplifiers from discrete parts and description supplied by vendor. 713-479-1614.

If building earth stations. UHF satellites to a VHF station, microwave to three different areas are your bag, have we got a job for you, with full staff! Hands-on chief engineer wanted now. Resume to Box A-160. An EOE.

TV maintenance engineer. 3 years in maintenance of color TV cameras, BVU ¾" videocassette recorders, TV receivers, studio & remote equipment required. Associate degree or equal. FCC license and digital background preferred. Salary commensurate with experience, \$13,625 to \$25,770. Excellent fringe benefits, including 15 days earned vacation. EOE/AA. Send resume by September 6, 1983, to: Mr. Edward Wright, Learning Resources Center, State University College, Oswego, NY 13126.

HELP WANTED TECHNICAL CONTINUED

Maintenance engineer-minimum of 3 years in broadcasting and FCC license required. Responsibilities include repair and maintenance of ENG equipment and reconfiguring of master control and production control. Send resume to: Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. Equal opportunity employer.

HELP WANTED NEWS

News director. We're a successful, strong news station doing news 4 times a day. We're looking for news judgement, administrative ability, creative mind and good with people. Do You have assignment editor or asst. news director experience? Ready to move up? Send resume to Jack Gilbert, Sr. VP., KCAU-TV, 7th & Douglas, Sioux City, IA 51101.in confidence. EOE.

News director. Attractive SE resort area market needs experienced news director to lead our young staff. VHF network affiliate. Send resume and salary requirements only to Box A-118.

News director: Pacific Northwest CBS affiliate seeks candidate who can provide leadership and motivation to #1 news staff. Five years' experience in television news a must. A King Broadcasting Company station. Submit resumes to General Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE.

TV news director. KAMU-TV. Produce and anchor nightly newscast. Supervise fulltime and student staff, maintain budget, and teach journalism time in dept. of communications. Masters in journalism and 2 years' experience required. Send resume to Personnel Department, Texas A&M Univ., College Station, TX 77843. EOE/AA employer.

Executive producer-someone with top-notch management, production, journalistic skills to become number two person in very successful news department. Send tape and resume to Jim Holtzman, KFMB-TV, PO Box 80888, San Diego, CA 92138. EOE.

News reporter/producer: experience in investigative reporting. Good writing skills and television news experience required. Send tape and resume to News Director, P.O. Box 1488, Lake Charles, LA 70602.

Reporters. Top 60 Market newsgroom with a top 10 news product is looking to strengthen its staff with solid, experienced beat reporters. If digging up stories and beating the competition is what you like to do, drop us a resume only to Box A-65. Equal opportunity employer.

Producers. If you enjoy producing solid, state-of-the-art newscasts where you're firmly in command, you might be interested in joining our team. Top 50's market with an excellent product is looking for top-notch, up and coming newscasters. Please send resume only to Box A-66. Equal opportunity employer.

Anchor. Dynamic anchors being sought for several possible openings. Strong writing and producing background a must. Reporting experience also helpful. Top 50's midwestern market. Please send resume only to Box A-67. Equal opportunity employer.

Sports anchor. Enthusiastic, knowledgeable, and production minded professional for weeknight, 6PM & 10PM newscasts. Send tape & resume to: Phil Thomas, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50308. Equal Opportunity Employer.

Weathercaster-commercial TV experience required. Experience in reporting, anchoring and photographing a definite plus. Send VTR and resume to KOTA-TV, Box 1760, Rapid City, SD 57709.

Meteorologist, midwest medium market. Experience. AMS seal preferred. Good communicator. Tape and resume to News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

News photographer: for 16 member department in SE. Should be great shooter and editor. Top rated VHF/ABC affiliate. Steve Kenrick, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903.

News director. Group-owned NBC affiliate looking for innovation, organization and good management/people skills. Quality 14-person staff serving growing community and two-state area. 3 years' news experience required. EOE. Contact Jack Connors, KTTC-TV, 601 1st Avenue SW, Rochester, MN 55902.

Co-anchor/reporter for 6 and 10pm news. Must have previous reporting and anchoring experience. Also must be good writer and communicator. Send tape and resume (no phone calls, please) to Dave Basinger, News Director, WCBI-TV, Box 271, Columbus, MS 39701. EOE.

ENG editor needed at Pacific Northwest affiliate station. Proven skills in news editing required. Experienced editors send resume and tape to Jo Shilling, P.O. Box 9494, Seattle WA 98119. EOE.

Sports photographer needed yesterday. Major market. Must be creative, aggressive and self motivated. You will be shooting and editing ENG for nightly sports segments and weekly sports magazine show. Send tapes and resume to: Dave Sheehan, Sports Director, KRIV-TV, Metromedia, Inc., 3935 Westheimer, Houston, TX 77027.

News director-looking for right person to take charge of major market news department. Group owned station. Equal opportunity employer. Send resume only to Box A-170.

Sports director-Northern Midwest NBC affiliate has an immediate on-air opportunity. We want a positive, aggressive and knowledgeable sports pro who will produce a local story every day. Quality talent with proven radio background and weekend TV sports people who want to move up welcome. EOE. Send resumes and tapes (no calls) to KTTC-TV 601 1st Avenue SW, Rochester, MN 55902.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art director. Prior TV experience required. Must have proven abilities in print, layout, illustration, news graphics, set design and experience working with electronic graphics artist palette (Vidifont V). Position will work with production, promotion, news and sales. Must be able to handle deadlines. Send resume, samples of work and tape, along with salary requirements, to WTOL-TV, Production Manager, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

Promotion director-Northeast medium-sized affiliate seeking experienced individual capable of planning and executing strong campaigns. Must be high energy, take-charge, creative, self-starter with ability to write, produce and oversee multi-faceted campaigns. Rush resume only to Box A-122. EOE/M-F.

Cameraperson: number 1 station in 30th market seeks creative services cameraperson for promotion and commercial work. Must be well-organized, people-person, self-starter. News background a plus. Send tape plus resume to: Creative Services Director, WSMV-TV, P.O. Box 4, Nashville, TN 37202.

TV prod. dept. has an opening for a highly motivated and experienced videographer. College degree preferred, with minimum 2 years' experience in ¾" commercial, programming, promotion shooting and editing. Some 35mm slide photography required. Resume only to Box A-91. EOE.

Hey editors! Tired of the cold or the big city rat race? Well, this ad is for you! The fastest growing production company in the Southwest is seeking an accomplished CMX editor. Three years' major market experience a must. Send resumes and tapes to Dan Rogers, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007. No calls, please.

Associate producer/television host for public television station with expanding signal coverage throughout southern California. Must have two years' full-time production experience with some hosting experience. Salary \$14.6K to \$17.7K, plus excellent family benefits. No tapes, please. Send letter and resume postmarked by 8/26/83 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

Assistant promotion manager for news. Prestigious station in one of nation's most desirable markets (top 15) seeks aggressive marketing professional who can act as liaison between promotion and news, conceptualizing and producing on-air spots. Creativity, high-energy and scripting skills essential. Must be able to work in a newsroom atmosphere while retaining marketing perspective and be able to exploit success stories with fast turn around. No beginners. Excellent salary. Resume only to Box A-68.

New syndicated daily show covering all U.S. Looking for talent, field producers, writers, videographers. Send resume to Airdate, Inc., 1600 Portland, St. Paul, MN 55104. 612-646-6960.

Producer director-University PTV station. Minimum 5 years full-time experience and B.A. required. Experience in all phases of production essential. Varied background in documentary, cultural, instruction, public affairs, and events coverage desirable. Application deadline-9/19/83. Position open-10/1/83. Forward letter of application, 3 letters of recommendation, an official transcript of grades for all degrees conferred, a resume, and a ¾" cassette sample of your work to: Ron Gargas, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an AA/EOE.

VTR editors, operators, ENG, CMX, animation artist & camera people needed for freelance & per diem work. Resumes to: PO Box 843, NY, NY 10185.

TV associate producer/host for weekly half-hour television farm news program. Writing, researching, interviewing essential. Agricultural background highly desirable. \$16,995. Send resume by August 31 to Don Thoms, Maryland Center for Public Broadcasting, Owings Mills, MD 21117. EOE.

Assistant to coordinator, district TV studio. Electronic equipment experience required, TV production/experience and teaching experience preferred. \$18,000-\$20,000/year. Contact Rochester Public Schools, Office of Employee Relations, 615 7th St. SW, Rochester, MN 55902. AA/EOE.

Could you do good on-air promotion with nice equipment, decent numbers, a reasonable program schedule, strong news, and a boss who understands and appreciates promotion? Then imagine what you could do with great equipment, top numbers, hit programs, first-class news, and a boss whose boss loves promotion. We've got the right stuff, but we need a promotion pro to make it cook. Resume only to Box A-150. EOE.

Program manager for PTV station in Alaska's capital. Duties include program scheduling, promotion, program development and on-air fundraising. Station is strongly committed to local and regional programming. Excellent support and production staff. Salary \$30,000 DOE, plus benefits. Send resume to Roberta Watson, KTOO-TV, 224 4th Street, Juneau, AK 99801. Deadline September 12, 1983. KTOO is an AA/EOE.

Producer-director I: responsible for producing and directing varied programming for broadcast over the Alabama Public Television Network. Applicants should be knowledgeable of current production techniques and have experience in field, studio and post production. The producer will be required to conduct taped and live interviews and may also serve as program host. Good working skills are essential, as is a B.A. in broadcasting or the equivalent related experience. One permanent P-D I position is available and one grant supported P-D I position is anticipated. Salary: \$13,926-\$14,622. Applications must be received no later than September 2, 1983. Resume/tapes may be requested at a later date. For further information, contact Judy Stone, 205-348-6210. Send resumes to Employment Office, Box 6163, University, AL 35486. The University of Alabama is an equal opportunity/affirmative action employer.

SITUATIONS WANTED NEWS

TV sports-currently weekend sports anchor/weekday reporter in 135th market. Pre and post production skills excellent, PBP experience. Rob, 607-723-1732.

Meteorologist: personable, professional. Top 30's experience. AMS, NWA seals. Seeks commitment to weather. John, 216-235-8330.

