

DBS, LPTV, HDTV, INTV:
Keeping up with the media Joneses

Broadcasting Feb 1

The News Magazine of the Fifth Estate □ Vol. 102 No. 5

Our 51st Year □ 1982

70 Markets Sold...and selling fast for Fall '82



From Los Angeles to New York...from Chicago to Houston it's clear that both small and large markets applaud EIGHT IS ENOUGH as the perfect choice for success in early fringe. EIGHT IS ENOUGH consistently reaches women 18-49, teens and kids in huge numbers. In fact, its audience breakdown perfectly matches the available 4-8 pm audience. So get the Bradfords on your side and prove that our shining hour can be your golden opportunity.

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Boston is a tough arena for television—and no one knows that better than WCVB-TV, Channel 5 in Boston. In 1981, Channel 5 took down the competition by winning 18 local Emmies, making it a total of 78 Emmies in 5 years. That's more Emmies than any other station in New England, and, in fact, more Emmies than the two other network affiliates combined!

In 1982, we intend to continue our commitment to producing high quality, innovative programming like "Chronicle," the first daily, live, news magazine produced entirely in New England for New Englanders.

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She is invincible! She is Wonder Woman and she has amazing strength and rare beauty.

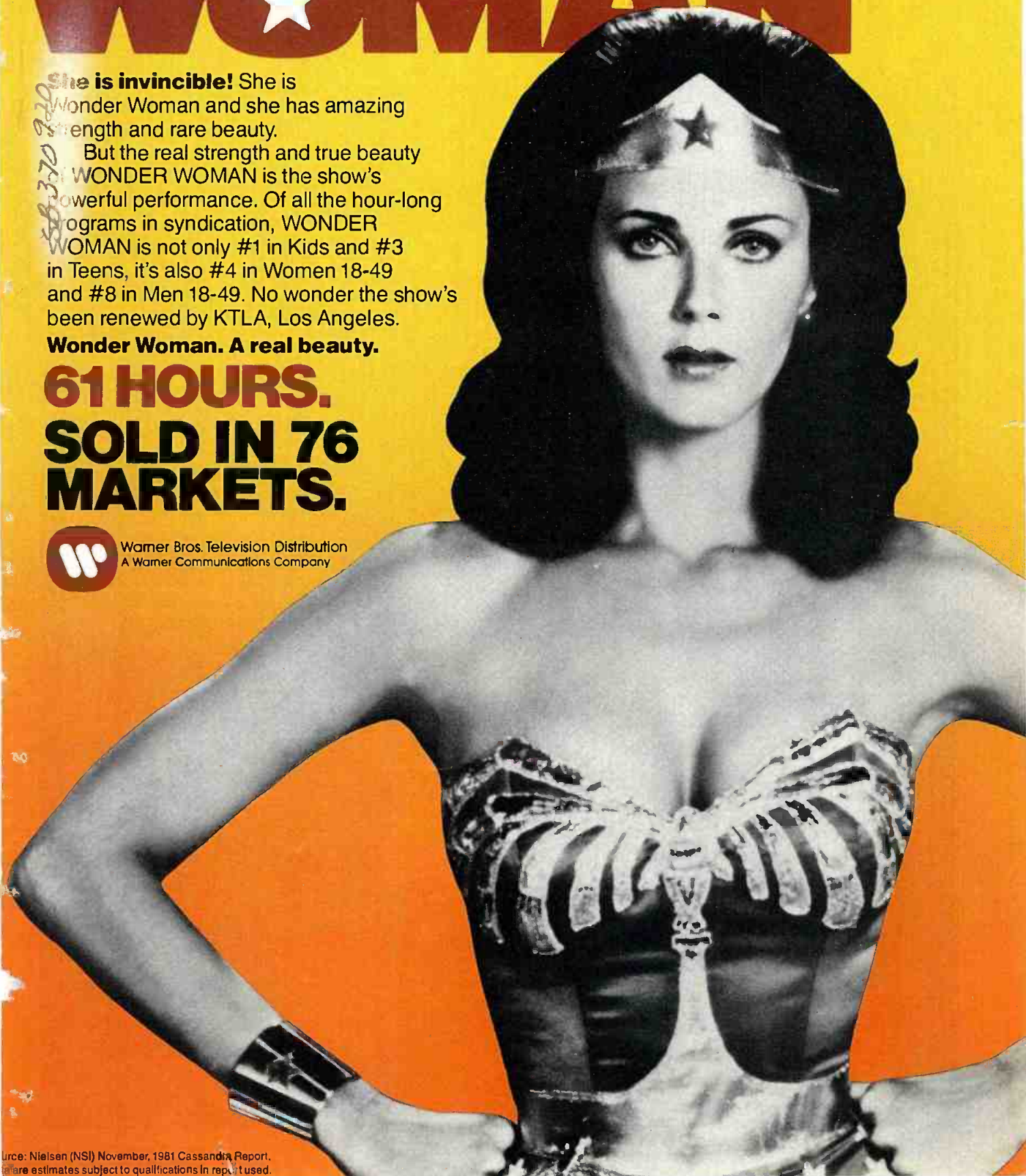
But the real strength and true beauty of WONDER WOMAN is the show's powerful performance. Of all the hour-long programs in syndication, WONDER WOMAN is not only #1 in Kids and #3 in Teens, it's also #4 in Women 18-49 and #8 in Men 18-49. No wonder the show's been renewed by KTLA, Los Angeles.

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MARKETS.**



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"These days it's hard to find good programming for children. 'Easter Is' is a timeless classic that still holds up. The story line, the music, and Leslie Uggams... it's a superb production. The message is subtle, but it's there. And it's acceptable to a broad range of people. When Lutheran Television comes out with a new show, I don't even ask for a spec tape. I know it's going to be good."



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Program Director, WLIO, Lima, Ohio

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The Week in Brief

TOP OF THE WEEK

LPTV '82 □ Washington conference told by FCC's Jones that low-power TV rules will be issued soon, but freeze on accepting applications will remain for several years. **PAGE 27.** LPTV '82 timeliness cited. **PAGE 28.** Ferris warns FCC budget bottleneck could stymie new medium. **PAGE 28.** Panelists discuss financial needs of LPTV. **PAGE 29.** Hubbard spreads word that its satellite operation will be fourth network. **PAGE 30.**

TRANSPONDER AUCTION VETOED □ FCC says it's no way to do common carrier business, but leaves opening for RCA to file tariffs equal for all. **PAGE 31.**

BOYCOTT COUNTDOWN RESUMES □ Wildmon sets March 2 for start of action against sponsors of programing his coalition deems improper. Moral Majority won't participate this time. **PAGE 31.**

MORE PRIME-TIME SPOTS □ ABC-TV's plan for additional network slots opposed by SRA. ANA conditionally approves move, AAAA wants time to assess it. **PAGE 32.**

DBS INTERIM RULES □ Final comments filed at FCC set stage for final action by commissioners. HDTV is sticky question; effect on conventional broadcasting feared. **PAGE 33.**

NCAA FOOTBALL ON CABLE □ Turner is successful with \$17.6-million bid for separate schedule of Division One college games over two seasons. **PAGE 34.**

SPECIAL REPORT

INTV'S WEEK IN WASHINGTON □ Record turnout at ninth annual convention gets wealth of input from legislators and regulators as well as industry leaders. **PAGE 36.** At White House briefing, Reagan accepts association award, expresses concern that Hollywood sex-filled movies could appear on TV. **PAGE 36.** FCC's Fowler tells INTV that time is right to deregulate television. **PAGE 38.** Wirth pleases delegates with opposition to PTAR repeal and advocacy of stabilized rates for long-line service. **PAGE 38.** Kastenmeier points to must-carry as

latest obstacle to cable compromise. **PAGE 40.** INTV's new program marketplace strikes responsive chord. **PAGE 43.**

LAW & REGULATION

AT ODDS OVER AT&T □ Senate and House differ over settlement during joint hearing. Fate of Yellow Pages, local rates and telecommunications competition are bones of contention. **PAGE 50.**

PROGRAMING

COMEDOWN FOR CARSON □ King of late-night entertainment finds ABC and CBS cutting into his ratings dominance and some NBC affiliates push back his time slot. **PAGE 60.**

JOURNALISM

WESTMORELAND DENIAL □ Retired general rebuts CBS documentary's allegation that enemy strength in Vietnam was underestimated to mislead American public. **PAGE 66.**

MEDIA

ELECTRONIC PUBLISHING □ ANPA Washington sessions offer insight on blending of media and skills in coming era. **PAGE 68.**

BUSINESS

QUEST FOR CURES □ RCA releases report on slide in earnings in 1981 and cites intention to sell Hertz, keep CIT and explore new media. **PAGE 74.**

TECHNOLOGY

HDTV: SPOTLIGHTED AND APPLAUDED □ Creative community puts high-definition TV through its paces in Hollywood and reaction is upbeat. CBS plans East Coast showings in New York and Washington later this month. **PAGE 82.**

PROFILE

CULTIVATING A BETTER BLOOM □ Bob Bloom is one Texan not obsessed with size. That is reflected in the meticulous way he, as president and chief executive, restructured the Bloom Companies, expanded its subsidiaries and created a different clientele for the Dallas-based agency. **PAGE 111.**

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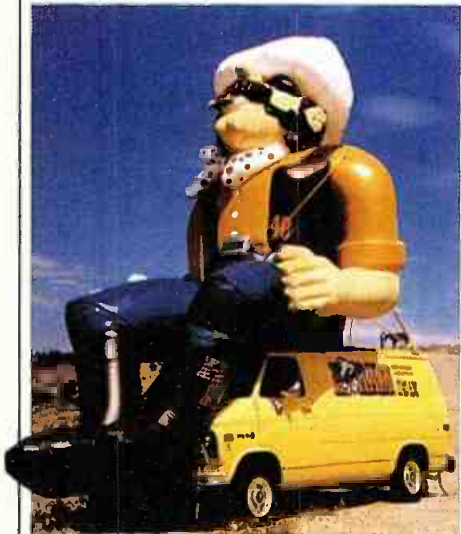
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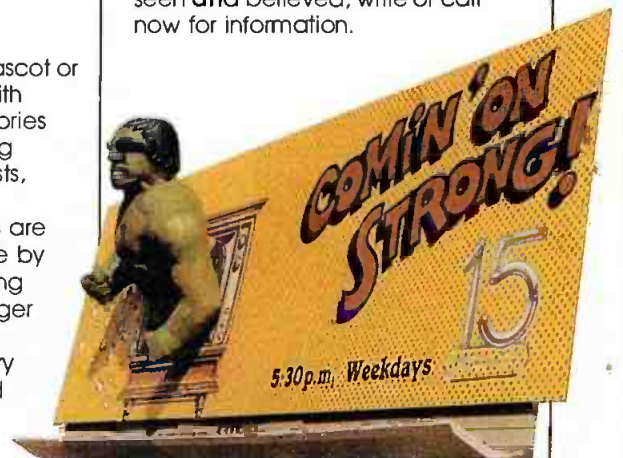


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Insider report: behind the scene, before the fact

Anybody's AM stereo

Indications last week were that FCC will let marketplace determine standard for AM stereo. Chairman Mark Fowler and Commissioners Anne Jones, Mimi Dawson and Henry Rivera are said to be for that. Commissioner James Quélló is convinced FCC should select single system. Abbott Washburn's vote isn't known. Joseph Fogarty is said to be keeping "open mind."

One big bed

Increasing program demand of developing media and parallel rise in program costs are giving rise to thoughts of new alliances. Coca-Cola's purchase of Columbia Pictures is most dramatic deal, but number of other co-ventures are in works. Among them: CBS Cable conversations with 20th Century-Fox, which have proceeded over several months at highest levels, with pay cable deal logical talking point.

Public Broadcasting Service is another party in thick of conversations—also with CBS Cable, incidentally, as both are culturally oriented. But PBS also is talking with Hollywood majors and cable MSO's. Possibilities for mutually beneficial cross-ruffing between commercial and noncommercial interests—and between broadcasting and cable—are considered numerous.

Whole lot of gargling

Senator Russell Long (D-La.) won't stand alone in opposition to resolution allowing TV-radio coverage of Senate proceedings. With debate to begin Tuesday (Feb. 2), Minority Leader Robert Byrd (D-W.Va.) and Senators Jennings Randolph (D-W.Va.) and Wendell Ford (D-Ky.) have pledged to support Long, who last year promised filibuster against resolution. Such opposition could delay vote for weeks, but spokesman for Majority Leader Howard Baker (R-Tenn.), who sponsored resolution, said votes are there to pass it.

Noes have it

Syndicated *Entertainment Tonight* series claimed 24,985 no and 10,331 yes votes from call-in poll asking, "Do you want the evening network news programs expanded to a full hour?" Viewers also were told that might mean not seeing show currently near news. According to John Goldhammer, series producer and senior vice president, programming, Paramount Television Domestic Distribution, *Entertainment Tonight* regularly polls

viewers on current events. he said longer news question was in no way meant to be self-serving. Majority of 114 stations carrying *Entertainment Tonight* schedule it in access, daypart most likely to be affected by longer news.

Winter season

TV program buyers and sellers, pleased with Association of Independent Television Stations' January marketplace scheduling (see page 43) and eager for NATPE International to advance its dates, should be encouraged. NATPE is locked into March this year and next, but it will be February in 1984 and January in 1985. Beyond that, organization had planned on March through end of decade but now is seeking February dates.

According to Steve Currie, NATPE president from KOIN-TV Portland, Ore., scheduling changes had been in works before INTV meeting. He said distributor membership has been pushing for advance for some time. Regarding INTV's first formal market, Currie claimed it's no threat to NATPE.

As night the day

As was to be expected, new technologies have birthed new trade association. First meeting of U.S. Videotext Association will be held in New York today (Feb. 1). Agenda includes election of chairman and officers, adoption of budget, development of code of electronic publishing, creation of job bank. USVA expects members from companies interested in development of videotext and teletext.

Vote for twisted pair

Times Mirror, seventh largest MSO, with plans to use two-way cable to distribute videotext service to 150 homes in upcoming field test (BROADCASTING, Oct. 21, 1981) nevertheless believes "cable doesn't give... any advantage in videotext" over delivery by telephone lines. Small group of New York security analysts got that word last week from James Holly, executive vice president, Times Mirror Videotext Services. Cable line noise, lower reliability of cable equipment compared to telco hardware, and additional computer costs involved in adapting cable delivery to point-to-point service required for interactive videotext all argue for use of telephone-band delivery for foreseeable future. Also, Holly is after noncabled consumers.

Holly also suggested Cox's Indax system, which lacks alpha-numerical keyboard and uses "tree-structure indexing," will prove impractical for use

with large data bases and that Warner's Qube is still very rudimentary. Holly walked analysts through likely cost structure of local system serving 10,000 subscribers—\$40 per subscriber per month in costs; he'd hope to retrieve \$25 to \$30 of that from subscriber fees and charges, equal amount from charges to information and service providers.

Down and up

Despite plight of its New York *Daily News*, now on block, (Chicago) Tribune Company last week notified stockholders of hefty increase of per share values of that closely held communications company, which includes big-market TV and radio, cable and WGN Continental production entities. Beneficiaries of Tribune News Employees Trust were informed that per share value had jumped from \$78,750 in November to \$90,000 as of Dec. 31, 1981. Value is determined for purposes of profit sharing trust.

Ripples

Communications lawyers and engineers in Washington show no signs of suffering yet, but recession seems to be having effect on receivables at some offices. Some broadcasters hold money longer than in past before paying their Washington professionals. One lawyer says that clients who once paid in 30 to 60 days now wait 90. Reason broadcasters have given one lawyer for slow payment is that they are having collection troubles of their own.

But recession isn't only problem for some communications lawyers. FCC's deregulation of broadcasting is another. With postcard renewals, one lawyer said, he recently filed three radio and one television renewal applications that represented total of 30 minutes of work. In good old days, television job alone would have been meant hours and hours on meter. However, major firms with diversified communications practice are not hurting; one representative of such firm says communications business—involving nonbroadcast work—is better than ever.

Other way

Experienced hands in Washington are questioning whether planned \$10-million Radio Marti is best way to give Cubans news about Cuba that they don't get from own stations. Why not buy time on Florida stations with established reputations and audiences in Cuba? That's approach of those familiar with Cuban people and who think believability is essential in broadcasts emanating from U.S.

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Network



ABC
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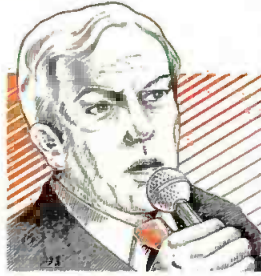
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ABC.

ABC RADIO NETWORKS



THE LEADER IN NETWORK RADIO.

Business Briefly

TV ONLY

Minnesota Fabrics □ Aero draperies. Begins Feb. 20 for 16 weeks in six markets. All dayparts. Agency: Wray/Ward Advertising, Charlotte, N.C. Target: women, 25-54.

Pennzoil □ Various products. Begins

March 1 for 13 weeks in 101 markets. Agency: Eisaman, Johns & Laws, Houston. Target: men, 25-54.

Dunlop Tire & Rubber □ Begins April 5 for 13 weeks in 60 to 72 markets. Fringe, prime, sports and weekends. Agency: Faller, Klenk & Quinlan, Buffalo, N.Y. Target: men, 25-54.

AdVantage

Strictly sports. Levi-Strauss & Co. will make \$10-million advertising commitment, starting in August, on USA Cable Network for placement in network's sporting event coverage. Spread over four-year period, new ad schedule for Levi-Strauss kicks off after earlier two-year buy expires. Leisure apparel manufacturer will run spots on 500 sports events annually, including Thursday night major league baseball, boxing, wrestling, track and field, and men's and women's professional tennis.

□
Pqwow. Joint meetings of boards of directors of American Federation of Television and Radio Artists and Screen Actors Guild will be held in Los Angeles and New York today (Feb. 1) and in Chicago tomorrow (Feb. 2) to discuss progress to date in negotiations for new contract covering television and radio commercials. Union and management officials have been meeting in New York since Jan. 6 (BROADCASTING, Jan. 11) to frame new pact to replace one expiring Saturday (Feb. 6). Negotiators from both sides have pledged not to discuss publicly progress of discussions until they have significant news to disclose.

□
Two agencies needed. Warner Amex Satellite Entertainment Co., New York, has chosen two agencies, Scali, McCabe, Sloves Inc., New York, and LPG/Pon, New York, to handle its account. They replace Ogilvy & Mather. Scali has been assigned to The Movie Channel and Nickelodeon and LPG/Pon to Music Television. WASEC said diversity of accounts led to decision to choose two agencies. Total account bills in "mid-teen million" area, according to WASEC spokesman.

□
Foreign appeal. Telefrance USA has announced renewal of advertising contract by Channel Inc. Advertisers on seven-million subscriber cable network are Exxon, Air France, Remy Martin, Revlon, Peugeot and Lincoln-Mercury.

□
Record product introductions. Number of food and drug product introductions in 1981 reached record high of 1,317, according to December 1981 issue of *Dancer Fitzgerald Sample New Product News*. DFS said there was modest softening in October, November and December introductions and added that "big question" for 1982 is whether weakness will continue.



First network outing. Cannon Mills, maker of sheets, towels, bedspreads and comforters, has taken its spot TV dollars and placed them in network TV for all of 1982 starting this quarter. Highlighting move to advertise on all three networks, in all dayparts, are three new spots with theme: "Cannon touches your life," created by its agency N.W. Ayer, New York. According to Cannon, buy represents not only their first year-long network commitment, but also first among other home textile manufacturers.

Johnson & Johnson □ Flexible Fabric. Begins in February for first quarter in Portland, Me., and Rochester, N.Y. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Village Inn □ Restaurants. Begins this week for six weeks in eight markets. Day, news and late fringe times. Agency: Karsh & Hagan, Englewood, Colo. Target: adults, 25-54.

Palm Bay Imports □ Principato wine. Begins March 22 for four weeks in six markets. All dayparts. Agency: Keller Haver, New York. Target: adults, 25-49.

Shelter Insurance □ Home/life insurance. Begins Feb. 8 for four weeks in over 40 markets. Early fringe, late fringe, news, prime access, weekends and sports times. Agency: Kelly, Scott & Madison, Chicago. Target: men, 25-49.

Frigidaire □ Refrigerators/washers. Begins Feb. 22 for three weeks in 84 markets. All dayparts. Agency: Needham, Harper & Steers Advertising, Dayton, Ohio. Target: women, 25-49.

Deltona □ Land developers. Begins Feb. 15 for one week in at least 10 markets. All dayparts. Agency: Tatham, Laird & Kudner, Chicago. Target: total adults; adults, 50 and over.

U.S. Golf Association □ Membership. Begins in February for varying flights in five markets. Agency: Ogilvy & Mather, New York. Target: men, 25-54.

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B-3

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Freightliner trucks □ Begins March 1 for 18 weeks in about 11 markets. Evenings and overnights. Agency: Young & Roehr, Portland, Ore. Target: men, 25-54.

Schieffelin & Co. □ Blue Nun wine. Begins late February for about 10 weeks in six markets. Agency: Cunningham & Walsh, New York. Target: adults, 18-34.

GTE Directories □ Commercial directories. Begins this week for eight weeks in Dallas-Fort Worth. Agency: Doyle, Dane, Bernbach, New York. Target: adults, 25-54.

World's Fair □ Begins Feb. 10 for three weeks in four Southern markets. Agency: Ogilvy & Mather, New York. Target: total adults.

Mountain Bell Telephone □ Begins this week for three weeks in Phoenix. Agency: Tracy-Locke Advertising, Denver. Target: adults, 25 and over.

Manor House Foods □ Coffee. Begins March 1 for varying flights in about 25 markets. Agency: Smith, Badofsky & Raffel, Chicago. Target: women, 25-54.

Bob Evans Farms □ Restaurants. Begins Feb. 15 for two weeks in 32 markets. Agency: The Marschalk Co., New York. Target: adults, 18-49.

RADIO AND TV

American Dairy Association □ Milk. Begins this week for first quarter in 87 markets. Agency: D'Arcy-MacManus & Masius/Chicago. Target: total adults.

Rep Report

WJCW(AM)-WQUT(FM) Johnson City-Bristol-Kingsport, Tenn.: To Katz Radio from HR/Stone.

□

WKDD(FM) Akron, Ohio: To Katz Radio from Bernard Howard.

□

KXYZ(AM) Houston: To P/W Radio from Radio Spot Sales.

□

WJAS(AM) Pittsburgh: To Hillier, Newmark & Wechsler from Christal.

□

WRFY-FM Reading, Pa.: To Hillier, Newmark & Wechsler from H/R Stone.

□

CHQR(FM) Calgary, Alberta; CHML(AM)-CKDS(FM) Hamilton, Ont.; CKNW(AM)-CFMI(FM) Vancouver, B.C.; CJOB(AM)-CHMM(FM) Winnipeg, Man.: To Savalli & Schutz from Canadian Standard Broadcast Sales.

□

WYCB(AM) Washington: To Savalli & Schutz from Lazar.

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BUREAUS

New York: 630 Thrd Avenue, 10017.
Phone: 212-599-2630.
Rufus Crater, chief correspondent—bureau chief.
Jay Rubin, senior correspondent—asst. bureau chief.
Rocco Famighetti, senior editor.
Anthony Herring, Stephen McClellan, assistant editors.
Karen Parnas, staff writer.
Marie Leonard, Mona Gartner, advertising assistants.

Hollywood: 1660 North Vine Street, 90026.
Phone: 213-483-3148.
Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klauaner, editorial-advertising assistant.



Founded 1931. Broadcasting-Teletesting* introduced in 1946. Television* acquired in 1961. Cablecasting* introduced in 1972 □ *Reg. U.S. Patent Office. □ Copyright 1982 by Broadcasting Publications Inc.

The path of programming wisdom is often difficult and confusing. Choices are many and rewards are few. But for those who are keen and perceptive, the choice is clear and the rewards are sure.

Such is the case with Kung Fu. One can be secure in the knowledge that Kung Fu is the #3 dramatic hour in syndication, the #1 show in Men 18-49, and the #4 show in Women 18-49. And it has just been renewed by KTLA, Los Angeles.

Kung Fu. A sure step in the right direction.

**62 HOURS.
SOLD IN 69
MARKETS.**



Warner Bros. Television Distribution
A Warner Communications Company



Source: Nielsen (NSI) November, 1981 Cassandra Report. Data are estimates subject to qualifications in report used.

KUNG FU

Monday Memo®

A cable TV advertising commentary from Larry Spector, president-CEO, Calet, Hirsch, Kurnit & Spector, Inc., New York

Careful preparation will yield dividends in cable advertising

Predicting the future can be risky. For example, in 1928, Herbert Hoover foresaw "two chickens in every pot and a car in every garage," just before the Great Depression. The New York World's Fair in 1939 showed us how wonderful life was going to be in the following quarter century even as World War II was beginning. A decade later, FM radio was heralded as the replacement for AM radio. When commercial television got under way in the late 1940's, many predicted the demise of movies.

Today, as we hear over and over again about cable television and the changes it will bring about in the broadcast industry, clients are asking agencies what to do about cable.

Yet from past experience, questions are in order about the great new wonders. They include:

- Do the various electronic developments fill a consumer need or are they trying to create one?

- Is laying cable an antiquated and expensive technique that may soon be outdated by direct satellite-to-home transmission?

- Where will the programming come from for the 20, 50 or more channels talked about?

- What are the economics to sustain the new program and information sources envisioned?

- Will the public pay to watch advertising-supported television?

- Are viewers really watching? Audience measurement may prove difficult.

- Will cable television ever be a mass medium?

The cable medium is not new, so why should we now believe that a revolution will take place? Cable television started in the early 1950's as a means of providing better signals in remote areas. That was a very real consumer need. By the 1970's, reception was no longer a valid reason to have cable. To survive, cable operators started to provide a different service—greater program variety. By importing distant signals and offering commercial-free programming for those willing to pay for it, cable took on a new meaning for consumers.

Growth has been dramatic. Over 26% of all households are now wired for cable and almost one-half of all homes are projected to be wired by the end of this decade. As advertisers, we must be concerned about how all the new program sources, both entertainment and service, will affect our ability to reach the consumer.



Larry Spector is president and chief executive officer of Calet, Hirsch, Kurnit & Spector, New York (formerly DKG Advertising), a \$70-million agency. He has been with the agency since its inception 23 years ago. He is an attorney and certified public accountant by training but enjoys working with people and ideas more than with numbers. The agency's accounts include AAMCO Transmissions, Alitalia Airlines, Corning Glass Works, Getty Refining and Marketing, and PepsiCo Wines and Spirits.

How should we react? A great deal of media space (and effort) is being devoted to making the new electronic media out to be the evil guy (or the white knight) who is going to bring down the networks.

To date, research data show only a small effect on network viewing. The new "videophiles" are spending more total time—about 17%—viewing the new program sources. Both independent stations and pay services are getting the additional viewing. If cable reaches its projections of 50% penetration by 1990 and new program services grow in number, some erosion will have to take place. Maybe 15%-20% of the three networks' shares will go to other programs and services, but offsetting this will be increased homes using television (HUT) levels and an ever-growing TV household base. Broadcast sources of today still appear to be the mass media of tomorrow.

On the other side of the ledger, certain statistics on cable television already raise questions. For example, 54% of the television homes are passed by cable now, but only 26% are cable connected. With the financial incentives offered for installation at the outset, why have half said no? Furthermore, 5% of cable homes disconnect every month. A large number of people move but a turnover rate of 20 months seems far too frequent for satisfied customers.

I'm not saying that cable TV is doomed to failure. All I'm saying is that the jury is still out, and it's not a foregone conclusion

that it will be the guaranteed success so many are predicting.

As for advertisers and their agencies, I think they must ask themselves searching questions and apply the same criteria to cable that they do to other advertising investments. The smart advertiser recognizes that some change is taking place that will affect the manner and form of the consumers' viewing habits.

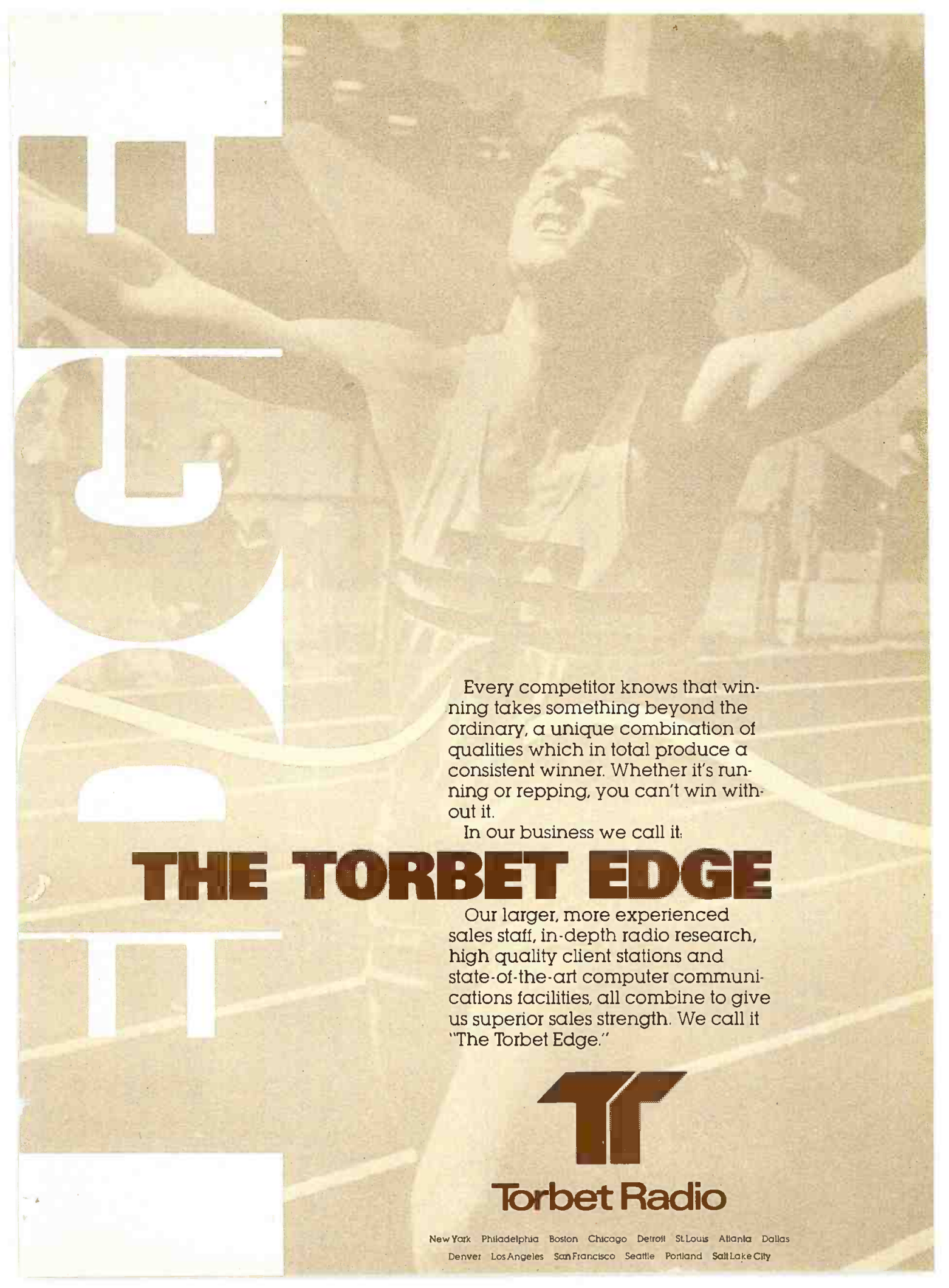
Rather than looking at the negative side, advertisers who are more farsighted recognize the opportunities cable can provide in delivering more targeted audiences through special-interest programming. Cable can do it at a cost structure that allows advertisers to develop fully sponsored programs that provide a strong identification (and can pre-empt other competitors) in a given subject area (recreation, finance, home repair, cooking, etc.). If cable penetration reaches its estimates, reasonably large audiences of highly segmented consumers will be reachable in an environment that allows for great creative flexibility.

There are many problems to be worked out in the cable industry. Advertisers need to assess its potential and decide on how it can meet their individual needs today or in the future. As cable growth continues, the factors of subscriber versus advertising supported programs and services will become more critical. If advertiser services increase as the only means to support cable growth, the advertiser who prepares now will be in the most advantageous position, just as certain radio advertisers did and dominated television in the 1950's.

At the same time, cable operators must decide how they want to market their product to the advertiser. With over 4,700 systems (in a sense 4,700 mini-media markets), only an organized, intelligently marketed effort will be able to attract potential advertising revenue.

The potential for real confusion lies at the individual system level where many operators can sell local avails, for example in Cable News Network and the Entertainment and Sports Programming Network. Some sales organizations, like 3M's Cable Networks Inc. in New York, or Gill Cable's interconnect in San Francisco, offer the advertiser a single source for cable advertising in a market plus the kind of flexibility cable can offer in purchasing a market's geographic segments (north or south side, blue collar or affluent suburb). Likewise, we have seen some operators fragment a market with multiple selling organizations, each offering a piece of something—a potential nightmare for media buyers.

All in all, cable can have a good future if all parties take the time and care to make it work to its fullest potential.



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

In our business we call it.

THE TORBET EDGE

Our larger, more experienced sales staff, in-depth radio research, high quality client stations and state-of-the-art computer communications facilities, all combine to give us superior sales strength. We call it "The Torbet Edge."



Torbet Radio

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

Datebook

■ Indicates new or revised listing

This week

Feb. 1—Deadline for entries in Broadcast Journalism Awards competition, sponsored by *Muscular Dystrophy Association*, to recognize radio and television broadcasts that increase public understanding of neuromuscular diseases and stimulate support of efforts to conquer them. Information: (212) 586-0808.

Feb. 1—Deadline for entries for 25th annual *American Bar Association* Gavel Awards. For information: (312) 621-9249.

Feb. 3—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Feb. 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Roy Danish, director, Television Information Office. Copacabana, New York.

■ **Feb. 3-8**—*International Radio and Television Society* 10th annual faculty/industry seminar and college conference for communications professors and college students. Speakers include James Rosenfield, executive vice president, CBS/Broadcast Group; Jessica Savitch, NBC-TV correspondent; Ralph Baruch, Viacom International chairman; Gerald Levin,

Time Inc. group VP, video, and Jeff Greenfield, media critic and CBS commentator. Harrison Conference Center, Glen Cove, N.Y.

Feb. 4—Deadline for entries in *Martin R. Gainsbrugh Awards* for excellence in economic reporting. Information: Fiscal Policy Council, 100 East 17th Street, Riviera Beach, Florida 33404. (305) 845-6065.

Feb. 4-5—*New York University's School of the Arts* course, "Videotext: Market Experience and Development." Course will be offered by Interactive Telecommunications Program, graduate program specializing in new communications technologies. NYU's Washington Square campus. Information: (212) 598-3338.

Feb. 4-5—*Forum Committee on Communications Law, American Bar Association* and *ABA Section on Labor Law* seminar on media labor law. Mayflower hotel, Washington. Information: ABA Media Labor Law seminar, 1155 East 60th Street, Chicago 60637.

Feb. 4-6—*South Carolina Broadcasters* winter convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency Greenville, Greenville, S.C.

■ **Feb. 5**—Deadline for reply comments on FCC proceeding on formulation of policies relating to broadcast renewal applications and comparative hearing process (Docket 81-742), FCC, Washington.

Feb. 5-6—*Society of Motion Picture and Television Engineers* 16th annual conference. Theme: "Tomorrow's Television." Opryland hotel, Nashville.

Feb. 5-7—Third annual "Journalism Opportunities Conference for Minorities," sponsored by *California Chicano News Media Association* and *Media Institute for Minorities*. Davidson Conference Center at University of Southern California.

Feb. 6—*UCLA Extension* program. "Pay TV: Challenges and Opportunities for the Creative Community." Dickson Hall Auditorium, UCLA, Los Angeles.

Also in February

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Keynote speaker: Edward Fritts, National Association of Broadcasters joint board chairman. Sheraton hotel, Baton Rouge.

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

Feb. 8—Arizona chapter of *Women in Cable* reception. Phoenix Hilton.

■ **Feb. 8**—*UPI Michigan Broadcasters* presentation of National Broadcast Awards and investigative reporting seminar at Michigan Association of Broadcasters meeting. Harley hotel, Lansing, Mich.

Feb. 8-9—*Michigan Association of Broadcasters* winter meeting. Harley hotel, Lansing, Mich.

Feb. 9-10—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.

Feb. 9-10—*Cabletelevision Advertising Bureau* conference. Waldorf-Astoria, New York.

Feb. 10—Deadline for comments on FCC proceeding to permit broadcasters to offer teletext services (extended from Jan. 11). FCC, Washington.

Feb. 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ray Timothy, president, NBC-TV. Copacabana, New York.

Feb. 10—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Feb. 10—*Texas Association of Broadcasters* TV day. Hilton Palacio del Rio, San Antonio, Tex.

Feb. 11—*Southern Baptist Radio and Television Commission* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204. (312) 869-0600.

■ **Feb. 14-16**—*Institute for Graphic Communication* conference, "Outlook for Optical and Videodisk Systems and Applications." Jupiter Beach Hilton, Jupiter, Fla.

Feb. 15—Deadline for entries in *Broadcasters Promotion Association/University of Nebraska International Gold Medallion* 21st annual awards competition. Information: Pat Evans, BPA, 248 West Orange Street, Lancaster, Pa. 17603. (717) 397-5727.

Feb. 15—Deadline for entry in 10th annual *Women in Communications* Clarion Awards. For information: (512) 345-8922.

■ **Feb. 16**—*American Advertising Federation* meeting. Waldorf-Astoria, New York.

Feb. 17—*Cable Television Administration and Marketing Society* Texas Show "Track Day." San Antonio Convention Center, San Antonio, Tex. Information: Emily Burch, (202) 296-4218.

Feb. 17—*Advertising Club of New York* "Cable TV Meets the Press" forum. Sheraton Center hotel, New York.

Feb. 17—*International Radio and Television Society* newsmaker luncheon, celebrating 30th anniversary of NBC's *Today Show*. Jane Pauley, Bryant Gumbel, Chris Wallace, Willard Scott and Gene Shalit attending. Waldorf-Astoria, New York.

Major Meetings

Feb. 5-6—*Society of Motion Picture and Television Engineers* 16th annual conference. Opryland hotel, Nashville.

Feb. 7-10—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

March 11-16—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7—*National Association of Broadcasters* 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-1—*Broadcasters Promotion Association*

26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

June 24-27—*Public Broadcasting Service* annual meeting. Crystal City Hyatt, Arlington, Va.

July 18-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

Sept. 9-11—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

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

Sept. 12-15—*National Radio Broadcasters Association* annual convention. Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

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

Sept. 30-Oct. 2—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Nov. 7-12—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

Nov. 17-19—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Nov. 17-19—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

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

Feb. 17—New York chapter of Women in Communications course titled "Basics of Cable." Urban Coalition, 1515 Broadway, New York.

Feb. 17-18—Arkansas Broadcasters Association convention. Royal Vista Inn, Hot Springs, Ark.

Feb. 17-19—Texas Cable TV Association 22d annual convention. Convention Center, San Antonio, Tex.