Top 15 market male Anchor seeks major M-F anchor challenge with special assignment reporting. Impeccable credentials with number one ratings — a communicator. Write Box A-50.

Black female, M.S. Columbia University. Print, radio experience. Wants start in television reporting. Call Sabrina, 703-979-7369, mornings.

Available immediately! Experienced, award winning, and hard working television meteorologist with AMS seal. Call 915-592-8332.

Entry level news position. B.A. degree, production & writing experience in top 30 market. Can start immediately. References. Marc, 513-621-6459.

SITUATIONS WANTED NEWS CONTINUED

5 year pro, in radio news-sports, seeks break into television news-sports. Former news and sports director (radio). Video tape available. Call 717-867-5056.

Self-starting, quick-learning honors RTVF graduate with assignment desk assistant, newswriting and research experience for ABC, CBS and PBS affiliates in top 5 market, seeks same with medium-sized market news operation. I'm thorough, well-read, enthusiastic and come with a satisfaction guarantee! Contact Paul, 215-356-8529, before your competition does.

Interested in working on the development of programming which will foster not only an awareness, but also an understanding, of public issues. Background in law, government, education, and the cable television business. Call Tom Teicher, 206-525-6203 (home) or 206-882-3655 (work).

Anchor: commercial actor with extensive financial journalism experience seeking to make transition to TV news. Audition tape and resume available. Call 212-288-7637.

Sportscaster who will make a difference! Entertaining, award-winning. Very popular. Call now: 713-583-1777.

10 yrs. radio (5 yrs radio news) plus TV news entry-level/experience seeks re-entry (above entry-level) as TV news comboman/related capacity. Anywhere. 213-478-7477/622-3444 (serv). Bill Hargreaves.

Attention news directors: do you want a major market sports producer to turn your sports department into a winner? I am looking for on-air or producing work. In either case, I want to help you clobber the competition! Call 313-352-7251.

Meteorologist: personable and accurate. Seeking small or medium market. Television and radio experience. Write Box A-151.

TV talk show host w/news background. Three years' experience. Seeking anchor/reporter position. A hard working winner. Steve, 714-545-0328.

Very personable weatherman, experienced, early 30's B.A. communications, strong meteorological knowledge, seeks spot in small to medium market. Solid feature and environmental reporting skills. Salary and location flexible, but I needed the job yesterday. 319-391-4077.

Award-winning female reporter/anchor looking for position in medium market. 3 years' on-air experience plus college degree. Write Box A-163.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Director/videographer looking for Betacam M & documentary assignments that demand quality, exceptional camera-work & a creative use of music. John Skinner, Box 617, Plattsburgh, NY 12901. 518-563-9777.

Wildlife producer seeks television program, documentary unit, or cable. Write: Box #11, 926 North Quincy, Arlington, VA 22203.

#1 ENG editor wants to intern as director or TD trainee. Let's make a deal. 1st class FCC license. Write Box A-139.

Hardworking, quick-learning tech with seven years production experience seeking production assistant/associate director position. Guaranteed to perform. Will relocate. Jim, 603-898-5748.

Absolutely sick of hearing how darned "overqualified" I am. Articulate, creative, 1979 M.A., currently dead-ended in a major market network affiliate switching master control. Background includes natural sciences, cinema, research, radio, cable network, graphics, camera, teaching, and more. Looking for work as programming assistant, promotions assistant, computer graphics, editing or other reasonable offer with a future, any market. Single, 27, ready to make the move. Box A-142.

Quality work with awards to prove it. Fifteen years' experience (3 stations) as an art director/designer/illustrator in small, medium and large markets. Looking for position with station or production house that needs someone who can handle print and on-air graphics in a first class manner. 504-486-7625.

News shooter in Detroit, with PM Mag experience, available. Award-nominated. Ric, 313-722-6028. Excellent references.

Workaholic with two years' major commercial experience in special effects, storyboards, product animation, CMX, General production (Stresstabs, Campbell's Soup, Connecticut Savings Bank, Washington Lottery, Etc., etc.) Will relocate for challenging position. Sample tape upon request. Scott Wilson, 212-765-4773.

CABLE

HELP WANTED SALES

Opportunity in local cable sales. Growing market. Commission only. Reply P.O. Box 849, Vero Beach FL 32961.

HELP WANTED NEWS

Experienced anchor/reporter for beautiful sunbelt area. Must have excellent on-air presence & writing skills. Not an entry level position. Good pay & benefits. Send resume only to Box A158. An EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Would \$100,000 a year income be worth an interview to you? If you have a minimum of 10 years in broadcasting, responsible for general management and/or sales management and would like to achieve financial independence, send resume in strict confidence to: Box A-52. An EOE.

HELP WANTED TECHNICAL

Electronic tech. 2. FCC first class radio telephone license essen. Completion of technical electronics course and minimum 2 yrs. electronics experience req. Abil. to work independently essen. Abil. to troubleshoot defective audio, video & film equipment and make appropriate repairs & use electronic testing equip. req. Good interpersonal skills nec. Valid ILL. drivers lic. req. Competitive salary and benefits pkg. Forward resume w/salary requirements to: Manager of Employment, Northwestern University, 720 University Place, Evanston, IL 60201. AA/EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

1979 Chevy step van. \$18,250. 18' mobile production unit. Two-ton, 350 V-8, autotrans. air, PS, PB, 8100 miles. Equipment: 6.5 KW Onan generator, separate tech power, separate engineering and production areas, 2 ea. 16,000 BTU A/C-HTR, 2 ea. Hitachi CVM-182 color monitors, 6-8" B&W WV-5300 Panasonic monitors, 2 ea. EV III Series audio monitors, Crown D60 audio amp, Cable accommodations for 5 cameras and 4 VTR's, audio/video side panels. Many extras. Excellent condition. Contact Jeff Van Pelt, 512-473-2020.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Copper wire, strap, expanded ground screen, fly screen. 317-962-8596. Ask for copper sales.

Ampex recorders. Audiopak cartridges, Inovonics amplifiers, 3M and Ampex tape (audio & video), EV microphones, used Tektronix oscilloscopes. Call for our quote on your needs. Northwestern, Inc., 800-547-2252.

FM transmitters: CSI T-20-F, 20 KW (1978)-Collins 830F, 10KW (1969)-Gates FM 1C, 1KW (1965)-M. Cooper. 215-379-6585.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

Network quality production truck: (5) PC-100 Triax, HL79, (2) Ampex 1" elaborate switching, audio, etc. Absolutely glitch-free and ready to go. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Ikegami HK-312-E studio camera (multicore version) including Fujinon P16X17ESM w/p.p. semi-servo lens, horizontal aperture and color correction and 150 ft. cable. Demo unit, less than one year old. Call Jim Landy, 609-424-4660.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Rent broadcast test gear from the largest inventory in America. Potomac field strength meters and proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control and STL links, Marti RPU equipment. David Green Broadcast Consultants Corporation, 703-777-8660 or 703-777-6500. Box 590, Leesburg, VA 22075.

West coast bargains. RCA TK 27, like new: new Ampex 1" tape, 1/2 new price: JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

Leitch DGT-1000 digital test generator; Ampex ATR-800 2-track audio tape recorders. MCI/Quantel DFS-1550 fieldstore synchronizer. All new. Sacrifice. Call Jim Landy, 609-424-4660.

Ward Beck Model-1203, 12 channel transportable audio console. Exc. cond. WBGO-FM, P.O. Box 8, Newark, NJ 07102. 201-624-8880.

Chyron VP-1, used 1 hour, bought Vidifont IV. \$3,700. 212-466-0234, Peter Sherry.

Many rare microphones and audio items from the 1920's, including Western-Electric, Altec, Neumann. Catalog: Box 13069, Arlington, TX 76013.

AM Transmitters: CCA 5000D, 5KW (1969)-Gates BC5P2, 5KW AM (1963)-CSI T2.5-A, 2.5KW (1980)-Bauer707, 1KWAM (1971)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M.Cooper, 215-379-6585.

Antenna for Sale. GE T-Y95-C Zigzag directional pattern on the ground. Contact: Chief Engineer, KEDT-TV, Channel 16, Corpus Christi, TX. 512-855-2213. No collect calls.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Free sample. Jokes by comedy writing team. Robert Makinson, GPO Box 3341, Brooklyn, NY 11202.

MISCELLANEOUS

Wanted—library of Instrumental "public domain" songs. P.O. Box 31, Carmi, IL 62821.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962, World Wide Bingo, PO Box 2311, Littleton, CO 80122 303-795-3288.

Super Bowl XVIII! Long established audio production company available for assignments during Super Bowl Week in Tampa, Florida. Contact MediAide, Inc., 813-251-1212.

**RADIO PROGRAMING
CONTINUED**

On the Job. Lively sixty-second series focusing on current employment issues. Produced by dynamic labor lawyer. Details and sample. On The Job, 116 Wellington Drive, Farmington, CT 06032.

INSTRUCTION

San Francisco, FCC license, 6 weeks, 10/10/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

RADIO

Help Wanted Technical

**TECHNICAL
DIRECTOR**

One of America's leading radio station groups has a rare opening for a corporate technical director. The successful applicant will have radio broadcast engineering skills in both RF and audio, management skills, and the ability to communicate effectively with other corporate and station management. Management of a research and development program at the cutting edge of the state of the art is also part of the job. Write Box A-156. AA/EOE.

**Help Wanted Programing,
Production, Others**

**PROGRAM
DIRECTOR**

NEW YORK MARKET

Greater Media has an immediate opportunity for an experienced program director for one of America's top suburban stations. Submit resumes to: Julian Breen, Vice President-Radio Programming, Greater Media, Inc., 197 Highway #18, East Brunswick, NJ 08816.



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Sales

**NEW WORCESTER
CLASS B FM**

needs salespeople. If you know the Worcester market, you know the earnings potential! Call Susan Pelletier, 617-343-4897.

Help Wanted Announcers

**SUN
BELT
OPERATION**

is looking for high-energy announcers for our '50's and '60's format. Interested applicants are requested to send a resume only to:

BOX A-132.

An equal opportunity employer

Help Wanted Management

GENERAL MANAGER

for group-owned, super facility in lower Midwest. If you are good in sales training, can work with people and achieve goals, you will be rewarded. Write Box A-108. EOE.