Feb. 18—Religion in Media's fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

Feb. 18-21—School of Communications at Howard University, Washington, 11th annual Communications Conference, "The Future of Communications: a Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 19—Deadline for entries in *Deadline Club's* annual awards for excellence in journalism competition. Information: Donald Bird, Department of Journalism, Long Island University, The Brooklyn Center, Brooklyn, N.Y., 11201.

Feb. 21—American Women in Radio and Television executive committee meeting. Georgetown hotel, Washington.

Feb. 21-23—Institute for Graphic Communication's "Satcom '82" focus on product opportunities, service applications, system planning, regulatory considerations, launch economics and international developments. Highlands Inn, Carmel, Calif.

Feb. 22—Deadline for reply comments on FCC proceeding on Temporary Commission on Alternative Financing. FCC, Washington.

Feb. 23-25—Cable News Network production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—Association of National Advertisers television advertising workshop. Speaker: John Chancellor, NBC News. Plaza hotel, New York.

Feb. 24-26—American Newspaper Publishers Association, Newspaper and Cable TV Seminar. The Fairmont hotel, Denver.

Feb. 25—Association of National Advertisers media

workshop. Speaker: J. Richard Munro, president, Time Inc. Plaza hotel, New York.

Feb. 25—Philadelphia Cable Club luncheon meeting. Speaker: Jim Scott, Group W. GSB Building, Philadelphia.

Feb. 26-27—Country Radio Seminar, Opryland hotel, Nashville. For information: (615) 327-4488.

Feb. 26-28—Oklahoma Broadcasters Association annual winter meeting. Lincoln Plaza, Oklahoma City.

Feb. 26-28—Mass Communication and Society Division of Association of Education in Journalism spring conference, "The Impact of New Communications Technology on Society." Georgia State University, Atlanta.

Feb. 28—Deadline for entries in *Morgan O'Leary Award for Excellence in Political Reporting* in Michigan. Information: Department of communication, 2020 Frieze building, University of Michigan, Ann Arbor, Mich., 48109.

March

March 1—Deadline for entries in Howard W. Blakeslee Awards, sponsored by *American Heart Association*, for excellence in reporting developments in cardiovascular disease research and patient care. Information: American Heart Association National Center, 7320 Greenville Avenue, Dallas, 75231.

March 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: ACT, 46 Austin Street, Newtonville, Mass., 02160.

■ **March 1**—Deadline for entries in fourth annual Lowell Mellett award for improving journalism through critical evaluation. Information: Mellett Fund, Suite 835, 1125 15th Street, N.W., Washington, D.C., 20005.

March 1-3—Advertising Research Foundation 28th annual conference and research expo '82. New York Hilton.

March 2—Academy of Television Arts and Sciences luncheon. Speaker: Thomas Wyman, CBS president.

Century Plaza hotel, Los Angeles.

March 2—Florida Association of Broadcasters Washington reception for Florida's congressional delegation. Florida House, Washington.

March 2—Pennsylvania Association of Broadcasters Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

March 3-5—National Association of Broadcasters state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

March 3-7—CBS Radio Affiliates Association board meeting. Disney World, Orlando, Fla.

March 7-9—Society of Cable Television Engineers sixth annual spring conference. Copley Plaza, Boston.

March 7-9—Ohio Cable Television Association annual convention and trade show. Hyatt Regency, Columbus.

March 7-11—Communications Satellite Systems Conference, sponsored by *American Institute of Aeronautics and Astronautics*. Town and Country hotel, San Diego.

March 9—West Virginia Broadcasters Association sales seminar. Lakeview Inn, Morgantown, W. Va.

March 10—West Virginia Broadcasters Association sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

March 10-13—National Conference for Working Journalists, "International Affairs and the Media," sponsored by *Foundation for American Communications*. Washington Hilton, Washington. Information: Foundation, 3383 Barham Boulevard, Los Angeles, Calif., 90068 (213) 851-7372.

March 11-16—National Association of Television Program Executives 19th annual conference. Las Vegas Hilton.

March 12—Deadline for reply comments on FCC proceeding to permit broadcasters to offer teletext services (extended from Feb. 10). FCC, Washington.

■ **March 12-13**—Oklahoma AP Broadcasters an-



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HOT NEWS!

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A HOT TEAM!

Music Country is brought to you by two leaders in radio broadcasting: WSM, Inc., a pacesetter in country music broadcasting for over 60 years; and Associated Press Broadcast Services, the world's largest news gathering organization.

A HOTLINE!

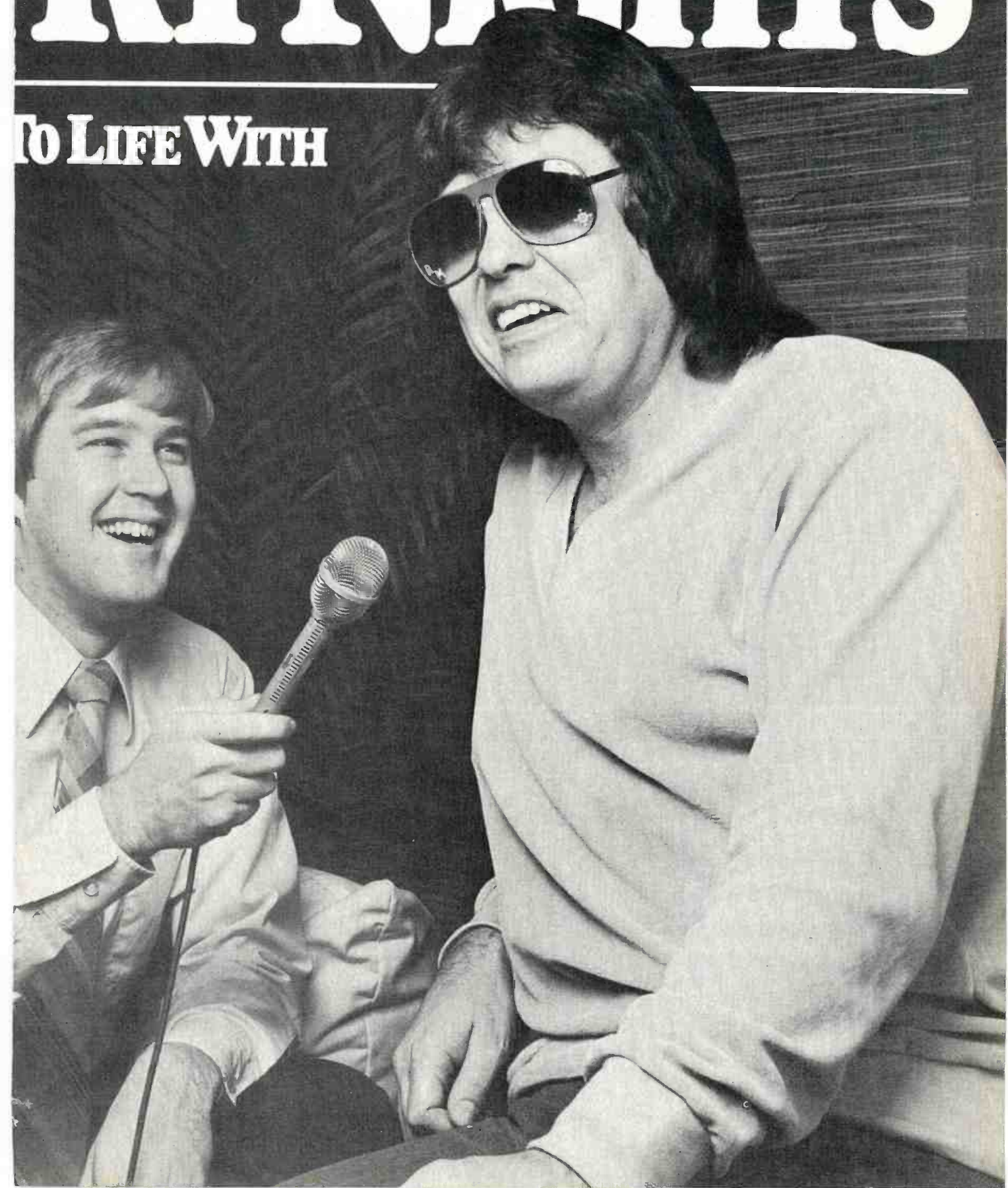
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nual convention. Lincoln Plaza, Oklahoma City.

March 15-16—Digital telephony course sponsored by *UCLA Extension* program. URC Conference Center, UCLA, Los Angeles.

March 16—Seventh annual Big Apple Radio Awards luncheon sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center hotel.

March 18—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

■ **March 19**—*UPI New England's* 26th annual Tom Phillips awards for excellence in broadcast journalism. Sheraton-Lincoln Inn, Worcester, Mass.

March 19-20—*Radio-Television News Directors Association* region nine and *Alabama United Press Broadcasters Association* meeting. Huntsville Sky-center, Huntsville, Ala., airport.

March 24—*Women in Communications's* 12th annual Matrix Awards luncheon. Waldorf-Astoria, New York.

■ **March 24-25**—*Alabama Cable Television Association* Citizen of the Year award meeting. Birmingham Hyatt, Birmingham, Ala.

March 24-27—National broadcasting society, *Alpha Epsilon Rho*, 40th annual convention. Staller, New York.

■ **March 28-30**—*Virginia Cable Television Association* annual convention. Sheraton Beach Inn and Pavilion Convention Center, Virginia Beach, Va.

March 28-April 3—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

March 31-April 3—*Southern Educational Communications Association* conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

March 31—*Advertising Research Foundation* "Key Issues Workshop on Advertising Frequency" conference. New York Hilton.

■ **March 31**—*American Advertising Federation* advertising hall of fame luncheon. Waldorf-Astoria, New York.

April

April 1—*Deadline Club*, New York City chapter, annual awards dinner. Sheraton Center hotel, New York.

April 2—*International Radio and Television Society* Gold Medal anniversary banquet. Norman Lear named to receive Gold Medal. Waldorf-Astoria, New York.

April 2-3—*International Association of Satellite Users* second annual Satcom conference. Hyatt Regency at Reunion, Dallas.

April 2-4—*California AP Television-Radio Association* 35th annual convention. Miramar hotel, Santa Barbara, Calif.

April 3—*New Jersey AP Broadcasters Association* spring meeting. Trenton State College, Ewing Township, N.J.

April 4—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

■ **April 5**—Seminar on "Cable Television Franchising and Refranchising" for city/county cable TV officials, sponsored by *Community Telecommunications Services*, nonprofit consulting organization. Communications Media Center, New York Law School, New York. Information: Lesley Page-Brown, (212) 683-3834.

April 6-7—*U.S. Telecommunications Suppliers Association* seminar on "The Legal Realities of Antitrust, Patents, Trademarks and Licensing." Hyatt O'Hare, Chicago.

April 6-8—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

April 7-10—*International Television Association* 14th annual conference, "Video Horizons." Loew's

Anatole hotel, Dallas.

April 9-10—*Black College Radio's* fourth annual black college radio conference. Paschal's hotel, Atlanta.

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

April 14—*International Radio and Television Society* newsmaker luncheon. Speaker: Daniel Ritchie, president and chief executive officer, Westinghouse Broadcasting. Waldorf-Astoria, New York.

April 14-19—*Pennsylvania Association of Broadcasters* spring convention. Loew's Bermuda Beach hotel, St. George's, Bermuda.

April 16—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Eli Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 19—*Florida Association of Broadcasters* "Broadcasting Day." University of Florida, Gainesville, Fla.

April 19-20—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

April 20-22—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 24—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

■ **April 24**—*White House Correspondents Association* annual dinner. Washington Hilton hotel.

April 25-27—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

April 30-May 1—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Williamsburg, Va.

April 30-May 2—*Illinois News Broadcasters Association* spring convention. University Inn, Champaign, Ill.

May

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 7-8—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

May 7-9—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

May 8—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

Errata

Donald Groski and Rona Landy were named to positions at WCBS(AM) New York, not WCBS-AM-FM, as reported in "Fates & Fortunes" Jan. 25.

□

Petitioners in **Illinois Supreme Court** case requesting amendments to state's cameras in courtroom rule (BROADCASTING, Jan. 25) included CBS Inc.'s **WBBM-AM-TV Chicago**.

Open Mike®

For better or verse

EDITOR: The following bit of verse is dedicated to the local, commercial television stations and their respective networks with apologies to Rudyard Kipling.

*If you can keep your shares while all
about you,
The cable channels win the ratings race;
With Movie Channel, HBO and
Showtime,
It seems that cable fare now sets the
pace.
If you think shows like "Hart to Hart"
and "Alice"
Will ever match Ted Turner's CNN
You'd better drop those "Diff'rent
Strokes" and "Dallas"
And pray to God and Freddy Silverman.*

*With sitcoms, soaps, and other brainless
pablum,
You try to fight the flood of tapes and
disks,
You'd better make a change in your
agenda,
To reduce your advertisers' dollar risk.
The Nielsen says that cable penetration
In Montgomery is thirty-nine percent,
If this keeps up, I rather doubt the
networks
Will condescend to pay the local rent.*

*The networks play both ends against the
middle,
And like the ostrich hide their heads in
sand;
But the great big net execs, like Chicken
Little,
Are finding out the sky's about to land.
If channel twelve and thirty-two and
twenty
Were smart, but that's too much to ask,
They'd realize that there's no more Jack
Benny,
Or other superstars to meet the task.*

*It's time for you to plan more local
programs,
Like instant news and "P.M. Magazine,"
But you feel safe within the mother
network,
I'm sorry, but we're tired of that cuisine.
If you can't fill those unforgiving minutes
With something more than "M*A*S*H"
and "PTL"
Then there's no hope that you will ever
win it,
You might as well just put it up for sale.*

— Don Markwell, vice president and general manager, WLWI(FM) Montgomery, Ala.

Action wanted

EDITOR: Like any good, aggressive young video production company, we at Prime

Time Design always keep the latest copy of BROADCASTING nearby to guide and amuse us through the hard times. Thank you very much for the latest jewel of lunacy reported in your issue of Jan. 11 that I believe says a lot about our business.

I am referring to the short blurb about the 105 slides put together by the Television Information Office to explain how the medium operates. I suppose this is the equivalent to lecturing on Van Gogh's paintings, using thermo-fax copies of them or teaching airline pilots how to fly planes by having them observe carrier pigeons. Much as I appreciate these folks' efforts, I must shake my head in amazement. Slides are slides and motion pictures, film or tape are the stuff the medium is made of.

To paraphrase an old saying, one slide may be worth a thousand words, but in an audio-visual business such as television, that is only half the story.—Steve Shockey, managing director, Prime Time Design, Oklahoma City.

Seen but not heard

EDITOR: It's been said before and should be said again: More and more people are indeed watching TV . . . but not listening to it. Instead, the TV is on with the sound down and the radio is on.

With television programed with the most boring material available, it is no wonder people are listening to their radios while watching TV. It never ceases to amaze me how radio can be so creative and fresh while TV becomes more repetitive and boring all the time. I mean, how many times a week can a person watch *Love Boat* and retain sanity? —Jerry Kautz, owner, KZMC-FM McCook, Neb.

Unanimous?

EDITOR: I must question your assumption that broadcasters are unanimous in their opposition to keeping letters from the public on file. While it's true that neither the public nor the FCC has made substantial or meaningful use of the files, I don't feel that the ruling imposes superfluous paperwork burdens on licensees. Letters received at my station are simply placed in our public file, which is seldom seen by anyone.

In light of the recent gains we have made with deregulation, I question whether pushing for elimination of the public letter-keeping rule is worth jeopardizing our public image and future deregulation.—Richard A. DeFabio, general manager, WFTN(AM) Franklin, Tex.



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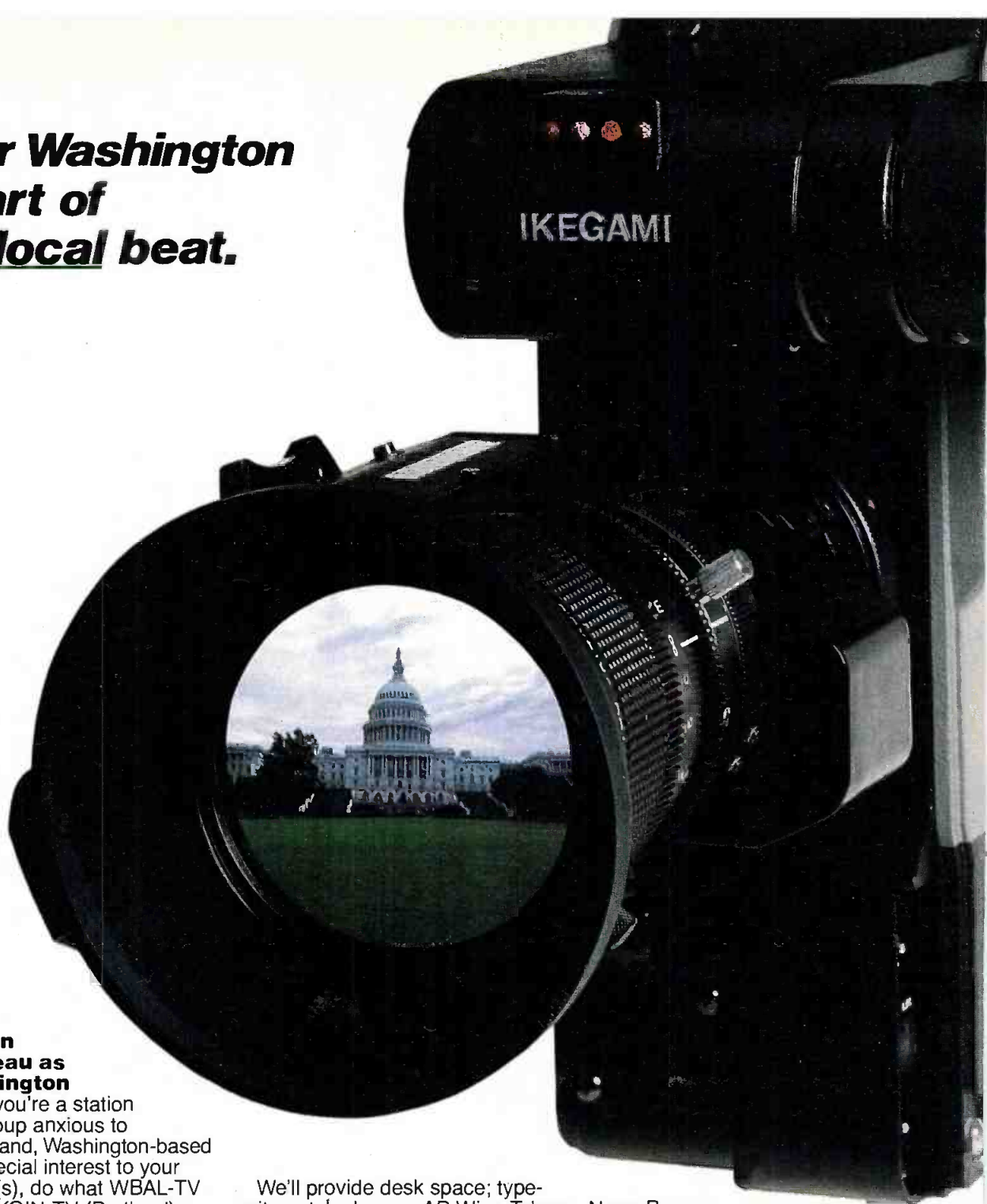
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TOP OF THE WEEK

No quick fix for LPTV logjam: Jones

FCC commissioner says rules will be issued soon, but that freeze may take several years to resolve—and not then without a lottery; Pauker tells applicants to do it themselves

FCC Commissioner Anne Jones delivered the good news and the bad news on the future of low-power television to hundreds of LPTV applicants and would-be applicants gathered at the LPTV '82 trade show in Washington last week. The FCC will probably consider final rules for LPTV before March 1, Jones said, and there "is an excellent chance that the commission will approve establishment of this new service." On the other hand, she said, the partial freeze on the acceptance of new LPTV applications that the FCC imposed last April after it was swamped by thousands of applications will not be lifted "prior to 1985 or 1986."

That the freeze will be lifted after three or four years assumes that the FCC will adopt some sort of lottery for choosing among the hundreds of competing applicants for the same channels. "Lack of a lottery might well mean a much later lifting of the low-power freeze," Jones said.

To mitigate the impact of the late thaw, Jones reminded the audience that there are three exceptions to the freeze. "We estimate that about 1,200 new applications per year are coming in within those exceptions—thus adding to the more than 6,000 presently on hand." (The exceptions are

for applications proposing service in areas that now receive fewer than two full-service stations, applications for a change of frequency from channels 70-83 to a channel below channel 70 and applications to change channels to resolve interference with a full-service station.)

The other bit of good news Jones brought with her was that the Broadcast Bureau would grant some of the LPTV applications that had been accepted prior to the freeze and that 75 translators meeting one of the three exceptions also would be granted in the next 60 days. "While this is only the tip of the iceberg," Jones said, "it does mean that the low-power proceeding is moving—and that many traditional translators which have been held up in the low-power morass are being processed and granted."

Assuming that the FCC does adopt LPTV rules in some form, Jones expects a number of petitions to reconsider all or part of the rules. "It is impossible to predict the exact scenario this early in the game, but these days most major commission decisions are appealed by someone—and delay could be considerable."

While the FCC deals with appeals, it also will complete the computer program that will permit the staff to begin regular processing of the applications it has on hand. Part of the \$535,000 earmarked for LPTV by the Reagan administration in fiscal 1983 will be used to purchase a computer to aid the FCC with the evaluation of applications. It may take a year but as



Jones

soon as the computer and its program are ready, Jones said, the rest of the special funds will be used to create an LPTV task force of no fewer than 15 people "to attack the application backlog."

One of the "imponderables" in trying to predict the future of LPTV, Jones said, is whether or not an effective lottery can be applied to the medium. "With a workable lottery, the hundreds of conflicting applications of low-power facilities could be rapidly and inexpensively resolved. If, on the other hand, we cannot use a lottery in this process, then mutually exclusive ... applications may be delayed considerably in the comparative hearing process. That would mean years before final decision."

Although she expressed confidence that final LPTV rules would be adopted shortly,

Consensus. Having heard Anne Jones and Molly Pauker speak, three Washington attorneys at an LPTV '82 follow-up session offered their analyses. "Get out and deal," advised Rick Neustadt. The FCC is not going to be able to manage the many mutually exclusive applications it has on file. Now is the time to find out who the competing applicants are and "go out and have a long dinner" to discuss buy-outs and joint ventures. "The FCC will be thrilled to have you do that." A former White House aide, Neustadt told the LPTV proponents that they should also write their congressmen and tell them of the processing crunch at the FCC and ask them to allocate more money for the task. The number of letters that congressmen receive asking them to give money to a regulatory agency, he said, "I can count on the finger of one hand."

Alan Naftalin tried to speculate on some of the litigation and on the processing of applications that could lead to lengthy delays in the introduction of a widespread LPTV service. There is a definite possibility that the mileage separations between LPTV stations and full-service and existing translators will be challenged. And, he said, "there will be so many people adversely affected by [the FCC's resolution of the mutually exclusive cases] that there is bound to be liti-

gation." If the number of disgruntled losing applicants is great enough, he said, there is a risk that the courts could stay the whole process and everything could grind to a halt. The FCC has yet to broach the question of what would happen in a case where two mutually exclusive applicants have proposed serving different communities, say Washington and its remote suburb of Manassas, Va. If the FCC resolves such a conflict "with a throw of the dice... I see real danger of litigation," he said.

David Hilliard said LPTV needs to find a new way of settling mutually exclusive situations. A comparative hearing, the conventional mechanism for settling them at the FCC, could cost an applicant between \$30,000 and \$100,000, out of reach of many LPTV applicants. What's more, he said the comparative hearings are "quite protracted," often lasting two to four years. The alternatives are some type of lottery or paper hearings. Deciding who gets preferences in the lottery and how it would work presents all kinds of difficulties, he said. Although the paper hearings may reduce the costs of resolving conflicts, Hilliard said, they may still require an administrative law judge to render the decision "and shouldn't be seen as a panacea for saving money or shortening the time."

Jones said there are several "sticking points" yet to be resolved. Broadcasters are not opposed to the idea of LPTV, she said, but they are worried about the service cutting into their existing coverage. The FCC will have to decide whether to protect full-service stations beyond their Grade B contours as broadcasters are requesting, Jones said.

"If they prevail," she said, "it is likely that far fewer low-power stations could be licensed than was originally thought possible."

Jones said she was personally troubled by the restrictions on multiple ownership in the original rules. "I would like to encourage creation of additional television networks. . . . If some arbitrary ownership limits appear to stand in the way, then I think they should be abolished."

Jones also had little to say for the proposed crossownership rules that would prohibit broadcasters from owning LPTV stations within their service areas and the networks from owning any LPTV stations at all. "Who could better help get this new service off the ground than existing broadcasters—just as, in the past, they helped to begin FM and television service?" She added that she "would like to think" that there would be no prohibitions against cable crossownership in the final rules.

Under the proposed rules, applicants that were the first to file or who represent minorities or nonprofit groups are to be given preference in cases of two or more mutually exclusive applications. Jones predicted that two of these preferences—for



Pauker

the first-to-file and nonprofit groups—should be eliminated in the final rules. The only preference that should be allowed to stand is that for minorities, she said.

At a session following Jones's speech, Molly Pauker, the FCC attorney in charge of preparing the final rules, confirmed Jones's timetable. She said that lifting of the freeze with the adoption of the rules "would be a disaster to our system." She added, however, that she was not quite as pessimistic as to when the freeze could be removed. "But don't expect miracles," she said.

Apparently beleaguered by disgruntled LPTV applicants for the past year, Pauker said she hoped the establishment of final rules would allow the FCC and LPTV applicants to begin working together. "I hope that with the resources and staff being put

into the effort we will earn your trust that we are doing the best we can and that we are working as expeditiously as possible."

Pauker said the hundreds of groups and individuals with mutually exclusive applications could help the FCC and themselves by attempting to resolve the conflicts. Find out who the other mutually exclusive applicants are, she said, and work it out. She even suggested that they hold their own lotteries. "You can do it."

LPTV presence puts pressure on Washington

Some 1,200 applicants make certain capital knows incipient medium has real constituency

Global Village's and Conference Management Co.'s three-day LPTV convention in Washington last week was in the right place at the right time.

It quickly became clear that the most critical problems facing the incipient service are regulatory. Within the next two months, possibly as early as March 1, the FCC will consider and probably adopt the rules that will define the new broadcast service. Meanwhile, the FCC's overburdened staff is laboring to process the more than 6,000 applications for LPTV stations and translators. And a partial freeze on the acceptance of new applications threatens to retard the development of the new service for three or four years.

The mere presence of 1,200 applicants and would-be applicants in Washington as the final rules were being drafted had to serve as a vivid reminder that there is much interest in seeing the rules approved and the processing of applications speeded as much as possible. A succession of FCC officials, including Commissioner Anne Jones, took time to make the trip across town to report where LPTV stood at the commission and to answer innumerable questions. John Reilly, head of Global Village, said he was impressed by the "sophistication" of the convention delegates. It was evident from their questioning of the FCC officials, he said, that "they were really serious and really trying to pull this thing off."

The final shape of LPTV and the speed with which it will arrive will be determined to a large extent by how hard the applicants—some of whom have spent tens of thousands of dollars to file multiple applications—push the FCC to deliver the rules and push Congress for the funding to make possible the FCC's processing of applications. The entire theme of former FCC Chairman Charles Ferris's speech on Friday morning (see story at right) was to encourage applicants to do whatever they can to insure that the FCC is well funded.

One of the purposes of the National Association for Low-Power Television that



Reilly

Reilly is trying to put together is to create a force that will be heard at the FCC and in Congress. Reilly said last week he is considering former FCC Chairman Charles Ferris as the incipient association's Washington front man.

In addition to the series of panel sessions—many of which were filled to overflowing—the convention also featured an exhibition of about 70 equipment suppliers and service companies. The size of the exhibit was made more remarkable for the fact that most of the companies were there with little hope of making sales. As Michael E. Messerla of JVC Corp., which took four booths at \$900 each, explained it, the idea was to establish a presence in the business with an eye toward the day when LPTV is a thriving service. "The higher your level of recognition . . . in any new market," he said, "the better off you are."

Ferris says FCC budget bottleneck could cut off LPTV opportunity —among critical preliminaries to deregulation, ex-chairman says

Further cuts in the FCC's budget could delay indefinitely efforts by thousands of entrepreneurs to bring low-power TV service to the American public, former FCC Chairman Charles D. Ferris said last Friday (Jan. 29) in keynoting LPTV '82. Ferris urged LPTV hopefuls to convince Congress to reject such cuts and to approve special funds, earmarked by the Office of Management and Budget, to facilitate the LPTV proceeding.

A proposal by OMB to cut the FCC's budget from \$76.9 million to \$73.5 million next year comes when the agency's fixed costs are rising, said Ferris, meaning that operating funds next year would actually be reduced by an additional \$11 million. "If Congress accepts this cut and simultaneously adopts a new communications law, there will be no one at the FCC to administer deregulation of a multibillion dollar sector of our economy," he said.

The FCC "has acted competently in



Ferris

devising a final framework for low-power," said Ferris, but it is operating under budget constraints "greater than any of its predecessors."

Preparing the order for LPTV has required "the present level of FCC resources just to maintain," he said, but "those demands will skyrocket" once the final order is issued about six weeks from now. "I wouldn't be surprised if there were 10,000 to 15,000 new applicants after the final rules are promulgated," he said, noting that personnel cutbacks at an agency like the FCC "don't just slow things down" but can bring some proceedings to an administrative standstill.

The Reagan administration is "at best ill-informed about the impact of budget cuts on the communications industry," said Ferris. "The argument for speedy implementation of cellular radio, LPTV, VHF drop-ins and multipoint distribution services is the same as that of supply-side economists." Until the public has access to such services, he said, deregulation of the communications industry should not take place.

The decision to go with interim processing of LPTV applications was made "to develop an irresistible constituency such as yourselves and the thousands of other applicants," said Ferris. "Only by doing it that way could we balance the interests of those who presently hold the reins and those who want to bring new service," he said.

"LPTV is one of the most important ingredients to the deregulation of TV," said Ferris. "A fully competitive marketplace has been charted, but we have a long way to go."

LPTV's nonvisibility makes it a poor prospect for venture capital, new entrepreneurs warned; 'take a businessman to lunch' may be better way

As far as the financial world is concerned, low-power television is a Loch Ness monster: Many claim it exists but no one has seen it. At least that's how Ike Blonder, chairman of Blonder-Tongue Laboratories, put it to a group of LPTV hopefuls seeking ways to finance their dreams.

The best way to find money, Blonder explained, is not to lose it. He recommended LPTV pioneers not be anxious to begin a payroll and joked—once the business is under way—that they might be wise to practice firing employees, if the need arises.



Blonder

He urged humility on the part of the businessman because it reminds him what he can do for his customers.

But Blonder was apprehensive about asking venture capital firms for money. A businessman's best friend, he suggested, is often another businessman and preferably one with whom he is doing business. Take advantage of the financial help they can offer, Blonder urged.

One way to secure financing is to seek a wealthy individual in the community, advised Michael Mouran, a Montgomery, Ala., investment adviser with The Wilson Group. He too believes that regional and national venture capital firms are not yet ready to invest in LPTV. Mouran said that opportunity lies with local investors on the lookout for organized and thoughtfully presented entrepreneurs. A well presented proposal is key, he said; approaching backers is "an art, not a science."

The moderator of the seminar, Terrence Easton, chairman of National Entertainment Network, reminded everyone that personal equity is still "the best way to do it." He was more hopeful on soliciting venture capital firms than Blonder or Mouran, but said that is "very expensive money" with such organizations taking from 40% to 80% of the new company. Easton counted several ways to secure financing, including limited partnerships and financing by leasing companies. He made clear that investors weren't interested in quick-money schemes but looked to proposals with "realistic profit goals" and projections three years down the road. Although the FCC only requires an applicant to prove he can operate the station for three months, Easton reminded the audience that the real world demands much more than that, with outside investors requiring resources on hand for at least two years.

Advertising panelists bearish on low-power's chances with national advertisers, bullish on its local possibilities

Local advertising will be the "salvation" of low-power TV stations. So concluded a panel of advertising and broadcasting industry representatives at an LPTV '82



Gerber, Gavin, Taylor

panel session last week.

Hadassa Gerber, senior vice president for McCann-Erickson, New York, told the panel that, "quite honestly," she didn't think national advertisers were ready to advertise on low-power stations. She explained that because LPTV is an unexplored medium, quantitative and qualitative statistics on audiences would not be available. "Advertisers need this research to know what they're getting," she said.

Gerber advised low-power applicants to "zero in" on one particular audience to attract national advertisers. This may be achieved, she said, simply by the location of the station—for example, a station located in an affluent suburb, or one serving a particular ethnic minority. Gerber also stressed the importance of having a plan to present to advertisers. "A media department's concern is selling your plan, [but] if you don't give us the ammunition you'll never get through the door to clients."

Joe Gavin, vice president and director of membership for the Television Bureau of Advertising, told the group that: "I think you can be successful and support your station with local advertising dollars." Gavin also was certain that national advertisers would not be interested in low-power TV. However, he was enthusiastic about the potential of local advertising revenue for such stations.

Additionally Gavin said he thought cable would not be a competitor. "It will actually deliver your stations to many more homes," he noted. "Your competition," he said, "will be newspapers and radio." Calling the local retailer the "salvation" of low-power TV, Gavin said he thought that stations would thrive on co-op advertising dollars.

David Taylor, with Nielsen Home Video Index, talked to the future low-power TV operators about how rating systems work. He also predicted that Nielsen could adapt its ratings system to include low-power TV viewers. However, he noted that, "with local retailers you don't have to prove the size and composition of your audience. With the local retailer you've got a heck of a market out there."

Nonprofit LPTV operations may not be held noncommercial, Wilhelm advises delegates

In low-power TV, "nonprofit" doesn't have to mean "noncommercial." That was the opinion put before the Washington



Wilhelm

LPTV conference last week by Michael Wilhelm, communications attorney with Verner, Liipfert, Bernhardt & McPherson, during a seminar on "Financial Considerations for the Nonprofit, Noncommercial Low-power Television Operator."

He told the group he is optimistic that the FCC will make a distinction between the two. The FCC has begun to be more flexible toward low-power TV, he said. "We will have to wait 30 to 60 days before we know the answer, but I am optimistic the commission will interpret nonprofit in the traditional sense, so you may not suffer the limitations as commercial and educational services do," he said.

Moderator John Reilly of Global Village, the conference organizer, said that nonprofit low-power stations may have trouble surviving in the marketplace, if they can't take advantage of alternative funding sources. In its own applications, he said, Global Village specified it would supplement station income through a subscription TV service at night. "We could have the best of public TV during the day and have the whole station subsidized by our STV operation at night," he said.

Reilly also expressed hope that the FCC would interpret nonprofit status as broadly as possible. If the low-power stations were granted the same status as noncommercial stations, they would be prohibited from operating an STV service at night.

Wilhelm offered several options applicants may consider for raising revenues. He noted that a station's tower space can be rented out for land mobile radio services. Other station equipment and production facilities could be leased to generate revenue. Still another option: using excess space on the TV signal for teletext services. He noted that there is a demand for data transmission. "There will be a tremendous market for programming for low-power—peddle your product to those other sources," he said.

Additionally, Wilhelm suggested that the applicants consider sharing stations with others applying for a low-power station. He noted that the FCC would encourage a movement toward operation of such stations on a time-sharing basis. There are roughly 5,000 applicants and only half that number of low-power licenses will be awarded.

"That's a good idea," Reilly said. "We're facing the prospect of either going to a lottery or of facing long protracted comparative hearings," he added.

Bold stance for Hubbard DBS

USSB's Fransen spends busy week in Washington spreading the word to independents and LPTV's; out to be the fourth network

Make no mistake about it, the United States Satellite Broadcasting Co., one of eight direct broadcast satellite applicants, intends to be the fourth network. "We intend to compete as fully and as hard as we can with the three major networks," Robert Fransen, vice president of the Hubbard Broadcasting subsidiary, said last week at an LPTV '82 session.

USSB, he said, plans to spend \$780 million each year for news, sports and entertainment programming and supplement it by programming produced by its broadcast affiliates. At first USSB will score an 8 rating in prime time, Fransen predicted, and by the end of its first year it will pull a 10. He also estimated that the network would achieve a 4 rating in daytime and late fringe.

Fransen said he has already explored the traditional sources of television programming and all of those sources "have expressed strong interest... Everybody, of course, is interested in another outlet for programming on a national basis."

USSB's will be a patchwork network that could reach as many television homes as are reached by any of the big three, perhaps more. Most of the USSB audience, at least initially, will be reached through full-service and low-power television affiliates that will rebroadcast USSB programming delivered by its DBS system. The remainder of the audience will be in homes that choose to buy and install rooftop antennas to pick up the network programming directly off the satellite. Together, USSB hopes that the audience will be of sufficient mass to allow it to compete with ABC, CBS and NBC for all types of programming and, more important, for the national advertising dollars that will be re-



Fransen

quired to support it.

Fransen was in Washington all last week, first at the Association of Independent Television Stations convention and later at LPTV '82, to beat the drum for USSB and line up potential USSB affiliates. So far, he said, over 50 stations have expressed serious interest. He will not sign affiliation agreements, however, until he has his DBS construction permit in hand. "We can't finalize something we don't have," he said.

Among the hundreds of other stations and station applicants that have expressed interest in the network by phone or letter are "a lot of network affiliates... Maybe more are from one network than the others if you want to guess who that one is," he said.

USSB's programming, Fransen admitted, would probably be situation comedies, movies, game shows and sports. But, he said, there are different levels of programming within each genre of programming. "Will we bring you *My Mother the Car* or *Mary Tyler Moore* and *All in the Family*?" Fransen asked, implying that he would try to supply the latter.

USSB also will have a "fully competitive news operation," Fransen said, with bureaus in Washington and major foreign capitals supported by local news supplied by the affiliates. "A local New York station can cover New York better than we can by sending a correspondent from Minneapolis-St. Paul," where the network will be (and Hubbard is) based.

Not only will the affiliates have responsibility for supplying news to the network, but also original programming. USSB expects that all of its affiliates in the top 50 markets will have satellite uplinks for sending programming and news feeds to Minneapolis for incorporation into the network feed.

Although the largest part of USSB's audience will be reached by the local affiliates, Fransen expects a significant audience to receive the programming directly from the satellite. According to Japanese manufacturers, he said, the cost of a home earth station will be around \$250 in mass production. And, according to a telephone survey of 1,200 adults conducted by Frank N. Magid Associates and commissioned by USSB, he said, 26% of the public would be willing to buy a satellite receiver if it cost less than \$300. (The survey report doesn't say how many channels the interviewees were told they could get with their dishes.)

The importance of the direct-to-home audience will grow, Fransen feels, if the FCC grants all eight of the DBS applications before it. If it did, there would be some 34 channels available and, Fransen said, "the more programming there is, the more the public is apt to go out and buy a dish."

Already talking like a network executive, Fransen said whether the programming is delivered to the home by "wheelbarrow or satellite" is unimportant. It's programming, he said. If the programming is no good, he said, the public is not going to watch.