BUSINESS MANAGER

Major market group radio station. Minimum 2 years' experience as business manager or assistant business manager; excellent benefit package. Send resume and salary requirements to Box A-123. An equal opportunity employer.

**TOP TEN MARKET
PROGRAM DIRECTOR**

Outstanding FM opportunity for well-rounded manager. Resume only to Box A-157. AA/EOE.

Situations Wanted Management

GENERAL SALES MANAGER

Heavy national and local sales track record. Excellent agency contacts in N.Y., D.C., Atlanta. Currently heading 5-person staff in medium metro market. Accomplishments speak for themselves. Write in confidence to Box A-148.

**Help Wanted Technical
Continued**

**TELEVISION
MAINTENANCE
ENGINEERS**

WTBS-CNN

The leading news & sports satellite communications network has career opportunities for broadcast maintenance engineers. Openings are now available in Atlanta for engineers experienced in studio & ENG equipment maintenance. Turner Broadcasting System offers an excellent benefit & compensation program. Interested maintenance engineers may call 404-898-8700 between 9AM-5PM EDT Mon.-Fri., or send resume in complete confidence to:

**TURNER BROADCASTING
SYSTEM, INC.**

1050 TECHWOOD DRIVE EOE,
ATLANTA, GA 30318
ATTN: JIM BROWN, CORP. ENGINEERING

Help Wanted Sales

**MAJOR MARKET
TELEVISION SALES MANAGER
OPPORTUNITY**

A top 25 market network affiliate needs an aggressive, competitive self starter to manage local sales department. Must have prior television sales experience and prefer prior television sales management experience. Must be able to supervise professional staff of 7 local salespeople. Computer and marketing experience helpful. This could be the opportunity of a lifetime. You'll work with the very best. Lots of potential for the right person. If you are that person and can meet the above qualifications, please submit any pertinent written sales information and accomplishments to Box A-155. EOE, M/F.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

**TELEVISION
Help Wanted Technical**

ENGINEERING SUPERVISOR

Supervise day-to-day engineering and production activities, including maintenance, special events, equipment orders and installation, telco satellite service, scheduling and system design. Min. three years' broadcast TV experience preferred; must understand solid state electronics and know NTSC-TV systems. Prefer TV maintenance and supervisory experience; good communication and people skills necessary.

ENG MAINTENANCE TECHNICIAN

Maintain ENG field equipment to highest possible standards; perform routine machine rework. Requires three years broadcast maintenance experience; strong background in servicing BVU type 3/4" video machines. Sony BVP and TCA-TK 76 cameras; understanding of microwave systems; FCC general class license minimum. Send resumes to Human Resources, KPIX, 855 Battery, San Francisco, CA 94111. KPIX is an equal opportunity employer.



Help Wanted Sales Continued

GENERAL SALES MANAGER

Network affiliated VHF TV station located in Texas is seeking an experienced general sales manager. We are a progressive communications company that owns several established, growing stations. We are seeking an aggressive, highly motivated individual to work with us in meeting the challenges that exist in the communications industry. Individual must have 2-5 years of TV sales & sales management experience.

This position offers tremendous resources, responsibility & opportunities for advancement. The salary is attractive & we offer an excellent benefits package. Please send resume & salary requirements to:

BOX A-127.

An equal opportunity employer, M/F

Help Wanted Management

***We Only Want One Person
To Answer This Ad...***

The Right One.

■
If you are the right person, you are an experienced producer of hard news or investigative reporting with established credentials and a successful track record of national or major market distinction. You understand journalistic integrity and possess on-camera presence and narration skills.

If you are all of this and can prove it, we want you to be our Producer/Narrator.

*Why are we being so particular?
Because we're a consortium seeking a new approach to program development for television syndication. Some of our members are listed in the roster below. If you're the right person, you'll understand why we're looking for someone special.*

■
*Send complete resumé to
King World Productions
480 Morris Ave.
Summit, New Jersey 07901*

■
**Capital Cities Communications
King World Productions Inc.
New England Television Corporation
Post Newsweek Video
Scripps Howard Broadcasting Company**

EOE

Help Wanted News

DIRECTOR WBAL-TV BALTIMORE, MARYLAND

We are looking for the best. If you have 3-5 years' experience directing news, and you feel you're ready for the challenge of a major market, this is your opportunity. We are a competitive, state-of-the-art station with a reputation for good production. If you think you've got what it takes, send your resume and a tape of your best work today. College degree preferred.

Executive Producer
WBAL-TV
3800 Hooper Avenue
Baltimore, MD 21211

NEWS DIRECTOR

Experienced, aggressive news director for major market. A great challenge at a dynamic, growing station in sunbelt state. Send complete resume in first letter. All inquiries held in strictest confidence. Send resume only to Box A-171. Equal opportunity employer.

EXECUTIVE NEWS PRODUCER

WBAL-TV Baltimore, Maryland, is looking for an executive news producer. Applicant should be creative and have demonstrated abilities as a show producer. Management capability for supervision of a large staff is also required. The executive producer must work with producers and writers on newscast format, production, and writing. Send resumes only (tapes requested later). Director, Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

REPORTER

Unique opportunity with tropical island cable TV system. Winner of national awards for cable news. Send tapes and resumes to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

NEWS PRODUCER

The number one station in the Bay area has an immediate opening for a news producer with a minimum of three years' TV news producing in a medium to major market. Must have excellent writing skills, sound production judgment, and demonstrated management skills. College degree preferred. Familiarity with Bay area helpful. Send resume to Human Resources, 855 Battery Street, San Francisco, CA 94111. EOE.

EXECUTIVE PRODUCER

KPRC-TV, Houston, needs an aggressive, creative, experienced news leader with strong writing and production skills. If you are a proven trend-setter, send resume to Bill Goodman, News Director, P.O. Box 2222, Houston, TX 77252. EOE.

**Help Wanted Programing,
Production, Others**

**GRAPHICS
MANAGER**

WJLA-TV is now seeking a creative professional to supervise the on-air Graphic look of all WJLA programs

The chosen candidate will direct creative activities of staff designers select and guide outside production houses, independent and other graphic related suppliers

Requirements include a thorough knowledge of production techniques creation of program and commercial graphics set concepts printing and type, computer and traditional forms of animation and strong in personnel and administrative skills

We offer an excellent salary and incentives, generous fringe benefits and an atmosphere conducive to professional advancement

For immediate consideration, please send resume with salary history to

**Jim Griffin
WJLA-TV**

4461 Connecticut Avenue, N.W.
Washington, D.C. 20008
An Equal Opportunity Employer

Situations Wanted News

**MAJOR MARKET
SPORTS DIRECTOR**

Wants to move. Young veteran ready for bigger things. Bringing authority & that touch of class. Write Box A-124.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**ALLIED FIELDS
Help Wanted Management**

EXECUTIVE VICE PRESIDENT

Electronic Communications Division

The individual selected as the Executive VP of our electronic communications division will be responsible for seeking out new business opportunities in the areas of LPTV; full service TV; Cable TV programming; video cassette programs and radio.

Need excellent organizational/planning skills and business acumen; will be responsible for organizing the division, writing business and marketing plans- and implementing the approved plans. Will also be responsible for obtaining approvals from governmental agencies, negotiating contracts for facility sites; purchase equipment and buildings and develop programming. This position requires a good background in electronic communications development and management.

Compensation commensurate with experience. Excellent benefits. Forward introductory letter and resume to:

Box A-164.

Maryland Center for Public Broadcasting

**EXECUTIVE DIRECTOR
STATE PUBLIC TV SYSTEM**

The Maryland Public Broadcasting Commission invites applications for the position of executive director for Maryland's public television system, a state agency with a 90,000 square foot production headquarters in Owings Mills (a northwestern suburb of Baltimore), a staff of 300, an annual \$13 million operating budget and six transmitters statewide.

Applicants must be mature professionals, with experience preferred in both education and broadcasting management. Graduate degrees are desirable, with greater emphasis on experience and proven ability. Applicants should be well versed in public broadcasting and familiar with all areas involved in the operation of a major TV production facility, particularly technical, financial and personnel management.

A mastery of communication skills—written, spoken and interpersonal—is essential. Knowledge of, and experience in, working with state organizations is desirable, as is a firm background in dealing with both executive and legislative branches of state and federal governments. Because public broadcasting in Maryland stresses educational objectives, applicants should also be knowledgeable in educational administration and curriculum design.

Applications will be received until September 15 in the form of a letter and complete resume. State salary: \$53,000 per year plus benefits.

This position is of key importance to the future of Maryland's public broadcasting system. The Commission, an equal opportunity/affirmative action employer, stresses that its standards are particularly high and its selection procedure thorough. Please submit applications to: Mr. Ross Jones, Chairman, Public Broadcasting Search Committee, c/o Administrative Services Division, Maryland Center for Public Broadcasting, Owings Mills MD 21117

Help Wanted Technical

**Studio (Chief)
Engineer**

Viacom Cablevision of Long Island, Suffolk County's largest cable services company, has need for a Chief Engineer with full responsibility for in-house and remote equipment.

Our ideal candidate will have an educational background which includes basic electronics, communications electronics, television theory and engineering, and audio and video troubleshooting. Experience on video equipment maintenance and repair, television systems operation, and related test equipment is essential.

We offer a competitive salary and an outstanding benefit package. For confidential consideration, send your resume with salary history to **Personnel Manager, Viacom Cablevision of Long Island, 1600 Motor Parkway, P.O. Box 1600, Hauppauge, NY 11788.** An equal opportunity employer, m/f.

Viacom Cablevision

Wanted To Buy Equipment

USED WEATHER RADAR

in good condition. Range out to 200 miles preferred, color and clutter cancellation feature desired. Must have scan conversion unit and all operation, maintenance manuals. Call or write Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910. 617-477-9334, country code 671.

For Sale Stations Continued

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

For Sale Stations



Wilkins and Associates Media Brokers

MD	AM	\$400,000	25%
GA	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%
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
VA	AM	\$20,000	downpayment
NJ	AM	\$600,000	30%

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

THE HOLT CORPORATION

PROFITABLE AM/FM

East Coast. Less than 8x cash flow. Under \$5.5 million.