FCC vetoes transponder auction

That's no way to do common carrier business, agency rules—but leaves door open for RCA to come back with tariff that charges same rate to all; question of 'condo' sales will be put to rulemaking

Auctioning, or selling, satellite transponders is apparently not an idea whose time has come—at least as far as the FCC is concerned.

At its open meeting last week, the FCC rejected RCA Americom's \$90.1-million auctioning of seven transponders on Satcom IV (Cable Net II) (BROADCASTING, Nov. 16, 1981). Nevertheless, the FCC indicated it would be "open" to RCA's submitting a new "demand-based" tariff, perhaps one based on an auction, but that tariff wouldn't pass muster if it resulted in different prices for identical transponders, the FCC said.

In a related move, the FCC put off deciding whether to permit satellite operators to sell transponders. Instead, it launched a rulemaking to solicit public comment on allowing private sales.

The commission rejected RCA's auction unanimously (with Fogarty and Jones concurring) after hearing its staff's opinion that the tariff should be rejected under Section 202(a) of the Communications Act, which prohibits common carriers from assessing different charges for like communication services without reasonable justification. The staff said RCA's auction was "inherently discriminatory" since the winning bids varied from a low of \$10.7 million to a high of \$14.4 million. The staff also contended that RCA had failed to justify that variance.

The staff also said it would not attempt to decide at this time whether non-discriminatory rates for satellite transponders developed by auction, or some other method, reflecting "demand" pricing, instead of traditional "cost" pricing, could be found reasonable under the Communications Act.

Commissioner Anne Jones said she couldn't see much practical difference between auctions and sales. She said she didn't think FCC had enough of a record to reject or approve the auction and suggested that the FCC launch a rulemaking devoted exclusively to that subject. The staff disagreed with her proposal, stating that the auction question was already being addressed in its competitive carrier rulemaking.

Chairman Mark Fowler said that RCA, as a common carrier, was subject to Title II of the Communications Act. As a result, its prices had to be "just and reasonable and nondiscriminatory," he said. Commissioner Fogarty said the auctioning "scheme is fraught with peril for the ratepayer." According to Fogarty, Title II tells the commission to worry about the ratepayer, not the satellite operator.

Although RCA has filed a "back-up"

tariff, which proposes to assign the transponders on a first-come, first-served basis, the FCC did not address that approach.

RCA, whose Satcom IV was launched successfully Jan. 15 (BROADCASTING, Jan. 25), and is expected to be operational as early as March 1, was guardedly optimistic. An RCA spokesman said the company would submit another tariff, and that the company, which had not yet seen the commission order, had "understood that the commission had left open the possibility of pursuing other means of allocating those seven transponders at prices that reflect market demand. . . . Based on the information we have at this time, we believe it will be possible to promptly structure an alternative approach that will meet the criteria of the commission's decision."

The commission also unanimously agreed (with Fogarty concurring) to launch a rulemaking to determine whether domestic satellite licensees should be permitted to sell transponders on a non-common carrier basis. The rulemaking comes in response to proposals from Western Union Telegraph Co., Hughes Communications Inc. and RCA Americom to sell transponders that way (BROADCASTING, June 8, 1981).

The companies, which have entered into contracts for the sale of transponders, have maintained that the sale of transponders wasn't a common carrier function, and that, as a result, transponder sales shouldn't be subject to common carrier regulation.

Last June, the FCC notified the carriers that it intended to review the propriety of transponder sales and that all such sales would be at the risk of the licensee and subject to FCC action. According to the staff, the FCC hasn't accumulated enough of a record to determine whether such sales should be permitted or not.

Contending that the sales issue raised "significant" policy and legal questions, the staff recommended that the rulemaking seek public comment aimed at producing a policy statement dictating under what conditions, if any, transponder sales would be permitted.

The FCC said that although it has traditionally provided space segment capacity only on a common carrier basis, its policies did permit applications for non-common carrier systems. It added that reviewing concrete proposals on the issue was important, considering recent changes in the satellite business.

According to the FCC staff, Hughes, RCA and Western Union will have the opportunity to file applications for their sales plans within 30 days of publication of the order. The applications, the staff said, would detail what the satellite operators plan to do and how their plans are in the public interest.

The public will be permitted to comment on the applications—and the more general question of sales—thereafter. The

staff said it hopes to make its recommendation to the commission on the sales question in June.

Chairman Fowler called the proposal a "splendid initiative." According to Fowler, authorizing transponder sales would give flexibility to transponder consumers and permit satellite operators to "spread the risk" of launching satellites. Fowler also said a "shopping center approach" would permit smaller parties to enter the market by permitting them to recover investment costs up front.

Commissioner Fogarty, however, said that although he supported the item generally, he thought transponder sales could lead to a "bottleneck" problem. Once again, he said, the commission should address how it would protect the "ratepayer."

A spokesman for Western Union said his company would participate in the rulemaking and was "pleased to hear that the FCC has proposed a rule expressly authorizing transponder sales."

A spokesman for Hughes said that although Hughes had not seen the official FCC report, it would "obviously participate" in the commission proceeding, and was "encouraged" that the commissioners apparently "supported sales as a way to increase competition."

RCA, stating that it hadn't been able to study the FCC proposal, had no comment.

In other action, the commission unanimously decided to retain its policy of requiring RCA Americom to continue to specify through tariffs the procedures it uses to allocate transponders on Cable Net I and Cable Net II. RCA is the only domestic satellite carrier required by the FCC to include transponder allocation procedures in its tariffs. The FCC, contending that RCA's transponder allocation procedures were controversial, imposed that obligation in 1979.

Wildmon to make another stab at boycott

But partner in decency, Falwell's Moral Majority, won't go along; eight advertisers on hit list

For a while, at least, the leadership of the Coalition for Better Television gave the appearance last week of being in disarray.

The Rev. Donald Wildmon, coalition chairman and also head of the National Federation for Decency, announced that the coalition would boycott selected TV advertisers, starting March 2.

Leaders of the Moral Majority, the coalition's most prominent and probably largest component as well as its chief financial backer, said—as they had repeatedly said—that the Moral Majority would not participate in this boycott.

Wildmon, reached by telephone at his

Tupelo, Miss., headquarters and asked for comment on the Moral Majority's position, confirmed it, and added that the Moral Majority was "withdrawing from the coalition." But, he told BROADCASTING, "all the others" in the coalition were still behind the boycott and their number had grown to more than 1,400 organizations.

At Moral Majority's Lynchburg, Va., headquarters, Cal Thomas, a vice president, pooh-poohed Wildmon's report that the Moral Majority had withdrawn from the coalition. "Oh, for goodness' sake," he said, drawing a parallel with ecology groups working for clean air. When the air becomes clean, he said, "you don't stop working—you keep working to keep it clean."

Not that Thomas thought the TV air had been cleansed of the sex, profanity and violence that are the coalition's chief targets (to which Wildmon has lately added another complaint: that the TV networks are "anti-Christian"). Thomas said the Moral Majority feels that "although television is nowhere near where it should be in portraying a balanced view of life, it has made some progress and should be encouraged with carrots, not sticks."

"The Moral Majority will not participate in [the planned boycott] directly or indirectly," Thomas said. He also emphasized that it was not withdrawing from the coalition.

Thomas also had said he had been given to understand that, in addition to Moral Majority's representative, two other members of the coalition's board—Phyllis Schlafly of Eagle Forum and Beverly LaHaye of Concerned Women for America—were not present at the board meeting and had not approved a boycott. In addition, he said he thought that another board member, Lottie Beth Hobbs of Pro Family Forum, had been absent and had not approved, but that he could not say so positively because he had not talked with her.

Asked about this, Wildmon conceded that "all the others" in support of the boycott might not include Schlafly. She is perhaps best known for her opposition to the proposed equal rights amendment, and Wildmon said she had told him that "at the present time she has other priorities" than a boycott. (She was later quoted by other sources as saying she was undecided.)

Wildmon said that so far as he knew, LaHaye and Hobbs support the boycott, and he furnished phone numbers at which a reporter might reach them.

LeHaye told BROADCASTING that she attended the meeting and that "I'm going along" with the boycott. Hobbs said she had been ill and not present at the meeting, "but I support the boycott." And another member of the seven-person board, Judy Brown of American Life Lobby, whose position had not been questioned, said that "I'm for it all the way."

Wildmon said he would announce the boycott targets at a news conference in

Washington March 2. He declined to identify them.

Other sources said at least eight advertisers received letters from Wildmon in December saying that the shows in which their commercials appeared made them prime targets for a boycott and asked them to let him know why they shouldn't be on the list. Though many advertisers reportedly did not respond, at least two did. In January, according to these sources, the two received letters saying in effect that their selection of TV programs had improved and that they would not be boycott targets.

"Obviously," one advertiser source said last week, "Wildmon wants to get a dialogue going."

That's what he did late last spring, when at the last minute he announced that a long-scheduled boycott by the coalition—

including the Moral Majority—had been called off because several advertisers had indicated they would reconsider their TV advertising plans (BROADCASTING, July 6, 1981).

The Moral Majority's Cal Thomas was at pains last week to emphasize that MM's refusal to participate in the scheduled boycott did not mean "a split" with Wildmon in terms of basic concerns about TV programming. Nor did it necessarily mean, he said, that Moral Majority might not join a boycott later on, after seeing which way TV programming goes in the rest of this season and the start of next season.

For many advertiser and network observers; however, Wildmon's loss of Moral Majority support for the upcoming boycott seemed apt to weaken the effort considerably. Said one: "It must be getting pretty lonely down in Tupelo."

Room for 13-15 more at ABC-TV

Prime-time spots per week, that is; network advances plan to add that many for itself, and another four for affiliates, in next season

ABC-TV plans to create 13 to 15 new 30-second commercial positions per week in prime time for itself, and four for its affiliates, starting when the 1982-83 season opens next fall.

Network officials began telling affiliates about it in regional meetings in Houston last Tuesday and San Francisco last Thursday—while station reps began scrambling to oppose it as a major invasion of the spot TV market, and leading advertising agencies called a meeting to determine what position they should or could take.

The unanimous although unofficial speculation among sources at CBS-TV and NBC-TV was that if ABC did it, the other networks would have no choice but to follow suit.

Perhaps influenced by the thought that creation of so much new inventory might bring network prime-time prices down, leading advertisers sent up no immediate protest. A high executive of the Association of National Advertisers said that if, as ABC officials maintained, the extra commercial time were created without shortening actual program time, "we would be supportive."

James E. Duffy, president of the ABC-TV network, refused to comment publicly on details of the plan until after the regional meetings with affiliates are completed this week in sessions in Atlanta on Tuesday and Boston on Thursday. Duffy called it "a minor expansion" of commercial time.

Affiliate sources at last week's meetings said ABC had estimated that "14 or 15" new 30's would mean \$37 million in additional annual revenues for the network and that four new ones for affiliates would mean \$20 million extra for the stations.

Other sources, however, said that based

on average prime time prices in the past year, the yield to the network could be closer to \$48 million, not counting about \$5 million O & O stations would take from the \$20 million in the spot pot.

The Station Representatives Association, working with member firms in an effort to head off the plan, estimated that if all three networks adopted it, their annual take would be increased by as much as \$150 million—straight out of the spot market. SRA and SRA members also were emphasizing that, aside from the money involved, the extra commercials would not make viewers happy, would open up the old "clutter" issue and, with cable beginning to nibble at advertising budgets, would be unsmart business.

The first reaction of affiliates seemed mixed: Sources at ABC said officials on the regional meeting tour reported response "was going very well." Reps, however, said reaction from client stations ranged from bitterly opposed, at one extreme, to questioning at the other. One rep reported that one of his stations, an NBC affiliate, claimed it would refuse to clear any program carrying an extra commercial.

Ward Huey of WFAA-TV Dallas, chairman of the ABC-TV affiliates board, said he was holding discussions "among affiliates and among board members" but had reached no position yet, and didn't expect to until after the regional sessions are completed.

There were minor differences in accounts of the plan. Station sources said that at the Houston meeting, last Tuesday, ABC officials talked in terms of "14 or 15" new 30-second positions for the network. An ABC source, who was not in Houston, said that the plan envisioned creation of an annual average increase of "about a minute a night," or 14 30's a week, for the network. But this source also said the plan would not apply to movies and *Monday Night Football*—which already carry more commercials than regular programming—and that in "normal"

All over but the voting on DBS

scheduling it would add 13 extra 30's a week for the network.

Both sources agreed that the plan envisioned four extra 30's a week for affiliates, with the positions to be created by expansion of station break time—in which the four would appear.

Other ABC officials said the plan would be clearly within the commercial time limits of the National Association of Broadcasters' TV code, and would be accomplished by cutting back on the amount of program promotional material that now appears. The code limits affiliates to nine and a half minutes of "nonprogram" time per prime-time hour, but permits an additional 30 seconds per hour for promotional announcements "when deemed necessary by the broadcaster."

An ABC official said that under the plan, nonprogram time would be "close to 10 minutes an hour" on hour shows, but less than 10 minutes an hour "in most instances" where 30-minute shows were concerned.

At other networks, there was speculation about the long-range effect of cutting program promos to this extent. "Those promos are very important to us," one executive pointed out. But he said, "we've heard the rumor and we're studying it. To be competitive it's hard to see how the other networks can fail to do it too. We lose if we don't follow suit, but I'm not sure we'll gain if we do."

He also said that some affiliates of his own network had from time to time advocated a similar plan.

ABC initiated the plan as a means of meeting rising program and other costs without raising unit prices, according to agency sources. But the fear among other network executives—and apparently the hope of advertisers and at least some agencies—was that with the infusion of so many new commercial positions at all three networks, the prices would in fact tumble. Some sources said, however, that ABC had indicated it did not intend to lower prices as a result of the move to expand commercial time.

Initial agency reaction appeared mixed. While there was some enthusiasm for the thought that prices might decline, there was also some feeling that the change could exacerbate the so-called "clutter" problem, which has bothered agencies and advertisers for years. Also, one agency source said, "I don't think a lot of agencies will put much stock in this coming to pass" solely through the reduction of promo time.

The American Association of Advertising Agencies' committee on networks and programing, headed by Jack Otter of SSC&B (and former head of NBC-TV sales), was reported planning a meeting to consider the issue.

Some sources said ABC was advancing the plan as a "proposal," not a fait accompli. The network's president, Duffy, asked if ABC-TV were committed to do it, replied: "We're not definitely committed, but we're planning to . . . we'll see."

Final fillings at FCC clear way for agency action opening up —or delaying—new medium; majority seen favoring interim operation; eight bids on line

Direct broadcast satellites may be coming as fast as many broadcasters feared they would. Some time this spring the FCC is expected to adopt a set of "interim" rules for a DBS service and authorize as many as eight DBS systems. If all eight were approved, they could by the end of the decade be beaming 27 channels of programing over virtually every home in the country.

Last week, the FCC received the final comments in its DBS proceedings. The next move will be made by seven commissioners at 1919 M Street, and present indications are that a solid majority favors adoption of the rules. Only Commissioners Anne Jones and Mimi Weyforth Dawson are believed to be opposed.

The FCC will be considering "interim rules"; final rules cannot be adopted until after the 1983 Regional Administrative Radio Conference. Any system authorized before RARC may have to conform to the basic technical parameters laid out at the conference. Progress also was made last week in developing a U.S. position for RARC as members of the FCC's government-industry advisory group met in a series of day-long meetings.

The day of DBS approaches despite stiff opposition within the broadcasting industry, which fears the competition, and from terrestrial microwave operators and users, who feel they have squatters' rights to at least a portion of the DBS spectrum.

Complicating the DBS picture is CBS and its unique application proposing to dedicate the entire DBS service to the introduction of high-definition television (HDTV). Primarily because CBS promises to distribute one channel of its HDTV programing to local affiliates for rebroadcast, broadcasters have endorsed the CBS application. But many of the other DBS applicants have opposed HDTV via DBS as impractical and an inefficient use of limited spectrum. In comments filed last week, CBS made a final appeal for its plan and specified the parameters for HDTV DBS transmission.

The FCC's enthusiasm for DBS has been evident since last April when it determined that DBS was in the public interest, accepted the application of Comsat's Satellite Television Corp.—the first submitted—and invited other parties to apply. In his endorsement of the decision to start the DBS ball rolling, Commissioner Joseph Fogarty said "the public would be ill-served by an undue delay in allowing STC—or any other similarly interested entrepreneurs—to develop and test this exciting DBS technology."

Even the Reagan administration has indicated its support for a DBS service. Just

before the FCC's April actions, Secretary of Commerce Malcolm Baldrige wrote then Acting FCC Chairman Robert E. Lee that establishment of DBS service would be consistent with the FCC's philosophy of "free marketplace competition." He urged the FCC to move swiftly to remove "the domestic and international policy uncertainties" surrounding DBS.

And while Congress has done nothing to speed the establishment of DBS service, it has been deaf to the pleas of broadcasters who felt it should address the "threshold" policy question: "Is DBS in the public interest?"

The FCC's April invitation for additional DBS applications drew 13 responses. Only seven passed initial FCC scrutiny and were accepted for further consideration, however. RCA, Western Union and Direct Broadcast Satellite Corp. (DBSC) proposed to lease channels to others, although RCA, which counts NBC among its subsidiaries, and Western Union have retained the right to program some of their channels themselves. STC and Graphic Scanning intend to establish pay television services. And United States Satellite Broadcasting Co. (Hubbard Broadcasting) and Video Satellite Systems intend to use their DBS capacity to distribute advertiser-supported programing to a network of local affiliates. CBS proposed to use the other two channels of its system for cable distribution and closed circuit.

Many broadcasters have opposed DBS from the moment it was first proposed by STC in August 1979. They fear that the establishment of a national multichannel DBS service could erase them from the telecommunications map. Such a service, said National Association of Broadcasters President Vincent Wasilewski in testimony before Congress last month, could "undercut the ability of local stations to provide high quality local programing. Common sense would suggest that stations—TV and radio—would be seriously affected by the introduction of three to 30 new channels into their markets." Jon Blake, an attorney representing the Association of Maximum Service Telecasters and the three major network affiliates associations, warned delegates to the Association of Independent Television Stations in Washington last week that they could be "wiped out" by DBS (see page 43).

Broadcasters also have argued that a DBS service should not be authorized until the basic spectrum allocation questions are resolved. Chief among them is whether the DBS band (12.2 ghz to 12.7 ghz) might be better used for fixed satellite service. Wallace Jorgenson of WBTV(TV) Charlotte, N.C., in congressional testimony said the fixed satellite service holds the promise of "enhancing the productivity of nearly every type of business and is a much more efficient user of orbital spectrum than DBS."

The DBS band is currently occupied by

numerous terrestrial microwave operators ranging from the county of Los Angeles, which uses the band for intracounty communications, to *The Washington Post*, which uses it to transmit the digitized pages of the newspaper to a remote printing plant. The microwave operators dislike the prospect of being bumped to the less reliable and more costly 18 ghz band to make room for the DBS service and they have made their feelings known in comments to the FCC and in testimony before Congress.

The proponents of DBS have held that the fears of broadcasters are unfounded. It has been the contention of STC in particular that its proposed service will have little or no impact on broadcasters. Not only will DBS not "wipe out" broadcasters but representatives of USSB and VSS say that by providing them with high quality programming they will help marginal broadcasters survive.

At least some of the DBS applicants appear willing to pacify the terrestrial microwave users by contributing to a fund that would be used to reimburse them for costs they incur in moving from the 12 ghz to 18 ghz band.

The stickiest DBS question facing the FCC may have to do with the CBS proposal for HDTV. Some of the other DBS applicants, particularly USSB, have attacked the CBS proposal as being impractical. They are concerned because HDTV takes wider channels than conventional television, and the wider the channels, the fewer may be accommodated by the DBS spectrum. Initially, CBS asked for channels with a minimum bandwidth of 27 mhz, while most other applicants proposed 16 mhz or 18 mhz. Last week, however, CBS indicated it would be willing to endorse channels as narrow as 22.5 mhz. The extra wide channels needed for HDTV could be had by combining two channels, it said.