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

TOP 50 SE MARKET

Full power FM and 5000 watt regional AM priced at less than 2 1/2 times gross. Includes transmitter real estate. Outstanding opportunity for growing regional group operator. Owner interested in serious and qualified cash buyers only. Write Box A-167.

5 KW STATION

Unique summer/winter resort in NY. FM CP filing in progress. Excellent equipment. Priced to sell. \$230,000, terms. 716-945-1618.

PROFITABLE FULLTIME AM

Texas market - priced to sell. \$500,000, terms. Write Box A-134.

FLORIDA

5KW gospel station. Real estate included. Call 803-585-4638.

EXCELLENT TV BUY!

- Independent In Good Southern Growth Market.
- Top 150 TV ADI Market.
- Good Signal.
- Good Power.
- New Equipment.
- Unique Circumstances Make This Unusually Fine TV Facility Available.
- Exceptional Opportunity At Only \$3,000,000.
- Good Terms To Qualified Buyer.

Call 901/767-7980
In Complete Confidence!



MILTON Q. FORD
& ASSOCIATES
MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

H.B. La Rue, Media Broker

RADIO, TV, CABLE, 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

TOP RATED MIDWEST AM

Medium market; "under-radioed"; A-C format; Billing trend like an FM; \$1,300,000 gross; Cash buyer can negotiate exceptionally attractive price. Qualified principals only! Write Box A-165.

TEXAS MEDIUM MARKET

Fulltime AM, priced 1 1/2 times gross, \$900,000, terms available. Write Box A-133.



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION	CONTACT
MW Regional CI.IV/CI.C	\$1,200K 25% Peter Stromquist (312) 580-5778
MW Medium FM	950K \$300K Jim Coursoille (414) 233-6222
SW Small CI.IV/FM	900K 175K Ernie Pearce (615) 373-8315
SW Medium AM/FM	825K 200K Brian Cobb (303) 322-3763
RkyMtnSmall FT/CI.C	800K 225K Elliot Evers (213) 366-2554
RkyMtnMedium FM	625K 125K Greg Merrill (801) 753-8090
MW Small FM	450K 265K Bill Lochman (816) 254-6899
FL Medium Fulltime	400K 25% Randy Jeffery (813) 294-1843
SE Suburban AM	350K 100K Mitt Younts (804) 355-8702
SW Small AM/FM	300K 75K Bill Cate (904) 893-6471
SW Small AM/FM	300K 75K Bill Whitley (214) 680-2807
SE Small AM	200K Terms Bob Thorburn (404) 458-9226

To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates, Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

For Fast Action Use
BROADCASTING's
Classified Advertising

For Sale Stations Continued

WALKER MEDIA & MANAGEMENT, INC.

Northeast AM/FM. Beautiful plant, gear, and real estate. \$700,000, with \$200,000 down. Please contact Bill Walker, 703—521—4777.



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

This profitable class A FM facility located in attractive Southeastern coastal market is an ideal situation for an aggressive owner/operator. \$850,000, on terms. Favorable lease, good technical equipment.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

ILLINOIS

5KW fulltime AM, in medium-small market. Exceptional billing and profit history. Asking price of \$1,250,000 cash is 1 1/2 times gross. Write Box A-168.

Dan Hayslett
& Associates, Inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

WISCONSIN

Powerful Wisconsin AM with FM CP, including land, buildings and equipment, for sale. If you enjoy 4 seasons, fresh air, fishing, hunting, camping, hiking, skiing, snowmobiling and more of the GOOD LIFE, here's a fully equipped property for \$475,000, half down, or discount for cash. Write Box A-105.

5KW CAROLINAS STEREO AM

Excellent new building, equipment, 7 acres land. Needs owner-operator. Qualified principals write Box A-87.

INTERMOUNTAIN AM/FM STATIONS

One of America's top 5 growth states. Great opportunity. Terms. FNB, 4014 Beus Dr., Ogden, UT 84403. 801-621-0234.

FOR SALE

FM in medium size midwest market with class C license. 1983 billing \$1,000,000. Cash price of \$2,250,000 includes full-time AM companion and valuable studio real estate. No brokers, please. Write Box A-166.

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.



Media



Josephsen

Thomas Josephsen, VP-general manager, KFVS-TV Cape Girardeau, Mo., joins WCBT-TV Charleston, S.C., in same capacity.

Lee Larson, general sales manager, KLOS-FM Los Angeles, joins KOA(AM)-KOAQ(FM) Denver as VP-general manager.

J. Shannon Sweatte, VP-general manager, KVI(AM) Seattle, assumes additional responsibilities as VP-general manager of co-owned KPLZ(FM) there.

Maurice Loewenthal, president, WTMI(FM) Miami, Fla., joins WRR(FM) Dallas as general manager.

Joseph Murphy, station manager, WILX-TV Lansing, Mich., named VP. **Linda Murphy**, business manager, WILX-TV, named VP-finance.

Frank Washington, VP-director of business development, Videotex America, Times Mirror-Infomart joint venture, Irvine, Calif., named VP-general manager. Washington is one-time deputy chief of FCC Broadcast Bureau, predecessor to Mass Media Bureau.

William Hutchison, on board of directors of Infomart, videotext software supplier, and president of his own consulting firm, Toronto, named interim president and chief executive officer of Infomart, also in Toronto.

John Groom, general manager, SelecTV of San Francisco (KTSF(TV)), joins United Cable as general manager of its systems in Hacienda Heights and South Whittier, both California.

Richard Quackenboss, director, special services, NBC-TV, New York, named VP, sales/affiliate services.

David Lalich, assistant controller, Group W TV Station Group, New York, named controller.

Richard Lynn, in-house counsel, Chadbourne, Parke, Whiteside & Wolff, New York, joins USA Cable Network, Glen Rock, N.J., as manager, business affairs.

Luis Nogales, executive VP, Golden West Broadcasters, Los Angeles, joins UPI as executive VP for administration, based in New York.

Phyllis W. Olson, assistant controller, radio, Multimedia, Greenville, S.C., named assistant corporate controller.

Kenneth A. Jarvis, station manager, noncommercial KNCT(TV) Belton, Tex., joins non-commercial WNPB-TV Morgantown, W.Va., as general manager.

Marketing

Meredith Newman, account supervisor, D'Arcy-MacManus & Masius, New York, named VP. **John Claxton**, writer, Quinlan, Keene, Peck & McShay, Indianapolis, joins DM&M in St. Louis as writer.

Gary Press, program supervisor, Leo Burnett, New York, named VP-programming.

Jean Arena and **Robert Steigelman**, VP-associate creative directors, and **Harry Kay**, VP-director of corporate media planning systems, Kenyon & Eckhardt, New York, named senior VP's.

James Mitchell, associate media director, N W Ayer, New York, named VP.

Appointments, BBDO, New York: **Don Kennedy** and **John Osborn**, media planners, named media supervisors, and **Diane Farella**, **Karen Larcombe** and **Andrew Picone**, assistant media planners, named media planners.

Appointments, Tatham-Laird & Kudner, Chicago: **Ron Schneier**, media planner, named media supervisor; **Cindy Benson**, assistant broadcast buyer, named broadcast buyer; **Susan Lazar**, account research manager, J. Walter Thompson, Chicago, joins TLK as group research director, and **LuAnn Hamel**, assistant planner, named media department planner.

Laurel Baer, director of media and marketing services, Marsteller, Chicago, named senior VP.

Robert Neary, account supervisor, Creamer, Dickson, Basford, Hartford, Conn., named group manager, Providence, R.I., office.

Toni Meyer, VP-manager public relations, Ogilvy & Mather, New York, joins McCann-Erickson Worldwide, New York, as senior VP-director of communications.

Austin Patrick, manager of media development, N W Ayer, New York, joins Trout & Ries there as director of media services.

Steve Neely, producer, Foote, Cone & Belding/Honig, San Francisco, named executive producer.

Christine Baldwin, from Alonzo Records, Minneapolis, joins Chuck Ruhr Advertising there as media analyst.

Carol Terova, local sales manager, Continental Cablevision, Lansing, Mich., joins W.B. Doner & Co., Detroit, as assistant account executive.

Rick Pieters, account executive, Harrington, Righter & Parsons, Los Angeles, names sales manager of blue team. **Linda Sula**, account executive, Blair Television, San Francisco, and **Bruce Roberts**, from Blair Video Syndication, Los Angeles, join HRP, Los Angeles, as account executives.

Scott Shannon, account executive, TeleRep, New York, joins Katz's red sales team there as account executive.

Jeremy Handelman, manager, market planning, CBS Television Network, New York, named director, sales and sports research.

Ron Kaufman, VP-television retail account supervisor, W.B. Doner, Detroit, joins WCPO-TV Charlotte, N.C., as general sales manager.

Wayne Bettoney, account executive, WAFB-TV Baton Rouge, named general sales manager. **Pat Cox Norris**, account executive, WAFB-TV named regional sales manager.

Ron Johnson, account executive, KTRK-TV Houston, joins KTIV-TV Sioux City, Iowa, as VP-general sales manager.

Jim Dias, account executive, CBS Television Sales, Atlanta, joins KNXT(TV) Los Angeles as manager, retail development and national sales.

Howard Zeiden, national sales manager, WMAR-TV Baltimore, named sales manager.

Bill Meyer, local sales manager, KHSL-TV Chico, Calif., named general sales manager.

Bob Fulmer, account supervisor, *Baltimore Sunpapers*, joins WCBM(AM) there as general sales manager.

Dick Williams, sales manager, WEMP(AM)-WMYX(FM) Milwaukee, named general sales manager. **Kathy McCombe**, account executive, WEMP-WMYX, named to new position of local retail sales manager.

Glenn Schiller, account executive, KWEN(FM) Tulsa, Okla., named general sales manager.

John Stolzenburg, national sales manager, KRAK(AM)-KEWT(FM) Sacramento, Calif., joins KCBQ-AM-FM San Diego in same capacity.

Greg McElroy, account executive, WMGG(FM) Los Angeles, named local sales manager.

Bev Oster, account executive, KCNN(AM) San Diego, named local sales manager.