In its filing, CBS asked the FCC to grant its application and defer action on all the others since CBS's is the only one that fulfills the FCC's expressed goal of encouraging experimentation in the DBS spectrum. "Every other pending DBS application merely proposes conventional quality NTSC service, utilizing well-established earth and space segment components," CBS said. "There is nothing truly experimental about them."

CBS defended its proposal from some of the most oft-heard criticism. CBS insisted that the latent demand for HDTV is real. "Given the historic receptivity of U.S. consumers to higher quality goods and services, HDTV will doubtless be very popular with the public and will ultimately permit the U.S. to achieve a position of leadership in television communications. People who have taken a look at HDTV on prototypical equipment," CBS said, "expressed a new and exciting feeling of presence and realism when viewing such a presentation." In hopes that regulators will express the same feeling, CBS will demonstrate HDTV programming shot in Califor-

nia over the past few months (see story, page 82) in Washington later this month. (That programing also will be used to conduct "psycho-physical tests and consumer research concerning HDTV acceptance," CBS said.)

CBS also asserted that no major technological barriers exist in constructing HDTV production equipment or receivers. Furthermore, it said, a Kalba Bowen report it commissioned concludes that the cost of an HDTV receiver would be only 20% to 30% greater than a conventional set of comparable size (see story, page 88).

CBS rejected the suggestion of some that HDTV should wait for the development of the next spectrum to open up in the 22 ghz band. The high-powered transmitters needed to successfully broadcast at 22 ghz frequencies will not be developed for at least 20 years, it said. CBS dismissed USSB's argument that the Japanese plan 22 ghz DBS service by explaining that the Japanese archipelago is much smaller than the U.S. mainland and, consequently, a Japanese DBS at 22 ghz would require far less power than U.S. DBS.

CBS said the report of A.D. Ring & Associates commissioned by USSB that concluded that terrestrial transmission in the 12 ghz band was impractical was "incorrect and misleading." The Ring report, CBS said, is based solely on the experiences of the Japanese and Germans but ignores "the success and the significance" of the French approach. With high-power high-antenna facilities, the French have reported "good clear-weather reception out to 60 km to 100 km" using omnidirectional antennas. More will be known

about terrestrial 12 ghz broadcasting, CBS said, after it performs similar 12 ghz propagation tests in San Francisco this spring.

CBS's comments filled in some of the gaps in its original filing and made some rather significant modifications to it. Aside from proposing a smaller channel bandwidth, CBS has decided that HDTV transmission by DBS should be digital, to take advantage of digital bandwidth compression techniques. Using such compression, the digitized HDTV signal could be transmitted at a data rate of 76.5 megabits per second over a channel with a bandwidth of 45-48 mhz, which could be created by combining narrower ones.

Regardless of the technical standards that are ultimately chosen for HDTV in the U.S., CBS said some attention should be paid to compatibility with existing receivers. The key to compatibility, CBS said, is "transcoders"—set-top devices that would receive the HDTV signal and convert it to an NTSC signal so that it could be displayed on a conventional set.

CBS has based all of its filings on the NHK HDTV system, not because CBS is forever enamored with the system, but because it "represents an implementable and practical configuration." The basic parameters of the system call for 1,125 horizontal scanning lines, a two-to-one frame rate, a five-to-three aspect ratio, 19 mhz of luminance bandwidth and 7 mhz of chrominance.

In its filing, CBS urged the FCC to call NTSC-3 (an industry committee acting under the aegis of the FCC) to explore channel bandwidth and technical parameters for HDTV—after it has granted the CBS application.

Turner buys NCAA cable rights for \$17.6 million

It's historic turn of events, says Wussler, as first-ever contract goes to Atlanta superstation; USA Network, ESPN were bidders

The first national cable television rights to National Collegiate Athletic Association football games were awarded last Wednesday (Jan. 27) to Turner Broadcasting System for nighttime coverage on superstation WTBS(TV) Atlanta for a price of approximately \$17.6 million for the 1982 and 1983 seasons.

TBS won the cable bid in competition with USA Network and ESPN, a spokesman said.

Plans call for a total of 19 games each season, with 14 scheduled on Saturday nights, one on Thanksgiving night and four others during the week on evenings still to be determined. The games to be selected will be drawn from those of NCAA's Division One, comprising 91 of the top football colleges. ABC and CBS have the television rights to the games for daytime coverage. There will be different teams on cable and over-the-air.

Robert Wussler, president of WTBS and executive vice president of TBS, said the

agreement represents a significant turn in cable history. He added: "If I may mix a sports metaphor, cable is beginning to step up to the plate."

Wussler noted that WTBS serves systems with almost 20 million subscribers and said he expected the total to reach 22 million or 23 million by September when the football cable TV schedule begins.

By Thursday, Wussler said, advertisers had started to call asking for details of sponsorship. He said he expected to announce a major sponsor this week.

For the NCAA, the signing of a national cable agreement represents a strengthening of control over college football television policy. In December, the association averted a head-on collision with dissident members also belonging to the NCAA when College Football Association schools rejected a tentative pact reached with NBC to telecast games on Saturday night ("In Brief," Dec. 21, 1981). That pact called for payment by NBC of \$180 million over four years, starting in the fall.

NCAA now has the \$17.6-million contract with TBS plus a \$263.5-million agreement with ABC and CBS spread over four years, starting in September.

Give yourself 3 TV premieres and a Christmas bonus.

Anchored by a classic holiday ratings winner, Fox Fanfare 1982 provides special entertainment for the whole family. It's sure to repeat the broad appeal of our previous Fanfare groups in 1980 and 1981, which also featured "Miracle on 34th Street" and three world premiere movies.

Fox Fanfare 1982 is offered on a national advertiser supported basis. Each film is two hours, in color, with 18 commercial minutes divided between distributor and broadcaster.

FOX FANFARE 1982

Moving Violation The TV Premiere

*A tense action-mystery,
starring Stephen McHattie, Kay Lenz,
Eddie Albert, Lonny Chapman and Will Geer.
Available March/April 1982.*

Dreamer The TV Premiere

*A romantic sports drama,
starring Tim Matheson, Susan Blakely
and Jack Warden as Harry.
Available May/June 1982.*

Second Wind The TV Premiere

*Family drama with an unusual twist,
starring Lindsay Wagner
and James Naughton.
Available September/October 1982.*

Miracle on 34th Street

*The Classic Christmas Story,
starring Sebastian Cabot, Jane Alexander,
David Hartman, Suzanne Davidson,
Jim Backus and Roddy McDowall.
Available November/December 1982.*



INTV's Washington-wise convention

Association draws heavily upon the city's wealth of legislators and regulators to fill five-day agenda attended by 650; grand finale: presidential briefing

The future—its challenges and prospects for the independent television station—was the focus last week for the ninth annual Association of Independent Television Stations convention in Washington.

The five-day agenda of workshops, panel sessions, and for the first time at an INTV convention, program screenings, was held at the Sheraton Washington hotel, but not confined to it. Taking advantage of its Washington locale, the association played host to government and industry officials who were featured on the program, held a reception on Capitol Hill and went to the White House for a briefing by President Reagan and members of his cabinet.

Attendees (there were nearly 650 registered participants) chose from panel sessions devoted to cable copyright, the prime-time access rule and direct broadcast satellites. They heard FCC Chairman Mark Fowler speak on the virtues of television deregulation and full copyright liability for cable operators. And they heard Representative Timothy Wirth (D-Colo.) pledge to fight for retention of the prime-time access rule.

Other notables were Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee on copyright; Jack Valenti, president of the Motion Picture Association of America; Vincent Wasilewski, president of the National Association of Broadcasters, and Thomas Wheeler, president of the National Cable Television Association. All four were panelists on "Cable Copyright Compromise: Reality or Fantasy?", which INTV Chairman Sheldon Cooper characterized as one of the most outstanding events of the convention.

And the list went on to include Bernard Wunder, head of the National Telecommunications and Information Administration, and Richard Wiley, former chairman of the FCC and now with the Washington law firm of Kirkland & Ellis. Participation of such "outstanding figures in the field" is a clear indication, said Herman Land, president of INTV, that "this convention marks the arrival of the independents in the television world."

Program producers and distributors arrived as well—32 exhibitors occupied suites where they courted the broadcasters. Registrants were up at this year's convention (550 attended last year in Los Angeles) and Land attributes that to in-

terest in the screenings. In addition, INTV distributor membership rose by 40% in 1981, a fact also attributed to the association's decision to allow screenings. Although opinions were mixed among distributors, Cooper said station management was enthusiastic about the screenings.

Another indication of INTV growth was the attendance of nearly 200 guests at a reception at the Capitol Hill Club. Land pointed out that INTV membership now encompasses 30 states, which was evident by the congressional turn-out. Land noted the success of this convention has at-

tracted prospective members. He predicted that possibly six new stations may sign on by March 1.

Concerned about its fledgling members, INTV, at its Jan. 23 board meeting, established a task force comprising station managers to offer guidance to new members. John Serrao, president-general manager, KTRV(TV) Boise, Idaho, was named to chair the group. In addition, INTV's marketing advisory committee organized a small-market subcommittee to advise stations in smaller markets.

Next year, INTV heads for Houston, Feb. 6-9, at the Galleria Plaza hotel.



Reagan accepts award, chastises Hollywood movies in INTV briefing

President calls for voluntary censorship by industries involved

President Ronald Reagan last Wednesday told members of the Association of Independent Television Stations that he was "unhappy" about the sex-filled movies being produced by Hollywood and worried about their presentation on television.

Reagan appeared before the group at a White House briefing that closed the INTV convention in Washington last week.

The association presented an award to Reagan, praising him for "excellence in communications." The call letters of all INTV member stations were inscribed on the trapezoidal, crystal award.

INTV Chairman Sheldon Cooper, of WGN-TV Chicago, in presenting the award to the President, said his organization was proud of the former sportscaster, movie and television actor for achieving the highest office in the land. "I am proud to accept this award, now that I am back on prime time," Reagan said.

Reagan, who chatted with the group for about 20 minutes, said he didn't care for all the sex in movies produced by Hollywood. He liked the industry better when "actors kept their clothes on," he said. The President said he feared that TV, which has become dependent on resale of motion pictures, will "condition" people to those types of movies being produced by Hollywood today. He complained that



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SPOT SALES**
is proud to announce
the addition of
★ **WOAI** ★
SAN ANTONIO
to its list of America's
Most Influential
Radio Stations.

... WEEL, Boston; WCBS, New York;
WCAU, Philadelphia; WTOP, Washington, D.C.;
WGBS/WLYF, Miami; WWJ/WJOL, Detroit;
WLW, Cincinnati; WBBM, Chicago;
KMOX, St. Louis; WCCO, Minneapolis-St. Paul;
KPRC, Houston; KTAR/KBBC, Phoenix;
KCBS, San Francisco; KNX, Los Angeles;
KSDO/KEZL, San Diego

films left little to the imagination and made it tough for parents to watch the movies with their children.

The President said he favored voluntary censorship for both the movie and television industries. He cited the example of the Hays code used by the motion picture industry many years ago as a workable voluntary censorship code. "There was never so much as a hell or damn used," he said. And the President noted that the code forbade showing a husband and wife together in bed. Those were the movies he said you could "take the children to see." Reagan, a former broadcaster and former president of the Screen Actors Guild, was asked about the direction of unions today. His response was that unions have drifted "too far." The unions have "forgotten" they too have responsibility to keep the industry healthy, he said.

One INTV member congratulated Reagan for choosing Mark Fowler as chairman of the FCC. The President then told the group that he was dedicated to lifting the rules off the backs of people in the private sector.

In commenting on his state-of-the-union proposal to turn over welfare and other social service programs to the states, Reagan said the "road will be rough, but it's the right one." And the President noted a "shift of control" is needed to reverse the trend of solving the nation's problems from Washington. He called those who still seek federal solutions to problems "dinosaurs mindlessly carrying on."

Other cabinet members speaking at the briefing were: Caspar Weinberger, secretary of defense; James Watt, secretary of the interior; Drew Lewis, secretary of transportation, and Murray Weidenbaum, chairman of the council of economic advisers.

Time to free TV, Fowler tells INTV

FCC chairman wants commission to extend deregulation to television and Congress to remove cable protections from open copyright market

The time is right for the FCC to consider deregulating television and for Congress to impose full copyright liability on cable television operators, FCC Chairman Mark Fowler said last week.

Speaking at the INTV convention in Washington, Fowler said he thought the commission should consider deregulating television in the same way it deregulated radio.

In deregulating radio, the commission has left it to the licensee to decide how much news and public affairs programming to carry and how many commercials to run. Under the deregulatory order, radio licensees are also no longer required to conduct formal ascertainment.

"Under radio deregulation, government got out of the way," Fowler said. "The result, I think, has been continued support of radio by the public and service to the community by stations. . . . And I believe the same would apply if television was deregulated in a like manner now," he said.

Fowler also said that although Congress is currently debating whether the compulsory copyright license should be changed to accommodate the FCC's dropping of its syndicated exclusivity and distant-signal rules, he thought Congress was taking the wrong tack.

"I believe that the proposed cable copyright compromise is not a marketplace solution," he said. "I am inclined to favor the imposition of full copyright liability on cable television systems."



Fowler

According to Fowler, a compulsory license fee doesn't establish a market-clearing price for broadcast programming. "In failing to do this, the compulsory license fails to reflect its true value to the industries involved and, most important, to the cable subscriber," he said. "Full copyright liability will enable subscribers to express the intensity of their desire for different program types more directly," he said. And, while the compulsory license serves to perpetuate the current mix of programming, full copyright liability "should prompt the development of new types of diverse programming," he said.

Although Fowler acknowledged that no industry structures were currently in place to handle copyright negotiations and extended program exclusivity contracts, he thought the video marketplace was "responsive" enough so that, given a transition period of five years, the necessary industry structures would evolve, and the transition period itself would probably be "the only governmental intrusion necessary to moderate the changeover from compulsory licensing to full copyright liability."

"We stand at a point now when cable systems can offer many multiples of channels and increasingly sophisticated tiers of

service. We can foresee the day when half the homes in this country will have cable service available to them. Under these circumstances, it cannot be sound communications policy to dally with a non-marketplace copyright licensing system that distorts consumer program preferences and limits the program choices available," Fowler said.

In a question and answer session, Fowler said that although he thought a system of full copyright liability should preclude the need for retaining must-carry rules, he said he hadn't had enough time to study the issue to comment further.

Fowler also said he didn't think that reconsideration of the prime-time access rule had as high a priority as other issues confronting the commission. Nonetheless, he said, he still didn't think the rule can "be made consistent with the First Amendment."

Fowler also said that market forces, not "government levers," should determine the future for independent stations.

The degree of independent stations' future success "will be determined by your ability to see the new patterns of programming distribution and financing over the next 10 years that will determine the prosperity, indeed, the existence of independent television. Figuring out how to do what you do best, not trying to second-guess what regulators in Washington think about a particular type of delivery system, will be the key to the future of video programming in America," Fowler said.

Wirth is INTV crowd-pleaser

Congressman opposes attempts to repeal PTAR and favors stabilized rates for long-line service

Can a congressman who appears to oppose deregulation of the television industry find agreement with a room full of TV station owners? It happened last Monday (Jan. 25) at the annual convention of the Association of Independent Television Stations in Washington.

House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), who is regarded by many as the primary obstacle to broadcast deregulation, told INTV members he disagrees with a proposal before the FCC to eliminate the prime-time access rule. He also said he's sponsoring a bill that could lead to more stability in rates that stations pay for occasional use of long-distance telephone lines to receive out-of-town video feeds.

These two issues, and codification of the FCC's must-carry rules in a pending copyright bill (H.R. 3560), appeared to be uppermost in the minds of independent operators present at the question-and-answer session with Wirth. Wirth, whose subcommittee will review the copyright bill's must-carry provisions if the measure



Now Metromedia Radio can give you beautiful music, by George.

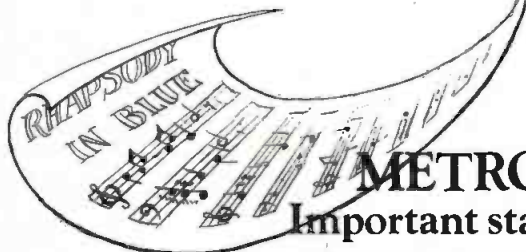
And the reason we can do it is because we just purchased WWBA-FM in Tampa/St. Petersburg, that area's leading beautiful music station.

So, if you're looking for beau-

(and by
Cole,
Jerome,
Richard,
Stephen
and Burt,
too.)

tiful music and beautiful demographics, too, now Metromedia Radio can give them to you. As well as the last names of George, Cole, Jerome, Richard, Stephen and Burt.

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passes the Judiciary Committee later this month, declined to comment on the rules, saying he would "wait to see what the Judiciary Committee does." He said he expects to review the bill in March, after a Judiciary markup some time in February. His subcommittee has partial jurisdiction over the copyright bill because its must-carry provisions are communications, not copyright policy.

Repeal of PTAR is not likely to provide "further diversity" in sources of information to the American public, said Wirth, who praised the "149 independent stations who provide a strong alternative voice to the three dominant networks." Elimination of PTAR would "further the pervasiveness of the networks," he said, and "should not be discarded as part of a rampage to deregulate for deregulation's sake."



Wirth

Although not subject to PTAR, independent stations find a competitive edge in the rule, which forbids network affiliates from airing network or off-network syndicated programs in the 7:30 to 8 p.m. block. Asked whether he would try to pass legislation retaining PTAR if the FCC eliminates it, Wirth said he'd "wait to see what the FCC does," and reminded INTV members his subcommittee has primary authority over the FCC in the Congress and that, in oversight hearings held every three months since the beginning of last year, it has been making its views known to the FCC. (Wirth has actually held two oversight hearings, and was scheduled to hold another last October, but postponed it until some time this month.)

"The whole question of long-distance service will remain under regulation for some time" said Wirth, when asked about the rising cost of long lines and its threat to local sports programming carried by independents. Broadcasters in the audience complained that telephone companies often seem unreasonable in the way they set fees for occasional feeds and that public utility commissions rarely respond to broadcasters' concerns.

Competition from new technologies could stabilize or lower long-distance rates in the future, said Wirth, and a common

carrier bill he is sponsoring (H.R. 5158) would require phone companies to charge uniform and reasonable access fees to carriers wanting to hook into their network. "The access charge would be the same for all carriers," said Wirth, so users would have more rate stability, and a broadcaster who patches his own cable into the network would be subject to the same regulated access fee that all other carriers pay.

Independent stations, according to one owner, are afraid that in a few years the three major networks will switch to satellite transmissions for their video feeds and that telephone companies will respond by dedicating all their long lines to data transmission. "We'll be left with nothing," he said, "because there won't be enough satellite time for occasional users." Wirth said his bill would prevent such a situation, because it would require the FCC to prevent bottlenecks from keeping some users out of the transmission systems they need. "We've also started hearings on the satellite question," said Wirth. "There's no consistent policy," he said. "Some are regulated and some aren't."

Wirth urged independents to become familiar with his common carrier bill and the issues involved. "You'll have to make your views known," he said. "You're information providers and you're telecommunications users."

Must-carry is latest obstacle in copyright compromise

Major showdown seems imminent between NAB and NCTA, as players in game meet at INTV; they're to meet this month to work on issue

The Kastenmeier cable television copyright bill, already the product of two successive compromises resulting from conflicting positions of affected industries, may be headed for a third, or at least an effort toward one. This time, the must-carry provision would be the principal stumbling block.