Dick Hyatt, national sales manager and program director, WGHQ(AM)-WBPM(FM) Kingston, N.Y., joins WRDO(AM)-WSCL(FM) as president and general manager. **Jay Jordon**, general sales manager, WBBM(AM) Chicago, joins WRDO(AM)-WSCL(FM) Augusta, Me., in same capacity. **Steve Boutelle**, account executive, WGHQ(AM)-WBPM(FM), joins WRDO(AM)-WSCL(FM) in same capacity.

Lisa Pierce, advertising copywriter, Stewart's Dry Goods, Louisville, Ky., joins WCII(AM)-WKJJ-FM there as director of co-op.

Jerry Paton, account executive, WIBC(AM) Indianapolis, named local sales manager for co-owned WNAF(FM) there.

Pat Moody, anchor, WSJM(AM)-WIRK-FM St. Joseph, Mich., and national sales manager of parent, Midwest Family Radio Group, assumes additional duties as local sales manager for both stations.

Randall Smith, account executive, WOWK-TV Huntington, W. Va., joins WJLA-TV Washing-

ton in same capacity.

Jill Wanagat, research analyst, ABC Spot Sales, New York, joins ABC-owned WXYZ-TV Detroit as senior research analyst.

Joe Arnstein, from WLUP(FM) Chicago, joins WFYR(FM) there as account executive.

Richard Meizlish, account executive, WBBY(FM) Westerville, Ohio, joins WHK(AM) Cleveland in same capacity.

Jeffrey Rehl, account executive, WBBY(FM) Westerville, Ohio, joins WLVQ(FM) Columbus, Ohio, in same capacity. **Sharon Eisenhauer**, booth announcer, WBNS-TV there joins WBBY(AM) as account executive.

Joining KKYK(FM) Little Rock, Ark., as account executives: **Rick Powell**, sales/promotion manager, KJBR(AM)-KBTM(FM) Jonesboro, Ark.; **Lee Fortson**, account executive, KEZQ(FM) Jacksonville, Ark., and **Cynthia Sellers**, district manager, Procter & Gamble.

Programing



Axelrod

Jonathan Axelrod, executive VP, production, Columbia Pictures Television, Los Angeles, joins New World Pictures there as president of the newly created motion picture and television production division.

Ann Daniel, VP-dramatic series development, ABC Entertainment,

Los Angeles, named VP, prime time series development. **Gus Lucas**, VP-programing planning and assistant to senior VP, prime time, ABC Entertainment, Los Angeles, named VP and assistant to president, ABC Entertainment. **O.J. Simpson**, former NFL running back with Buffalo Bills and San Francisco 49's, joins ABC Sports as commentator on *Monday Night Football* telecasts.

Charles Schnebel, VP-current programs, Columbia Pictures Television, Los Angeles, joins CBS Entertainment there as VP-current comedy program production.

Debra Gonsler, manager of program development, CBS/Fox Video, New York, named director, program development.

Jim Dauphinee, executive producer of Corinthian Broadcasting's *Good Afternoon*, joins CBS Television Stations division as director of programs, East Coast, based in New York.



VanDerheyden

Robert VanDerheyden, director of program services for CBS Owned FM Stations, New York, since 1981, has assumed title of vice president/programing for both RadioRadio Network and CBS FM Stations. VanDerheyden is taking on additional responsibilities with departure of RadioRadio's director of programing, **Leslie Corn**, later this month ("In Brief, Aug. 8).

Bruce Rush, director of development, Carson

Productions, Los Angeles, joins Alan Landsburg Productions there as director of dramatic development.

Lindsey Parsons Jr., VP-executive production manager, CBS Theatrical Films, Los Angeles, joins MGM/UA Entertainment there as senior VP-production management. **Perry Katz**, director of research, Columbia Pictures, Los Angeles, joins marketing division, MGM/UA Entertainment, as VP-research. Appointments, media and co-op advertising department, MGM/UA Entertainment: **Maryanne Coury**, marketing director, Playboy Enterprises, Los Angeles, to director of media; **Sandy Schupak**, marketing coordinator, motion picture marketing division, to New York advertising manager; **Virginia Reeves**, West Coast co-op manager, to director of co-op advertising; named co-op coordinators: **Audrey Johnson**, assistant to West Coast co-op manager, **Kathryn Matthews**, co-op coordinator, Warner Bros. Pictures, Los Angeles, and **Brett Stover**, project manager, Entertainment Marketing Corp. of America.

Jack Wartlied, VP-production and operations, Golden West Television, Los Angeles, assumes additional responsibilities as executive in charge of all productions. **Timothy Noonan**, program director, KGAN-TV Cedar Rapids, Iowa, joins Golden West Television as Midwest sales representative.

Lonnie Chenkin, senior internal auditor, television and video distribution division, Paramount Pictures Corp., Los Angeles, named director of production finance. **Robert Borish**, director of accounting division, home video division, Paramount, named division controller.

Ben Glazer, controller, Metromedia Producer's Corp., Los Angeles, named VP-controller.

Garth Gentilin, account executive, Unitel Video, New York, named VP-sales.

Robert Webb and **Jeffrey Kinney**, from Lorimar Television, Los Angeles, join Genesis Entertainment, Atlanta, as regional sales managers.

Bobby Taylor, marketing director, Prism, regional pay television network, Bala Cynwyd, Pa., named affiliate relations director.

Lucy Phillips, production coordinator, One Pass, San Francisco, joins Group One Productions there as associate producer.

David Landau, Eastern sales manager, United Stations, New York, named VP-Eastern sales. **Ruth Presslaff**, station clearance representative, United Stations, named manager, affiliate relations.

Ron Klayman, director of broadcast services, WMC-TV Memphis, named assistant general manager, programing. **J. Clifton Raphael**, director, WSET-TV Lynchburg, Va., joins WMC-TV as producer-director.

Bob Brooks, producer, WDIV-TV Detroit's *Mort Crim's Free 4 All*, joins KTIV-TV Sioux City, Iowa, as VP/programing and operations.

Thomas Shrader, VP, McDonald, Babb & Clarkson Advertising, Portland, Ore., joins KPDX-TV there as production manager.

Liz Lesiak, acting producer, WDIV-TV Detroit's *Sonya*, named producer. **Ann Wise**, associate

producer for special projects, *Sonya*, named associate producer. **Lori Weiss**, intern, *Sonya*, named audience coordinator.

Bob Koshinski, *PM Magazine* reporter, WGR-TV Buffalo, N.Y., joins WKBW-TV there as sports producer.

Kate McSweeney, assistant to VP, programing, Taft Broadcasting, Cincinnati, joins WCIX-TV Miami, Fla., as program administrator.

Dan Shanahan, program director, KQIX-FM Grand Junction, Colo., joins KRDO(AM) Colorado Springs in same capacity.

Pat Martin, program director, WBCS-FM Milwaukee, joins WRWR-FM Racine, Wis., in same capacity.

Mark McCain, evening air personality, KKYK(FM) Little Rock, named music director.

Dave Otto, air personality, KZZP(AM) Phoenix, joins WFAA(AM) Dallas in same capacity.

News and Public Affairs

William Chesleigh, producer, *NBC Nightly News*, New York, named executive producer. **Dennis Sullivan**, producer, NBC's *Monitor*, named senior producer.

Jed Duvall and **Rita Flynn**, correspondents, CBS News, and **Mark Feldstein**, investigative reporter, WTSP-TV Tampa/St. Petersburg, Fla., join ABC News as general assignment correspondents, Duvall and Flynn in Washington and Feldstein in New York.

Thomas Saizan, news director, WOTV(TV)



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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Grand Rapids, Mich., joins WRAU-TV Peoria, Ill., as VP-news director.

Michael Cohen, executive news producer, KPRC-TV Houston, joins WNGE(TV) Nashville as assistant news manager.

Randy Covington, executive news producer, WBZ-TV Boston, named assistant news director. **Peter Maroney**, producer of special news series, WBZ-TV, succeeds Covington.

Joel Cheatwood, assignment editor, KPIX(TV) San Francisco, named executive news producer. **Dianne Fukami**, producer of KPIX's 6 p.m. newscast, named executive news producer.

Phyllis Kirk-Bush, assistant to general manager, CBS-owned KNXT(TV) Los Angeles, joins CBS News there as associate director, communications, West Coast.

Greg Wayland, from WTSP-TV Tampa-St. Petersburg, Fla., joins WNEV-TV Boston as reporter.

Matt Stevens, from KRBC-TV Abilene, Tex., joins KVOA-TV Tucson, Ariz., as weekend anchor.

Leanne Gregg, producer/anchor, WRCH-TV Chattanooga, joins KYTV(TV) Springfield, Mo., as general assignment reporter. **Mark Thomas**, sports director, KPOW-TV Fort Smith, Ark., joins KYTV as weekend sports announcer.

Richard Bernard, from WHIO-TV Dayton, Ohio, joins WDTN(TV) there as reporter.

Jim Kiertzner, from KAKE-TV Wichita, Kan., joins WNEM-TV Saginaw, Mich., as reporter.

Marti Johnson, from KUMV-TV Williston, N.D., and **Bill Ellison**, from WJDX(AM) Jackson, Miss., join WAPT(TV) Jackson, Miss., as reporters.

Lou Henry, attorney, Thousand Oaks, Calif., joins KHTZ(FM) Los Angeles as news director.

Peter Moller, news director and operations manager, KSON(AM) San Diego, joins KCNN(AM) there in same capacity.

Bryan Thielke, news producer, KMGH-TV Denver, joins KIRO-TV Seattle in same capacity. **Cris Wisner**, unit assistant, KIRO-TV, named ENG editor. **Vic Bakke**, unit assistant, KIRO-TV, named news photographer.

William Reker, from KTOK(AM) Oklahoma City, joins KOMO(AM) Seattle as weekend anchor-reporter.

Reid Miller, assistant bureau chief, AP, Washington, assumes additional news responsibilities in Latin America. **Charles Lewis**, personnel manager, AP, New York, named assistant chief of Washington bureau. **James Williams**, AP broadcast executive, southern California and Nevada, named general broadcast executive responsible for relations with broadcast members, and cable television subscribers in Eastern states, based in Washington.

William Evans, director, WTVC(TV) Chattanooga, joins WMC-TV Memphis as director of weeknight newscasts.

Bill Hernandez, photographer, KABC-TV Los Angeles's *Eye on L.A.*, joins KAKE-TV Wichita, Kan., as photographer and field producer for *PM Magazine*.

Rita Baron, writer, midday edition, Independ-

ent Network News, New York, named producer.

Linda Rhodes, from KGUN-TV Tucson, Ariz., joins KVOA-TV there as weather anchor.

Technology

Harry Rubin, director of financial planning, RCA, New York, named staff VP-strategic planning and video coordination. **Paul Burns**, VP-design and research engineering, Clinton Electronics Corp., joins RCA video component and display division, Lancaster, Pa., as VP-market planning, services and strategic planning. **John Ratay**, manager, equipment development, RCA video component and display division, named VP-manufacturing.

Jack Woods Jr., from ITT, Cape Canaveral, Fla., joins Scientific-Atlanta, Atlanta, as manager of business communications, satellite communications division.

Dale Russell, assistant chief engineer, KFVS-TV Cape Girardeau, Mo., joins KTIV-TV Sioux City, Iowa, as VP-chief engineer.

Robert Baumann, VP-human resources, Mead Corp., Dayton, Ohio, joins Comsat, Washington, as VP-human resources and organization development.

William Kraemer, freelance construction and engineering consultant, joins KLMG-TV Longview, Tex., as director of engineering for station and three translators, scheduled to go on air in February 1984.

Gene Belardi, chief, FCC Common Carrier Bureau's mobile services division legal branch, Washington, joins Metromedia in Washington as attorney.

Appointments at MCI Airsignal: **Barry Elvin**, branch manager, MCI Telecommunications, Kansas City, Mo., named manager of MCIA's branch offices in Florida; **Gregory Taylor**, senior manager, data processing, MCIA, Washington, named branch manager, Dallas-Fort Worth; **Richard Stewart**, district sales manager, Motorola, Atlanta, named Atlanta branch manager, and **Richard Severy**, attorney with Palmer and Willoughby, Anaheim, Calif., named counsel for regulatory matters, Washington.

Promotion and PR

Cil Frazier, promotion manager, WTVC(TV) Chattanooga, joins WPEC(TV) West Palm Beach, Fla., as creative services manager.

Larry Newton, broadcast writer-producer, McDonald/Davis & Associates, Milwaukee, joins WVAH-TV Charleston, W.Va., as creative services director.

Patti Jay, from Century Advertising, Denver, joins KHZ(AM) there as promotion director.

Mari Ann Winkfield, executive director, sales promotion and marketing, Atlanta Galleria specialty mall, joins WSB(AM) Atlanta as advertising and promotion manager.

Larry Parker, from WESH-TV Orlando, Fla., joins WJXT(TV) Jacksonville, Fla., as promotion producer-director.

M. William Butler, promotion director, Turner Broadcasting System, Atlanta, joins ESPN's *Business Times* in New York as promotion

and publicity director.

Allied Fields

Richard Brandt, chairman and CEO, Trans-Lux Corp., New York, and director, American Film Institute, elected chairman, AFI, Washington.

Laurence Gold, VP, Market Research Corp. of America, Chicago, joins A.C. Nielsen, Northbrook, Ill., in newly created post of director of marketing, consumer-based services.

John Hayes, VP-general manager, KYUU(FM) San Francisco, elected president of California Broadcasters Association.

Deaths



Roy

Ross Roy, 85, board chairman of Ross Roy Inc., Detroit, and pioneer in automobile advertising, died last Thursday (Aug. 16) at his home in Grosse Pointe Shores, Mich., after brief illness. He founded his agency in 1928 and it has grown to bill about \$220 million in 1982, with broadcast billings of more than \$100 million. Ross was credited in 1920's with having devised technique called "product knowledge," consisting of product comparison information which he applied in auto advertising. Agency still has automobile business from Chrysler but its client list has expanded to include: Coca-Cola Bottlers of Detroit, K-Mart Corp., National Yellow Pages and Upjohn Co. He is survived by his wife Celia; daughter, Arlene Roy Hendrie, and two sons, Rex and Ross.



Kluckman

R.W. Kluckman, 54, chairman and president of Zenith Radio Corp., Glenview, Ill., died of heart attack, July 18, at Alexian Brothers hospital in Elk Grove Village. He is survived by his wife, Mary, and his children, Jeffrey and Jane.

Richard Clark, 45, veteran ABC News and CBS News producer, died of heart attack on Aug. 8, while vacationing on Long Island, N.Y. Clark worked most recently as producer on ABC's *20/20* and formerly as producer for CBS's *60 Minutes*. He is survived by his children, Michelle and Richard Jr.

William Lafferty, 41, chief engineer, WDOC(AM)-WQHY(FM) Prestonsburg, Ky., died of leukemia on Aug. 11 at Lexington, Ky., hospital. He served as announcer and chief engineer for stations for 22 years. He is survived by his wife, Marie, and four children.

Vincent J. Marsicano, 62, engineer, WTLN-AM-FM Apopka, Fla., died of heart attack at station Aug. 7. He is survived by his wife, Louise, and son.

Michael Kelley: A communications connector

To describe Michael Kelley's background as diverse is an understatement. But to limit that description to a list of his credentials is even more misleading. For the former Corporation for Public Broadcasting board member, radio station licensee, professor of linguistics and medieval literature, former professional piano player, author, radio announcer and creator of George Mason University's unique microwave television service has a knack for transforming ideas into practical application, combining otherwise disparate elements of the Fifth Estate in the process.

Michael Kelley is a "connector." As he describes himself: "My mind easily grasps a lot of different things and sees connections that other persons don't necessarily always see. I like to figure out easy ways do them." He could have added that he has a distaste for federal grants and can smell business opportunities.

One of his recent projects is the creation and operation of the Capitol Connection, George Mason's answer to a cable-less Washington. On an instructional television fixed service channel the Capitol Connection beams C-SPAN's congressional sessions, FCC deliberations and Satellite News Channel programming to more than 200 subscribers, including the White House, for \$695 per year. The Connection came about, he says, from a "little funny thing about [Representative] Charley Rose [D-N.C.], talking about a low-power television station for the House of Representatives" that appeared in BROADCASTING in July of 1981. "I thought that seemed strange," he says now. "I didn't like [the idea] of the House . . . running its own television station in the Capitol."

At the time that Kelley saw the article, he had been assigned the task of improving George Mason's telecommunications department of which he is director. (He is also assistant to the university's president.) He had already obtained a satellite dish, and the university was thinking about going into teleconferencing. But, he says, he saw the chance to beam the House proceedings as "made to order for us." By August, the project was planned, permission was granted by the university foundation board and a loan was obtained upon his promise of repayment "out of my own pocket" if the Connection failed to produce the necessary revenue. The application was filed with the FCC Sept. 1 and by Sept. 22 it was granted. The Connection was on the air by Dec. 18. According to Brian Lamb, president and founder of C-SPAN, the Carter White House had been trying to get C-SPAN's coverage of the House for three years. "They had GSA and the Carter people and members of Congress and everyone else" working on it, and "everyone kept coming up with reasons why it



Michael Robert Kelley—director of telecommunications, George Mason University, Fairfax, Va.; b. Aug. 20, 1940, Washington; BA, English, Catholic University of America, Washington, 1963; MFA, speech and drama, Catholic University, 1965; PhD, English literature and linguistics, Catholic University, 1970; staff announcer, WQMR(AM) (now WGAY(AM))-WGAY-FM, Washington, 1961; production director, program director, WDON(AM), Washington, 1963-65; news director, WDON(AM)-WASH(FM) Washington, 1965-67; professor, George Mason University, 1970 to present; member of board of directors, The Corporation for Public Broadcasting, 1979-83; president and 50% owner of WXC-FM-AM Clifton Forge, Va., 1980 to present; current position since January, 1981. Divorced; children—Owen, 10.

couldn't be done. Mike was the first one to come up with a very simple proposal," says Lamb.

Providing the answers "at the right time" and doing it with enthusiasm seem to be Kelley's forte. Turning 43 last week, he could pass for someone younger. And more years fall away during his frequent moments of exuberance. While explaining the process of his work, whether it is arranging for the donation of a satellite, a transmitter or someone's time and energy, he often breaks into laughter, almost as if he can't believe it himself that he has brought off what he wants. According to Lamb, the key to Kelley "is that he is not afraid to ask for the impossible. People trust him . . . and most of his ideas make sense."

The fruits of his efforts become apparent during a stroll across George Mason's campus in suburban Fairfax, Va. Building from a shoestring operation to an ever-expanding telecommunications department, Kelley points to the different pieces of communication equipment that have been donated to the school, including a satellite dish, four television cameras and, from Lady Bird Johnson, WEEL(AM) Fairfax.

All these donations fit in with his view that federal grant money "is a mistake" be-

cause if "you spend all your time shaking the tin cup, you don't get any work done. Really, you become a bureaucrat." He saw this firsthand, he says, as a member of the CPB board from 1979 to 1983. "I watched those guys in public television and public radio," he says, "sit around spending most of the time figuring out how to punch the right buttons at CPB or from the grant people and not being really innovative and dynamic broadcasters."

Public broadcasting, he says, "is a wonderful service." But, "if it were really doing the job it should be doing, it wouldn't need any federal funding, except just a very small amount." He believes strongly in "as much grass roots support as possible . . . The commercial broadcasters should be willing voluntarily to help support the local public television and radio station with generous tax-deductible contributions and public service announcements during fund-raising times." His business sense comes out when he adds that "strong public broadcasting stations are in a very real sense an advantage to the commercial operator since noncommercial stations, by their very nature, hold down the total inventory of spot sales available in the community. Mine is an idealistic solution," he admits, "but I think it can work without spectrum fees, government intervention, or, God forbid, allowing the public stations to sell commercials."

Kelley has made his own contributions to educational TV. In 1970-71 he produced, coordinated and developed an award-winning series of 90 color television half hours entitled *Time for English*, instruction in beginning, intermediate and advanced English prompted by a news report that 100,000 people in the Washington area didn't speak English. The program is still in use and has expanded into a graduate certificate program at George Mason to instruct teachers on how to teach English as a second language.