An impatient-sounding Representative Robert Kastenmeier (D-Wis.), chairman of the House Subcommittee concerned with copyright matters, indicated as much last week following a confrontation on the issue between the presidents of the National Association of Broadcasters and the National Cable Television Association—Vincent Wasilewski and Thomas Wheeler—on a panel during the Association of Independent Television Stations convention, in Washington.

"I hope the provision can be improved," Kastenmeier said in an interview. He said he would "get together with the parties in February," to work on it. The bill associated with Kastenmeier's name squeaked by the Subcommittee on Courts, Civil

Liberties and the Administration of Justice in December (BROADCASTING, Dec. 21, 1981), and is expected to be considered by the parent Judiciary Committee next month. But while it was NAB's Vincent Wasilewski who raised the issue on the panel, Kastenmeier's comments did not reflect sympathy or warmth for NAB's position.

Wasilewski, fresh from a meeting of the NAB's joint board in Hawaii, where a major effort to strengthen the must-carry provision was ordered, warned that a fight over it was in prospect. Unless NCTA joins in seeking a "workable, equitable solution to the must-carry issue . . . we inevitably will reopen the wounds we sought so diligently to heal and to fight the counterproductive, divisive battle we sought to avoid," Wasilewski said.

But Kastenmeier noted that NAB's ob-



Kastenmeier

jections were directed at exceptions to the must-carry provision to which the NAB had agreed, in talks with NCTA. "Ask them why they agreed," he said, with more than a trace of irritation in his voice. His concern, he said, involved public television, small-market stations and stations not yet on the air—interests he indicated he felt had not been adequately represented in the negotiations NAB conducted with NCTA.

And Kastenmeier, who had participated on the panel, along with Wasilewski, Wheeler and Motion Picture Association of America President Jack Valenti, made it clear he did not like bearing the responsibility for the provision that some observers have assigned to him. "I didn't negotiate the issue. I'm displeased with the NAB-NCTA agreement because it affects others than the principals," he said, adding, "I consider must-carry an open question."

NAB's concern involves the provision permitting cable systems of 36 or fewer channels to drop the carriage of local signals if the stations involved cannot show at least a 1% share of viewing among noncable homes or a 2% share of viewing among all television homes in the county in which the system is located. Once dropped, such stations could not claim recarriage if their

audiences rose above the 1%-2% criteria. Thus the provision goes beyond the FCC's must-carry rule which provides for no exceptions.

Kastenmeier said he had been "surprised" when he reviewed the provision; it seemed to go further than necessary to deal with the question it was designed to answer—saturated systems. And Wasilewski, in explaining the NAB's opposition to the exception to which it had "very reluctantly" agreed, reported NAB research results that indicated the exception does go further than necessary. He said the research showed that while 10%-12% of cable systems are saturated, the exception would provide relief for nearly half of the nation's systems.

Kastenmeier expressed the view that the cable industry would not be easily moved toward another compromise. Wheeler has been criticized by some in the cable industry for concessions already made they feel were unnecessary. "I don't know whether the cable industry has room for maneuver," Kastenmeier said. And Wheeler, at the panel session, appeared unyielding. He described the provision as drafted as a matter of principle on which NCTA would not compromise. He also said that NCTA had agreed to a syndicated exclusivity provision in the bill that would allow broadcasters more protection than was available to them under the rule the FCC has repealed. "You got exclusivity as you never had it before—in all markets," he said. (The FCC rule did not apply to markets below the top 100.)

His argument—one he has made before—was that broadcasters and cable operators should put the copyright issue behind them and join forces on a number of issues on which he saw a commonality of interests. One he cited was the entry of AT&T into information services made possible by the settlement of the Justice Department's antitrust suit. Another was the programming he said cable needs and broadcasters can provide. He also referred to the "greed of sports interests as they attempt to lock us both out of their programs."

Rewriting the must-carry provision is only one option Kastenmeier is prepared to consider. Wheeler, during the panel session, challenged Wasilewski to agree to eliminate must-carry from the bill—and leave the fate of the concept to the FCC. "If we can't agree on this point, let's take our chances at the FCC," he said. Wasilewski said the NAB would agree "if we were sure the FCC would maintain the must-carry rule as it is now."

But Kastenmeier, who has heard from a number of small-market broadcasters worried about the must-carry provision in the bill, said: "Independent broadcasters would probably advise to drop the provision and go by commission rules," and added, "All these things are possible."

Must-carry is not the only aspect of the bill that troubles Kastenmeier. The concerns of professional sports do, too. Sports interests pressed—thus far without success—for a provision that would ban the importation of coverage of a game if it



Wunder and copyright revision. In a luncheon speech before INTV members (Jan. 25) Bernard Wunder, assistant secretary of commerce for telecommunications and information, reiterated his long-time support for revision of the 1976 Cable Copyright Act.

Wunder, a strong opponent of the current copyright legislation, noted that his staff has conducted research that "basically concluded that there is no real reason—no real public policy reason—why the flexibility and efficiency of private bargaining can't replace the current government devised and administered cable television copyright scheme, particularly when you are talking about importation of distant, independent television station signals."

He pointed out the report showed that "these kinds of imported signals" are generally worth at least 50% more to cable operators than they currently pay for them. Wunder also noted that the current legislation was written at a time (1976) when the marketplace was changing very rapidly, and is therefore no longer valid.

And Wunder said the cable industry, once characterized as a "mom and pop" operation, is now dominated by subsidiaries and affiliates of "some of the largest U.S. corporations."

"These regulatory changes, and this influx of substantial new capital investment, have combined to cause very significant, real cable growth," he said. Wunder later added that the cable industry, whose revenues are estimated at \$3 billion, is expected to double in size by 1985. He noted that the "real question" that needs to be addressed is "whether the current artificial cable copyright system generates what economists call an adequate incentive to produce." If the incentives are inadequate, Wunder said, "new programming will simply not be produced."

Wunder also praised the independent television station operators for their "strength and vitality." One way to insure that strength and vitality, he said, was through reform of the Copyright Act.

would compete for attention with a local contest in the same sport. Kastenmeier noted that sports and cable interests, at his urging, had attempted to resolve their differences, but had thus far failed. Nevertheless, Kastenmeier continues to hope a provision on professional sports can be incorporated in the bill.

To Valenti, talk of the must-carry provision—which he said was a matter of concern only to the broadcasters and cable interests—was simply an impediment to what he now regards as critical: passage of the bill. "MPAA will support the Kastenmeier legislation," he said. MPAA's major concern now, Valenti said, is legislation to assure motion picture producers "fair compensation" for the commercial use of their material in the videocassette market.

The MPAA continues to find fault with aspects of the Kastenmeier bill—its retention of the compulsory license for cable systems instead of imposing full copyright liability on them and what Valenti called the "giveaways" to Ted Turner in connection with the changes made in the second

compromise to ease the impact of syndicated exclusivity on superstations.

But he indicated he was reasonably comfortable with the syndicated exclusivity provision of the bill, which, he said, remedied the damage he felt the FCC had done in repealing its rule on the subject—"one of the most stupid blunders any federal agency ever made or ever will make." He also feels the time has come to go on to "the next and more important issues of preserving the American copyright."

He urged support of legislation introduced by Senator Charles Mathias (R-Md.) that would not prevent home taping of television programs for home viewing but would provide "fair compensation to copyright owners for use of their creative property." Since broadcasters offer creative programs, the fight is theirs as well as motion picture producers', Valenti said.

But as the continuing controversy over the must-carry provision indicates, Valenti may be premature in talking of going on to other matters.

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Murphy



Blake



Johnson



Rosenberg



Wiley

All or nothing. Independent television broadcasters coming out of the panel session on DBS at the INTV convention last week could be forgiven for being confused. The four panelists had vastly different theories on what impact the introduction of DBS service would have on broadcasting, ranging from devastating to beneficial. Jonathan D. Blake, a Washington attorney representing the Association of Maximum Service Telecasters and the three network affiliates associations, asserted that if the eight DBS applications the FCC is now considering are granted, "the country's independent stations may be wiped out." The introduction of as many as 50 new television channels raining down out of the sky, he said, is "the biggest threat you face." On the other end of the spectrum were representatives of two DBS applicants: Marvin Rosenberg, the Washington representative for United States Broadcasting Co. (Hubbard Broadcasting), and Robert W. Johnson, an official of Video Satellite Systems. Since VSS and USSB each have proposed using their DBS systems to distribute programming to a network of independent and low-power television stations, Rosenberg and Johnson felt that at least their brand of DBS, rather than wiping out broadcasters, would provide many with the programming they need to survive in the in-

creasingly competitive video marketplace. "As a marketing man," Johnson said, "I've come to the conclusion that there isn't another industry as vulnerable or as attractive to new competition as the broadcasting industry." Taking the middle ground was Richard E. Wiley, the former FCC chairman who represents Comsat's Satellite Television Co. He maintained that DBS would have "no deleterious effect" on broadcasting. "DBS is not going to end Western civilization or destroy the existing broadcasting system," he said. It will merely take its place among the other media "as a useful and interesting offering to the American people." Instead of opposing the introduction of new technologies—"a losing battle," Wiley said—broadcasters should take the steps necessary to "insure their own rights to participate in them." He noted that CBS and NBC, through its RCA parent, each have filed to launch DBS systems. Regardless of the impact of DBS on the broadcasters' interest, Wiley believes that the service is clearly in the public's interest. According to Wiley, DBS would promote diversity in programming, bring programming to rural and other underserved areas, encourage competition in the program distribution marketplace and preserve the U.S.'s pre-eminent position in the satellite industry.

New program marketplace receives mostly good reviews

INTV screenings well received by most sellers and buyers; late-night, off-network, soap programming among attractions

Snow kept many potential customers from even reaching the INTV marketplace on Saturday. And by late-afternoon Sunday, it was the Super Bowl that ran on virtually all monitors.

Nevertheless, most of the 33 distributors taking suites at INTV's first formal marketplace that weekend and Monday night (Jan. 23-25) said they would exhibit there again. While distributors wished the snow and the game had come at another time, they weren't expecting continual crowds.

For those accustomed to packed hallways and elevators at NATPE International's annual marketplace, INTV was in direct contrast. Salespeople often outnumbered buyers in suites. Distributors, however, maintained that it was the quality, not quantity, of traffic that counted.

"The stations are here to do business," said one exhibitor, claiming that it was better to have fewer but more serious customers in the suites rather than having to seek them out among NATPE crowds inflated with gift-seekers and food-tasters. Other distributors commented that the "civilized" atmosphere of INTV allowed one-on-one negotiation. NATPE, they said, would cover the entire industry while INTV gave them an earlier shot at the smaller, yet highly lucrative independent

television segment of the business.

The verdict, however, wasn't unanimous. Another distributor claimed that he had no choice but to participate for exposure's sake and that it probably wasn't worth the price. He estimated that costs would run about \$10,000 including flying in his sales staff, entertaining, hotel

bills and the like. Having screened for only about 20 stations, he doubted it was worth \$500 per pitch.

As for the NATPE market coming up in mid-March where more than 250 exhibitors are expected, neither buyers nor sellers said it would be negatively affected by the INTV screenings.

"We don't want to replace NATPE," explained INTV Chairman Sheldon Cooper, president of WGN-TV Chicago, "We were looking to be a unique catalyst in the development of new product. It's part of our role to make sure independents have sources of programming."

In fact, many commented that INTV might enable buyers and sellers to get a better fix on project viability by NATPE time.

Among the new program entries, competition seemed strongest in the late-night realm. One comedy strip being offered for that daypart was Viacom's *Night Court in Vegas* which already has secured a major sale to the Metromedia group, which had put seed money in the pilot.

Others pursuing late-night spots (among other times) were Paramount with its *Madame's Place* and D.L. Taffner with *That Awful Quiz Show*, and comedy strips. Tandem/TAT was banking on the "high image" it has among independents from *Mary Hartman, Mary Hartman* days to generate interest in its new *Jeff Clark Show* named for a "superstar" who never shows up on the program.

On other first-run fronts, Telepictures,

INTV

Official Screenings

ALFRED HABER, INC.	SUITE#
ANDREWS/MITCHELL ENTERPRISES	5023
BRIGHT STAR	4066
BROADCAST PROGRAMMING INC.	5066
CLASTER TELEVISION PRODUCTIONS	8045
COLUMBIA PICTURES TELEVISION DISTRIBUTION	9066
D.L. TAFFNER/CBC	152
EMBASSY TAT/TANDEM	3022
GOLD KEY ENTERTAINMENT	8066
GREAT AMERICAN SYNDICATION	8022
ITNA	9023
KING FEATURES ENTERTAINMENT	7066
KMPH-TV FRESNO	8088
LEXINGTON BROADCAST SERVICES	148
LINHEART TELEVISION INTERNATIONAL, INC.	145
LORIMAR TELEVISION DISTRIBUTION	3066
MCA TV	156
METROMEDIA PRODUCERS CORPORATION	3023
MGM/UA TELEVISION DISTRIBUTION	6022
MULTIMEDIA PROGRAM PRODUCTIONS, INC.	4023
NATIONAL TELEFILM ASSOCIATES, INC.	144
ORAMOUNT PRIME TIME/TELEVISION PROGRAM ENTERPRISES	6023
PARAMOUNT TELEVISION DISTRIBUTION	2066
POLYGRAM TELEVISION	1023
PRODUCERS' SHOWCASE	4022
SAMUEL GOLDWYN COMPANY, THE	7022
SYNDICATE SERVICES, INC.	160
TELEPICTURES CORPORATION	2022
TWENTIETH CENTURY-FOX TELEVISION	1022
VIACOM ENTERPRISES	7023
VIDEO NEWSCASTING NETWORK	9022
WORLD NORTHAL CORPORATION	142
	6066



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Year	Program	Ratings	Share	Total Women	Women 18-34	Women 18-49	Total Men	Men 18-34	Men 18-49
1981	SATURDAY NIGHT	4	12	101	76	92	115	91	108
1980	HLY, SQ./CELL B.H.	2	6	58	12	27	33	8	13
1979	MAKE LAUGH/ DATING G.	2	5	35	21	30	40	26	34
1978	DATING G./ TWILIGHT ZONE	3	7	64	38	48	46	29	35
1977	HLY, CONN./ LOVE AM. STYLE	3	7	73	37	50	50	21	30

SOURCE: NSI NOV. 1977-81

Moreover, SATURDAY NIGHT outperforms
the 11 PM-Midnight time period averages
on all competing independents
in all adult categories
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successful with its first season of *The People's Court*, had two more projects to talk about. At INTV, Telepictures was showing a presentation tape of *For Singles Only*, a computer-dating strip. It also was introducing *So You Think You've Got Troubles*, a strip where experts give advice to guests with personal problems.

At Multimedia Program Productions, the *American Pie* magazine was being screened and the company also was promoting its *Country Comes Alive 2* package, said to be the "biggest budget package of country music specials" in syndication history. Multimedia, with its Show Biz division, claimed to have made a multimillion-dollar commitment for nine TV specials running 17 1/2 hours. Procter & Gamble has total national sponsorship in the barter arrangement.

Great American Syndication, having just completed its pilot a week and a half before INTV, was screening *Say Something Funny*, a new joke-telling game-show strip. Metromedia Producers Corp. was looking for deals on a once-a-week *Flo & Eddie* music/variety and said that it would be making its push on a new weekly *Knock Knock* show later. That was described as a combination of *Laugh-In* and *Candid Camera*.

The suites also saw considerable off-network attention, among those new to syndication being MCA TV's *Memories with Lawrence Welk*, *Buck Rogers*, and *Those Amazing Animals*; Metromedia Producers Corp.'s *Vega\$*; Telepictures' *Real People*; 20th Century-Fox's *Best of the Midnight Special*; Columbia Pictures Television's *Soap* and *Fantasy Island*; Paramount's *Shogun* and Tandem's *Diff'rent Strokes*.

But there were also new offerings of considerably older fare. As opposed to more expensive and newer reruns, Viacom was claiming the cost effectiveness of buying the *Best of the Beverly Hillbillies*, a package of 168 color episodes with 58 new to syndication, as well as *Rawhide*. Twentieth Century-Fox repackaged *The Time Tunnel* series as either five 90-minute or five two-hour movies.

Among movie packages, there were the theatricals such as *MGM Lion II* from MGM/UA Television Distribution as well as Gold Key Entertainment's *Main Events* and *Poseidon Files*. Telepictures II, on the other hand, consisted of all made-for-TV's.

Direct-to-syndication, without previous network play, was Paramount's push with the four films: "Friday the 13th" parts I and II, "Lipstick" and "The Fan" with the films said to have been edited for local-broadcast acceptability.

Elsewhere in the marketplace, Operation Prime Time was selling its upcoming lineup and guaranteeing "no cable exposure whatsoever" for these special events. With 1981 budgets already at \$1.2 million per hour, stations were being charged a 17% price increase for 1983 and again in 1984 to cover costs to avoid other distribution windows before local-station play.

Soap opera-related programming attracted



INTV notables: Herman Land and Sheldon Cooper

the interest of several distributors with Polygram's *Daytime: World of the Soaps*, Andrews/Mitchell's *Soap Opera Recap* and Syndicast Services' *Soap Opera Review*, just to name those being promoted in the suites.

Other programming and sources ranged from Producers Showcases' *Uncle Floyd Show* originating on WWHT(TV) Newark, N.J., to Lionheart Television's BBC fare.

Pappas Teleproductions (KMPH(TV) Fresno, Calif.) was there with a series of promotional spots to encourage independent viewing and advertising.

Not all the distributors opted for suites. Some, ranging from Colbert Television Sales with its *Soap World* to On The Air

introducing its *784 Days that Changed America* documentary (about the Watergate period), were on their own.

Attracting the most attention, perhaps, while not an official exhibitor, but simply by its representation at INTV, was Turner Program Sales—there to promote broadcast use of half-hour feeds from Cable News Network 2 and excerpts from the original CNN.

According to INTV President Herman Land, general managers at INTV were polled and proved overwhelmingly in favor of the open screenings this year. And while INTV gave no official word they would be offered next year, it seemed likely.

Programming tips for independents

In three-part session, panels examine how independents can match or even surpass coverage by networks of news and sports; PTAR also gets close look

Successful programming for the independent television station lies in being independent-minded—that was the conclusion that emerged from a three-part INTV session on "Programming Prospects."

The first panel, "Do Sports Have a Future on Independent TV?," advised independents to show the same aggressiveness and cooperation as players on the field. Joel P. Nixon, vice president, broadcasting, National Hockey League, saw opportunity for independents to fill the regional vacuum created by networks which focus their attention on national and highlight sports events. Regional events are best served by regional carriers, Nixon said, and independents must assume a "leadership role" if they don't want to lose the business to cable or STV. Nixon made no promises that the NHL would court independents solely, but he noted that "national pay cable is still a dream in many people's eyes" and that it has not been picking up what the networks leave behind. He said the NHL looks to

local television to carry local games, whether it's a local independent, cable system or STV service.

Jack L. Williams, president of the Prism Co., a Philadelphia-based pay TV service with about 280,000 subscribers, stressed independents must be aggressive in pursuing local teams and go beyond selling games, and promote them as well. He said independents should try to identify themselves with the local clubs and show they can deliver the audience. But the key word for Williams is commitment, because if independents are serious about broadcasting local clubs, they have to show they "believe the teams are important."

Robert T. Fennimore, vice president and general manager of WOR-TV New York, emphasized possible cable usurpation of franchise contracts. Fennimore said WOR-TV carries over 400 sports events annually, and relationships with franchises go back a long time. However, he said, last summer's negotiations broke routine. Hints of running off to cable were mentioned by a few clubs, Fennimore reported. It "was like the first time we ever walked through the door," he said. Fennimore said, however, that after some eyeball-to-eyeball negotiating, the franchises stopped threatening to leave. "The bottom



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line is dollars," and independents still deliver more than cable delivers, he said.