Most recently he has begun to take ITFS in still another direction. Battling the fact that ITFS is "the only service that I know of in the Mass Media Bureau where they tell you what you can and can't program," Kelley has managed to increase the "innovative uses" of the spectrum. As he sees it, even movies on ITFS can be instructional. "We teach film classes at the university, we teach drama. Why couldn't I put the films on there so students wouldn't have to come out to the university [to watch] the films? And sports would be a perfect adjunct to the university's sports program . . . You just have to make it case by case."

Case by case and step by step, Kelley wants to "to try things out. I've let it be known . . . that we're here with spectrum space and ready to take this thing and make it into a learning lab for the industry." If his past record for getting things done is any indication, the industry would be wise to pay attention. ■

NBC's Today show sank to 2.8/16 for week ending Friday, Aug. 12, believed to be **lowest level since show went on air 21 years ago.** During week ending Aug. 12, ABC's *Good Morning America* stayed in first place for 80th consecutive week, scoring 3.9/23, compared to **CBS Morning News, which came in second** with 3.4/20. In daytime Nielsen's, CBS and ABC tied in ratings with 6.9 each, although CBS inched ahead in shares to 25 against ABC's 23. NBC moved closer, however, in narrowing its daytime gap by scoring 5.5/20, second time in three weeks its daytime schedule scored 5.5 and fifth consecutive week it scored 19 share or better. For first time in eight years, NBC said, it had four of top 10 daytime programs.

EUE/Screen Gems, a leading television commercial production firm, **has been sold** by Columbia Pictures Industries to George Cooney, who has been executive VP/general manager of company since 1972. Terms of transaction were not disclosed. EUE/Screen Gems Ltd. has 60 employees and owns three other production companies—Murray Bruce Productions, Independent Artists and Ian Leech & Associates. EUE/Screen Gems' annual sales are reported to be in \$30-million range.

Katz Sports, division of Katz Agency, said Friday that it and **Anheuser-Busch have acquired exclusive television rights to basketball games of Big Eight college conference** for three years, starting with 1983-84 season. Katz said they would syndicate 30 games per season on regional broadcast network to be created in six Midwest states, syndicate 25 or 30 other games per season to cable (including later, new Sports Time cable network that Anheuser-Busch and other partners plan to launch next April), and also sell some games to national networks. They reportedly have already sold three games to NBC-TV and one to CBS-TV. Officials declined to reveal rights costs, but earlier reports said Katz, on behalf of Anheuser-Busch, originally bid about \$7.5 million for three years but TVS Television Network, which has carried Big Eight games last five years, then upped its offer and that Katz presumably matched or bettered it ("In Brief," July 4, et seq.). Other sources said last week that \$7.5 million was believed to be "still in the ballpark."

Although no stations have signed on yet, **Nielsen announced its plans to provide meter-based measurements to Washington and Dal-**

las-Fort Worth markets, to "begin no later than October 1984. Washington is eighth-ranked market and Dallas-Fort Worth 10th—and growing. Nielsen said initial sample size in each market would be 300 metered households, increasing to 400 within five years while diaries used to measure audience composition will remain at current levels.

Definitive agreement has been signed by Outlet Co. and Rockefeller Center Inc. defining terms of merger of two companies (BROADCASTING, May 9). Terms call for RCI to pay Outlet \$45.33 per share for Outlet common stock and for total of \$332.1 million, including assumption of debt. Applications to transfer licenses have been filed at FCC, and proxy statement is in preparation for special stockholders' meeting in October.

Cox Cable announced it was **ceasing discussions** of possible joint application with **Calvert Telecommunications for Baltimore city cable franchise** because of latter's decision to merge its Baltimore county cable system with Comcast, Bala Cynwyd, Pa.-based MS (see "Cablecastings," page 8). Cox, which has been conducting "informal" discussions with Calvert about joint venture, said it would now pursue discussions with city on its own. City's Board of Estimates previously recommended Calvert's application to city council, but council rejected it last June on grounds of percentage of union involvement and local minorities in contract. Competing applications are now back in hands of Board of Estimates. Cox spokesman said Calvert's proposed merger of its Baltimore county system subtracted from "local angle" joint venture could present city. Calvert action took Cox "pretty much by surprise," spokesman said.

Ordinary children who have done extraordinary things will be celebrated in **new series of 30-second features on ABC-TV**, starting Saturday, Sept. 10, and entitled **ABC Special Kids**. Acts of heroism, triumphs over personal handicaps and exceptional contributions to community service are among achievements to be featured in series, which will utilize reports originally produced and broadcast by ABC affiliates.

Trading in **Wometco Enterprises** stock was suspended for two hours Thursday (Aug. 18) after company advised New York Stock Exchange that it was holding **discussions concerning company possible acquisition.** Although previously denied by management

Debate arranging. *The National Association of Broadcasters, in a display of civic mindedness, plans to conduct a voter awareness campaign next year that could involve the NAB as sponsor of joint appearances of presidential candidates during the primaries and the general election. NAB officials are also planning to make the 1984 elections the theme of the association's campaign in Las Vegas next April.*

No specific plans or commitments have been made, let alone approved. The executive committee last week signed off only on the general plans for a voter awareness campaign and for the theme to be followed in the 1984 convention. As for the details, they remain to be developed. The NAB staff hopes a final plan—and its costs—can be presented to the executive committee for approval in October.

Rory Wilcox, the NAB's executive director for public affairs and one of the staffers developing the voter awareness plan, said a wide range of options for implementing the campaign is being considered. They range from providing stations with information designed to stimulate voter turnout to sponsoring presidential debates or joint appearances. In developing the campaign, she said, NAB officials have been conferring with broadcasters and networks, in an effort to develop an all-industry plan as well as with representatives of all announced Democratic candidates for that party's nomination.

NAB staffers also discussed the proposals with officials of the

League of Women Voters—Dorothy Ridings, of Louisville, Ky., president, and executive director Carol Parr—last week. Parr said the two sides developed possible areas of cooperation—she noted the league conducts its own get-out-the vote drives.

But she also said the league fully intends, as it has in the past two presidential elections, to sponsor candidate joint appearances during the primaries and general election. And in that connection, Parr noted a disagreement with the NAB—it wants the FCC to repeal its regulations to permit broadcasters to sponsor such appearances; the league opposes changes in the regulations which have paved the way for it to emerge as the sponsor.

Wilcox said NAB planners would like to arrange a candidates forum involving the Democratic presidential candidates at the NAB convention. However, she also said the convention planners are anxious to have President Reagan attend. At first, she said the NAB would be prepared to scrub plans for the Democrats' appearance if necessary to secure the President's; later, she said that, in view of the campaign's purpose, the NAB would hope to attract the President "even if the Democrats are there."

Wilcox said the reason for the campaign is the unique role broadcasters play in elections. "People look to broadcasters for information," she said. She also noted that, despite the law requiring broadcasters to charge candidates at their lowest unit rate, broadcasters "take a large part of the campaign dollar." As a result, she said, "we ought to be more civic-minded in instructing the public."

Miami-based station group owner, MSO and soft drink bottler has been rumored to be likely candidate to change hands since ounder and chairman Mitchell Wolfson Sr. died last February (BROADCASTING, Feb. 21). Wometco is 36% owned by Wolfson heirs. Company declined to identify possible suitors and stated "no agreement or understanding had been reached and there can't be any assurance that any agreements will be reached or that any transaction will take place." Possible buyers include Coca-Cola Co., Atlanta, and leveraged buy-out by Wometco management. Wometco stock closed Thursday at \$42.25, up \$5.125.

□

New UHF station serving Philadelphia market on channel 48 should be available for applications in early part of September. Field Communications is still planning to turn its license for WKBS-TV Burlington, N.J. (Philadelphia) back to FCC at end of broadcast day Aug. 29. FCC official said applications would be accepted "as soon as we give public notice that the license has been canceled and the call has been deleted," process that shouldn't take more than a week. Field announced it had concluded it would obtain greater value by closing station and selling off assets (BROADCASTING, July 18) than keeping it on market. Donald Curran, president of Field Communications, last week said station's programming inventory already has been sold to Providence Journal Co.'s WPHL-TV Philadelphia. Company plans to hold on to electronic equipment and real estate until after station signs off, he said.

□

GTE Satellite Corp. (GSAT) has asked FCC to reject request by United States Satellite Broadcasting Co. (Hubbard Broadcasting), seeking stay of commission action that would permit GTE to lease transponders from Telesat Canada. United Satellite Communications Inc. plans to use those transponders to launch direct-to-home K-band satellite broadcasting system this year. USSB, which has received authorization to launch direct broadcast satellite system, is appealing GSAT decision to Court of Appeals in Washington, and wants FCC to stay order pending appeal. GSAT, in filing at FCC, however, said USSB is only trying to prevent USCI from engaging in business USSB perceives as competitive with its own DBS plans. "For the past year, USSB has engaged in a relentless campaign to protect itself from perceived competition from USCI," GSAT said. "During this campaign, USSB has filed unauthorized pleadings repeatedly, has leveled serious but baseless character charges against GSAT and USCI and has advanced arguments long since rejected by the commission, which can most charitably be described as frivolous. USSB's instant motion for stay is totally inconsistent with this long and unfortunate history and must be summarily denied."

□

Radio and television broadcasters' **response to House Telecommunications Subcommittee's programming survey is far under what Congress had hoped for** (BROADCASTING, Aug. 15). Deadline for television questionnaires mailed to about 940 TV stations was Aug. 15; so far, about 190 stations have returned survey. Returns for radio stations have also been low: about 120 stations have replied out of 1,200 mailed out (radio's deadline is Aug. 22). Subcommittee spokesman noted that without adequate number of completed surveys, Congress faces "serious problem" trying to ascertain current programming. CBS, on behalf of its owned and operated stations, declined to respond to survey, according to letter from Roger Colloff, VP-policy and planning, CBS/Broadcast Group, to subcommittee. Colloff explained that CBS supports repeal of comparative renewal process but is opposed to quantification of programming standards.

□

National Association of Broadcasters President **Eddie Fritts**, former radio broadcaster and owner of four AM's and four FM's, **sold his Tupelo, Miss., stations, WELQ(AM)-WZLQ(FM), for \$1,460,000** (see "Changing Hands," page 42). Fritts sold stations on Aug. 5 to Big Thicket Broadcasting, owned by Richard Beauchamp (80%), Bud Polacek (10%) and Henry Kane (10%). Big Thicket also owns KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. Beauchamp is president of Refrigerated Transport Co., Atlanta. Polacek is president of Big Thicket, and Kane is VP-treasurer. Fritts originally planned to place stations in blind trust when he joined NAB. After receiving advice from attorneys, Fritts opted to

New makeup. Chairmen for National Association of Broadcasters committees have been designated. They are as follows: Cullie Tarleton, Jefferson Pilot Broadcasting, Charlotte, N.C.; Cuban Interference Task Force; Robert Hilker, WCGC(AM) Belmont, N.C., broadcast deregulation committee; William Wisniewski, Mutual Broadcasting System, Arlington, Va., broadcast engineering conference committee; Clyde Price, WACT-AM-FM Tuscaloosa, Ala., bylaws committee; Crawford Rice, Gaylord Broadcasting, Dallas, children's TV committee; Eugene Cowen, ABC, Washington, and Ed Giller, WFBG-AM-FM Altoona, Pa., congressional liaison committee; Ted Snider, KARN(AM)-KYYK(FM) Little Rock, Ark., and Bill Turner, KCAU-TV Sioux City, Iowa, convention committee; David Polinger, WPIX(TV) New York, copyright committee; Robert Flanders, McGraw-Hill Broadcasting, Indianapolis, engineering advisory committee; Martin Rubenstein, Mutual Broadcasting System, First Amendment committee; Bill Bengston, KOAM-TV Pittsburg, Kan., 100-plus TV markets committee; Arch Madsen, Bonneville International, Salt Lake City, international committee; Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D., membership committee; William Hansen, WJOL(AM)-WLLI(FM) Joliet, Ill., medium market radio committee; Gary Stevens, Doubleday Broadcasting, New York, metro market radio committee; Eugene Jackson, National Black Network, New York, minority executive council; Peter Kizer, Evening News Association, Detroit, research committee; Chuck Cooper, WKOR-AM-FM Starkville, Miss., small market radio committee; Mike Lareau, WOOD-AM-FM Grand Rapids, Mich., task force on radio allocations; George Devault, WKPT(AM)-WTFM(FM) Kingsport, Tenn., UHF TV committee; Wallace Jorgenson, Jefferson Pilot Broadcasting, Charlotte, N.C., TV must-carry task force; Jerry Holley, Stauffer Communications, Topeka, Kan., TV board composition committee; Martin Beck, Beck-Ross Communications, Rockville Center, N.Y., and Holley, NAB structures committee; Kitty Broman, Springfield Television, Springfield, Mass., TV information committee.

sell some of his stations and offer major ownership in others. He is currently negotiating to sell two more stations, but would not reveal which ones. Fritts also owns 85% of KCRI-AM-FM Helena, Ark., and KMAR-AM-FM Winnsboro, La., and 100% of WNLA-AM-FM Indianola, Miss.

□

Contract talks between NBC and National Association of Broadcast Employees and Technicians are scheduled to resume tomorrow (Aug. 23). Present contract, for three years, was to have expired March 31, but was extended during lengthy negotiations that started in San Diego last February, then resumed in Washington in May before breaking off last month (BROADCASTING, July 11).

□

Metromedia has signed agreements to buy RAM Broadcasting of Texas Inc., Dallas-based radio common carrier, Network I Inc. and Teltec Saving Communications Co., Miami-based long-distance telephone resale companies. It also has acquired **Associated Communications Inc.,** Bridgeport, Conn.-based RCC, and received regulatory approval to buy **Mobilephone-Paging Radio Corp.,** Providence, R.I.-based RCC. Combined price tag amounts to **\$102 million,** Metromedia said.

□

Jack Smith, chief, **FCC Common Carrier Bureau,** has named **William Adler,** chief, mobile services division, to be acting deputy bureau chief (policy). **Kenneth Levy,** chief, tariff division, has been named acting deputy bureau chief (operations). **Jerald N. Fritz,** legal assistant to Chairman Mark Fowler, has been named acting chief, tariff division.

□

Former FCC Commissioner **Anne Jones** has joined law firm of **Sutherland, Asbill & Brennan.** Jones, who starts as partner Sept. 1, will be based in firm's Washington office and head communications practice.

Editorials

One for the front burner

The National Association of Broadcasters is volunteering to act as arranger of broadcast debates featuring the leading candidates in the 1984 presidential election. It is a role that is logical for the NAB to assume, provided the association can nudge the League of Women Voters out of the way. The league has staked a claim to the role in the past two presidential campaigns, while the NAB's mind was presumably on other things.

There would, of course, be no reason for either the NAB or the League of Women Voters to play any role if the FCC would get around to repairs it proposed a year ago to make in its political broadcasting rules. In fact, the repairs were urged upon the FCC by the NAB, along with the Radio-Television News Directors Association and Henry Geller, head of the National Telecommunications and Information Administration under Jimmy Carter and a strange bedfellow indeed to be found in the room, let alone hay, with the NAB or RTNDA. In this case, the rules to be fixed are so inane that anyone with sense, of which Geller has a good deal, can agree to oppose them.

In 1962, during one of the more witless moments in the FCC's history, the commission ruled that a debate between political candidates at a UPI convention for editors was not a news event that qualified for exemption from the equal-time law. Thirteen years later it decreed, upon second, but no less unhinged, thought, that such a debate was a news event, but not if broadcasters had anything to do with the arrangements. Enter the League of Women Voters.

Not content to stop there, the FCC of 1975 also decided that the rebroadcast of an exempt debate more than 24 hours after the event would trigger the equal-time law. At the same time it wrote a gratuitous reference to news documentaries in such a way as to remove the equal-time exemption from any meaningful appearance by a candidate.

Last July the FCC issued a proposed rulemaking to remove all of those restraints. Comments were filed last October. The word at the FCC last week was that a proposed decision was being drafted, but no signs of urgency could be detected.

This sort of thing seems to an outsider to be right down the deregulatory alley, removing three horrible examples of the "regulatory accretion" that Mimi Dawson, for one, has deplored.

How about action soon, in time to be of use in a political season that is already under way?

Core problem

If doubts remained, the Cable Television Administration and Marketing Society's annual conference two weeks ago should have dispelled them. One of cable's most urgent challenges, that conference made clear, is to get its subscriber penetration up, hold what it has and add more. Speaker after speaker told of efforts, often innovative and almost always expensive, to elevate penetration into the 50% range (BROADCASTING, Aug. 15).

The problem is neither new nor newly discovered. At bottom, it is the reason that the National Cable Television Association set up the Council for Cable Information last spring (BROADCASTING, May 9, et seq.). CCI's mandate is straightforward: Clear away the myths and misconceptions, and get cable accepted by the public (and, of course, by investors too). It increasingly is, and should be, the mandate of cable companies in their individual

franchises as well as through the CCI.

Cable of course has special problems in selling itself. For instance, though it offers much, it costs something. Cost can be a reason, and probably as often the excuse, for not buying. And in a transient society, cable will always have churn to contend with (but lately it seems to be encountering more, beyond the movement of homes and people). In addition, some of cable's problems are of its own doing, particularly through downgrading of service, as CTAM speakers emphasized.

Perhaps, in these circumstances, no one should have been surprised to hear so much emphasis being put on penetration in the 50% range, almost as if it were the ultimate goal. Is cable to be a halfway medium? We don't think that is or should be cable's status. But it seems logical to suggest that cable's difficulty in reaching the 50% plateau implies greater difficulty, and longer time, in going significantly beyond that mark. When half a loaf looks all this big, the CCI has its work cut out.

Why the surprise?

The House Telecommunications Subcommittee is expressing disappointment at the meager response to its survey of radio and television programming. The wonder is that the subcommittee had any response at all.

The questionnaire was intended to provide a basis for standards that would quantify programming judged to be worthy of license renewal (BROADCASTING, July 18). It asked questions in enough detail to arouse quite understandable fears that the subcommittee was headed in the direction of explicit standards defining how much of what kind of programming must be provided to the young, the old, the black, not to mention "Hispanics, American Indians, Alaskan natives, Asians or Pacific islanders." As noted on this page at the time, the questionnaire professed no interest in whites of European descent between the ages of 12 and 65 as components of the radio and television audience.

It must be clear to everyone by now that Chairman Timothy Wirth (D-Colo.), the choreographer of this charade, has discovered a way to stave off broadcast deregulation indefinitely: Send out a questionnaire that is bound to evoke an inadequate response. Profess shock at the lack of cooperation. Proclaim inability to draft standards in the absence of knowledge of what is on the air now. Wash hands of the whole thing.

Is there any way to write a happier ending?



Drawn for BROADCASTING by Jack Schmidt

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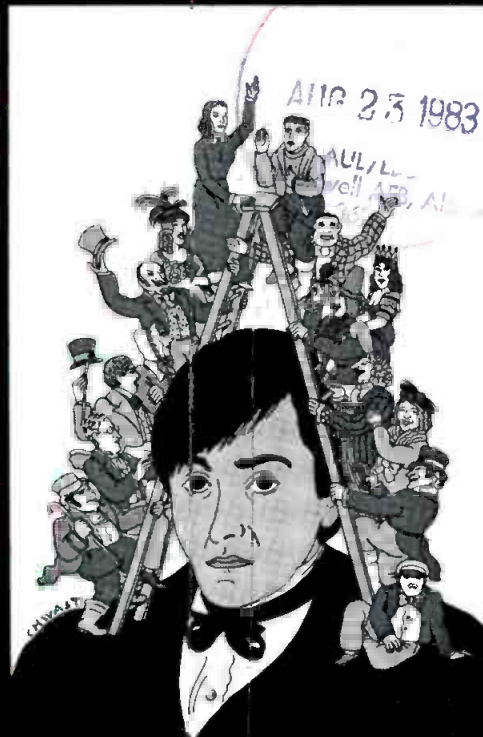
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