The second panel discussion, "Making It in News," reviewed ways independents could best produce newscasts. Its moderator, John C. Eddy, news director, KSTW(TV) Seattle-Tacoma, Wash., summed up the panel's feelings: "News is important and it's here to stay." Trying to dispel the impression that INTV news coverage is amateurish when stacked against network and affiliate coverage, Mark BvS Monsky, vice president of news for Metromedia and president of ITNA, New York, argued independents have "flexibility and strength" to match and even surpass the competition. Noting the success of Metromedia's 10 p.m. news in New York, he said it was because of a no-nonsense "straight news" format backed by a team of news people who knew the city and knew what the viewers wanted. His criticism was that networks, despite their resources, couldn't match independents in their own back yards.

Lewis Freifeld, vice president and general manager, WPTY-TV Memphis, compared notes with Monsky on what a smaller market could offer the independents, and vice versa. He suggested joint efforts with local newspapers for public service features as well as local news follow-ups. For the small-market independent with a tight budget, Freifeld noted that mixing Independent Network News broadcasts and syndicated news specials could dish up something the affiliates weren't serving.

The final panel discussion addressed "The Prime Time Access Rule—Should it Survive?"

The panelists were divided on the issue: two for retention of the rule and one—Raymond J. Timothy, president, NBC Television Network—against.

W. Randolph Reiss, president, Paramount Television Domestic Distribution, said the "industry is at war" over repeal of the rule, with the networks lining up on one side and everyone else the other. Reiss warned that independents should be wary of network expansion into the coveted half-hour slot which has created new sources of revenue for stations. Even though Paramount produces both network and off-network programs, he said, it prefers retaining PTAR because productions for independents are more successful. With networks there are "more base hits but fewer runs," Reiss said.

Steve Currie, manager, broadcast operations, KOIN-TV Portland and president of National Association of Television Program Executives, made it clear once again that he does not favor repeal. Currie was convinced of the success of the rule, saying that striking it down would simply assure what he considers networks' "monopolistic" hold over programming.

Rising to the defense for repeal, Timothy pointed out that an FCC study group concluded PTAR failed and stressed that at issue was not if PTAR was right or wrong, but if it worked or did not work. He said he was glad to hear FCC Chairman Mark

Fowler's comment earlier in the day (see story, page 38) that he had a hard time squaring it with the First Amendment. Timothy explained that he saw PTAR as unjustified government intrusion into programming and the marketplace. It stands in the way of expansion of the *NBC Nightly News*, he added.

Timothy pointed out that not all NBC affiliates were for PTAR repeal, but said more were for it than against it.

Network, independent viewer one and same

INTV marketing session hears results of study commissioned by four Los Angeles stations that should be helpful marketing tool

Some encouraging news for independent television stations: Those who watch network affiliates are the same people who watch independents. So says a study, presented at an INTV marketing session, commissioned by the four independent stations in Los Angeles.

Those attending the marketing session were also treated to a discussion of two other studies (the Burke and Simmons studies); a session on "Cable and the Independent," and a report from Arbitron and Nielsen on their future objectives.

"Look Who's Watching the Indepen-



Kamin

ents," commissioned by Los Angeles independents KCOP(TV), KHJ-TV, KTLA(TV) and KTTV(TV), concluded there is no qualitative difference between viewers of independent and affiliated stations. The study, based on the November 1980 rating period, was performed in a sample of 329 metered homes. Some of the results:

- Upscale viewers represent as large a portion of independent early-fringe viewers as affiliate early news viewers.

- Independent early-fringe and affiliate late-news audiences contain the same percentage of upscale households.

- Independent 6-11 p.m. and affiliate 8-11 p.m. audiences comprise an equal percentage of upscale viewers.

- Crossover viewing studies prove the same people who watch affiliate news and prime-time programming, Monday through

Friday, also watch independent programming.

- Independent 6-11 p.m., Monday-Friday programming reaches a large number of upscale households that don't view affiliate late news, 11-11:30 p.m., Monday-Friday.

The Burke study was commissioned by INTV and completed last year. Howard Kamin, vice president of marketing for INTV, presented a follow-up on the implementation of the study, which has been used as a sales tool by the association over the past year. It concluded that the audience impact of a commercial shown on an independent station is equal to that shown on a network affiliate: Kamin noted the Burke study has "challenged many misconceptions" and gained universal agency acceptance. INTV members have been provided with a list of more than 300 companies, advertising agencies, and advertisers that have been given the study. Kamin also said the "number one priority" of INTV's marketing department is to present the findings to even more agencies and advertisers.

Donna Miller, INTV research manager, presented the Simmons study: Simmons Market Research Bureau, New York, was commissioned by INTV to create a special data base to "determine whether or not there are differences between independent viewing and network affiliate viewing relative to demographic and product usage data," Miller said.

She listed some examples of the demographic data available:

- In early fringe, 56% of adults viewing an independent station are 18-49, where 48% of affiliate station viewers are 18-49.

- When looking at upper income during early fringe, 19% of adults viewing an independent station have a household income of \$35,000 or more, as compared to 16% of adults viewing network affiliates during this time.

- In home ownership, 21% of independent viewers during early fringe own a home valued at \$75,000 or more, as compared to 17% of network affiliate viewers.

Miller noted that with this data, "we can examine product usage by category and brand and even measure it by decision makers. . . . This wide selection of data can be combined in any number of ways to prove that parity exists between independent stations and network affiliated stations."

The Simmons data will be disseminated to the industry and customized for national advertisers, she said.

In reports from Nielsen and Arbitron representatives, the association members heard the rating services list objectives for the future. Anthony Aurichio, executive vice president, Arbitron Co., said his firm would expand its meter service, explore other technologies that will reduce costs and look into use of qualitative information.

Edward Schillmoeller, vice president of Nielsen, said his firm is "committed to improving our meters." And he noted that Nielsen will be testing its diary concept.

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Senate, House at odds over AT&T settlement

Fate of Yellow Pages, local rates and telecommunications competition raised at hearings

A new consent decree between AT&T and the Justice Department was modified last week after a hearing before the Senate Commerce Committee. It could be changed further through legislation, but there are indications of growing disagreement among key members of Congress over how much of a change there should be.

At a hearing convened to review the settlement last Monday (Jan. 25), AT&T Chairman Charles Brown told Commerce Committee Chairman Bob Packwood (R-Ore.) that there is nothing in the settlement, other than transfer of Yellow Pages revenues from divested local operating companies to the surviving parent, that would cause local telephone rates to rise any faster than they would if there had been no settlement. A few hours after the hearing ended, Brown wrote to Packwood promising that Yellow Page revenues would not be transferred immediately as set forth in the settlement, but would be shifted over a four-year period, as specified in a Senate-passed common carrier bill (S. 898).

Although Packwood endorsed the four-year phase-out, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) indicated the next day he has a better idea, set forth in his own common carrier bill (H.R. 5158), which would require AT&T to buy the Yellow Pages "at the going rate" from its local operating



Packwood, Goldwater, Schmitt

companies. "There's a very real difference between this and the proposal in S. 898," said Wirth at hearings held jointly by his panel and the Judiciary Subcommittee on Monopolies last week, and the difference means "more compensation for ratepayers."

Wirth and others in Washington interpreted Brown's letter as a modification of the new decree, but others, including some of the Senate Commerce Committee staff, called it a "unilateral agreement" that is unlikely to be written into the decree or be legally binding on AT&T. Assistant Attorney General for Antitrust William Baxter termed it a "generous gesture" by AT&T to provide a subsidy that may not be necessary. Local operating companies will retain ownership of highly valued, exclusive computer listings of telephone users in their locales, explained Baxter, and they will be able to "auction those listings to the highest bidder." Demand for those listings is expected to be much greater once the Yellow Pages are transmitted electronically. Baxter and others believe the income they will generate will compensate local companies for

the loss of Yellow Page revenues, which they now share with their parent company.

Packwood defended S. 898 last Monday, saying it would not permit precipitous increases in local telephone rates because it would codify the subsidization of local rates by long distance carriers and would prohibit local rate increases in rural areas of more than 10% of the national average in a single year.

Wirth has repeatedly criticized S. 898 as inadequate in its protection of ratepayers and encouragement of competition. Wirth's bill would require a more gradual transfer of assets from AT&T to unregulated subsidiaries and would permit customers to purchase equipment already in homes and businesses and inside wiring at a price set by public utility commissions.

Bernard Wunder, chief of the National Telecommunications and Information Administration, told the Commerce Committee the settlement would not alter the way local rates are subsidized by long distance revenues, and "does much the same as your bill does" in requiring access fees. Wunder said the settlement would provide a more competitive marketplace and permits the "pace of deregulation to be accelerated."

Senator Donald Riegle (D-Mich.) said regulators in his state are investigating the possible impact on local rates of both S. 898 and the settlement and asked Wunder to have his agency do the same. Riegle asked for a similar study from William J. Hilsman, a spokesman for the Defense Department, who indicated the settlement would not significantly impair his ability to plan for national security communications needs, but asked for legislation to allow the department to require certain services of telephone companies during emergencies.

Members present at the joint House hearings voiced much concern over possible rate increases and also over the fate of local operating companies, which would be

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restricted by the proposed decree to offering only regulated local telephone service. Representatives John Seiberling (D-Ohio) and Thomas Luken (D-Ohio) asked Brown why local companies couldn't retain ownership of the Yellow Pages. The Justice Department decided the fate of the Yellow Pages, said Brown, and what's more, "it is a highly profitable business we've built up over the years, and I see no reason why it shouldn't go to the parent company."

Brown stressed repeatedly before both House and Senate panels that it will be up to local regulators to make sure local telephone companies continue to provide quality service at reasonable rates. Artificially high local rates and access fees will drive users to circumvent the network, by using satellite, microwave, cellular or cable transmission, he said. Packwood said spectrum fees could be charged for the use of such services and thus continue the subsidy of local rates.

Members of both the House and Senate expressed concern about the ability of telecommunications and information providers to compete with AT&T, even after it has divested two-thirds of its assets. Responding to a question from Senator John Danforth (R-Mo.), Brown said he expects AT&T to remain in telecommunications and related industries and that its competitors "don't seem to need my sympathy or concern." Problems the newspaper industry had over AT&T's monopoly control over local distribution lines "have been eliminated," he said.

Although Wirth continues to believe AT&T should be barred from offering information services over its own lines, Packwood made clear last Monday his position is closer to Brown's. Citing ANPA testimony on S. 898, Packwood recalled that newspapers had fought to bar AT&T from competing in information services, except for a limited version of the Yellow Pages, in markets where AT&T owns local transmission lines.

"Do we also bar Exxon, now bigger than AT&T, or Mobil, a little smaller, or other companies more liquid than AT&T from competing?" he asked.

As if in response, the American Newspaper Publishers Association issued a new statement on the AT&T settlement last Monday urging Congress to consider prohibiting the giant company from offering information services over its long distance lines until they are subject to effective competition. This is consistent with its earlier position, said ANPA, that "en-

titles holding a government-granted telephone monopoly should not be permitted to provide, control or have proprietary interest in any information (commercial or noncommercial) transmitted over their own facilities."

Members of both Houses leveled sharp criticism at the settlement last week. Representative Ronald Mottl (D-Ohio) said it represented "mass rape of the American consumer," and pledged to do everything he can to help Wirth pass legislation to mitigate its effects. Senator Harrison Schmitt (R-N.M.) said he is "not satisfied by any means that the proposed decree is in the public interest." Schmitt rapped the Justice Department for consistently ignor-



Wirth

ing "what has gone on in the Senate" with regard to communications policy.

On the other hand, Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) praised the settlement as "one of the wisest decisions ever reached," and said he hopes it does not cause "a rash of bills" attempting to modify it. "We won't know for two years where legislation will be needed if at all," he said, echoing a reluctance he has expressed in the past toward passing legislation to restructure AT&T.

Although Wirth has said the need for legislation has been accelerated by the settlement, Brown and Baxter urged his subcommittee to hold back last week. "The consent decree has made massive changes," Brown said. "None of us knows where it will have an effect and I suggest you don't rush into legislation until you know what you have."

NLC presents its case: cable as common carrier

Seattle mayor argues that cable is and will be essential service, needing leased access, rate, and ownership regulation by cities

The National League of Cities has asked Congress for legislation defining cities as the primary regulators of cable TV and mitigating the effects of ownership concentration. At a Washington press conference last Wednesday (Jan. 27) and in a statement sent to key members of Congress, Seattle Mayor Charles Royer said the NLC decided to press for legislation in anticipation of counter moves by the cable industry.

Royer, who chairs the NLC's committee on cable TV, said he expects the Senate Commerce Committee to advance a cable bill early this spring that likely will resemble amendments passed by the committee last summer as part of a common carrier bill (S. 898). Those amendments, which were defeated in the full Senate, would have prohibited cities from regulating rates for basic cable channels except those dedicated for public access, codified the FCC's authority to cap franchise fees and made publicly owned utilities subject to federally imposed limits on pole attachment fees.

At a hearing two weeks ago in Seattle (BROADCASTING, Jan. 25), Senate Commerce Committee Chairman Bob Packwood (R-Ore.) indicated he wants to move forward with a bill, said Royer. Although Packwood favors limited regulation of the cable industry, House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) "has shown a positive response" to cities' concerns, he said, but also has indicated "his plate is pretty full" with pending common carrier legislation and that he "may not take up cable legislation in a serious way this session."

Cities are plagued with uncertainty over their authority to regulate cable, said Royer, because the Communications Act does not define it as either a common carrier or broadcast service and because the FCC has tended to regulate it as an ancillary broadcast service. A recent Supreme Court decision declaring cities vulnerable to antitrust suits from losing franchise applicants and from any private entity denied

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an opportunity to operate in a municipality (BROADCASTING, Jan. 18) will confuse things even more, he said.

President Reagan's recently announced plan to shift responsibility for many federal programs to the states could help cities establish their authority over cable regulation, said Royer, but it also could encourage many states to overrule city ordinances and franchise agreements. "There's a tremendous amount of concern about what state legislatures will do to cities," he said.

Federal law should establish national policy toward regulating cable, said Royer, and it should give states, and primarily cities, the power to implement and enforce that policy.

Public- and leased-access channels are the most important right to be guaranteed by cable legislation, said Royer. Cities should be able to set the number of public-access channels and determine how they will be used, and they also should be able to require a cable system to lease a percentage of its channels to programmers and service providers for a set, non-discriminatory fee. Although Royer couldn't personally endorse its formula, the NLC suggested that Congress require cable systems with 100 channels or more to lease 30% of their capacity, those with 50-99 channels, to lease 25%, and those with 24-49 channels, to lease 20%. Cities could negotiate the number of leased channels on cable systems with fewer than

25 channels.

Access requirements not only guarantee the right of the public to a diversity of information sources, said Royer, but also permit local programming on a medium increasingly dominated by large, multiple system owners who provide, for the most part, national programming.

Congress should not permit broadcasters or their networks to own cable systems, said Royer, unless it first "adopts strict access requirements that guarantee a diversity of voices on each system." Broadcasters should not, in any case, be permitted to buy cable systems in markets where they have stations, he said, because that would permit a "monopolization of local electronic media markets."

Telephone companies and cooperatives, on the other hand, should be permitted to provide local cable service, said Royer. "Unlike the MSO's and the networks, telephone companies rarely have any relationship to other media interests and therefore their entry into cable does not pose a threat to diversity of voices." Cities could impose structural safeguards to prevent telephone companies from subsidizing cable costs with telephone revenues, said Royer. Because of its size and market power, AT&T should not be permitted to own cable systems, he said, unless it operated them as a regulated common carrier service.

Municipalities and a variety of other entities should be encouraged to own cable

systems, said Royer, because diversity of information sources would be promoted and would "result in rapid implementation of new technologies and the development of new services." Cities are capable of taking huge financial risks and do so "every day," he said, citing land development and publicly owned utilities, as examples.

Congress should not limit foreign ownership of cable systems, said Royer, and should leave the decision of whether to franchise a foreign entity up to cities.

Cities also should have the power to regulate rates and set franchise fees, said Royer, who called the FCC's limitation on present franchise fees "a federal pre-emption of basic state and local taxing powers." If permitted to set its own franchise fee, Seattle could "not justify requiring more than it does from other utilities," said Royer, that is, 9% of annual revenues.

A federal cap on pole attachment fees, now imposed on privately owned utilities, is an "effective subsidy" of the cable industry, said Royer, and it should not be extended to publicly owned utilities.

The NLC's proposals for cable legislation suggest the industry should be regulated as an essential service, according to Royer, because it already is such a service in areas not well served by over-the-air TV and could become so everywhere in the future, when cable could be used exclusively or heavily for data transmission and two-way communications.

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Appeals court upholds FCC's right over states' to regulate MATV

The U.S. Court of Appeals for New York has upheld an FCC action pre-empting the New York State Commission on Cable Television from regulating master antenna television systems.

The case stems from 1977, when Ortho-Vision, a marketer of Home Box Office, had asked the FCC to prevent the state commission from regulating or prohibiting its MDS-distributed programming.

The FCC ruled that the state commission's regulation policies were void as pre-empted "to the extent that their effect will be to prohibit the receipt of federally authorized MDS transmissions of HBO's programming."

On appeal, the state commission contended that, even if its regulations did impede MDS service, the state's regulations affected only intrastate MDS transmissions, over which the FCC has no jurisdiction.

The court disagreed, supporting an FCC conclusion that the state's regulation burdened interstate MDS development.

The court said that the Communications Act empowered the FCC to promote the development of a nationwide MDS service. The state's policy, however, the court said, had the effect of reducing the number of MDS receiving points in New York, a situation that could frustrate the development of an interstate MDS network by increasing the cost for each program per receiver.

To allow each state to impose regulations that would effectively reduce the number of MDS receive points would place too great a burden on interstate MDS service, the court said.

Justice lends late hand to crossownership comments at FCC

Department is against telco ownership of cable systems, but networks are another matter

The FCC should retain its rule prohibiting telephone companies from owning cable systems in their service areas and give "due consideration" to permitting the networks to buy cable systems, according to the Justice Department. But the FCC shouldn't consider permitting broadcasters to own co-located cable systems—at least not until it has conducted a "more refined economic analysis" of the situation—Justice said in comments filed with the FCC.

The comments, submitted after deadline, came in response to an FCC Office of Plans and Policy report issued last

Affiliates say no. The CBS Television Network Affiliates Association has joined the ranks of those calling for the FCC to reject CBS's requests for prime-time access waivers in 13 Eastern time zone markets to permit carriage of its planned 60-minute evening news (BROADCASTING, Jan. 25). In comments filed at the FCC last week, the affiliates association said that although it didn't necessarily oppose expanded network news, "such expansion can occur in 'network' time rather than in the dwindling amount of time left for local stations to program." The affiliates added that the PTAR "has admirably fulfilled the objectives enumerated by the commission upon the PTAR's adoption, reducing network dominance in the early evening time period, fostering a more competitive array of independent producers and enhancing licensee discretion and responsibility. The CBS affiliates believe in particular that the PTAR is crucial to preserving the vitality of the community-oriented broadcasting system and to maintaining a healthy degree of synergy in the network-affiliate relationship."

November (BROADCASTING, Nov. 9, 1981). That report, contending that the video marketplace is "workably competitive," recommended that the FCC drop its rules prohibiting broadcasters from owning cable systems within their service areas and networks from owning cable systems anywhere. The report also recommended, however, that the FCC retain its rule barring telephone companies from owning cable systems in their service areas.

The more than 40 comments that were submitted on the report (BROADCASTING, Jan. 25), found broadcasters and cable operators taking predictably opposing stands, with Storer being a notable exception.

Although Justice said it "generally" commended the staff report for its "comprehensive reassessment" of the FCC's cable crossownership policies—and said that it "generally" supported the report's analysis of network/cable crossownership and "strongly" supported the report's recommendation that the telco/cable prohibition be retained—it said the staff's analysis of broadcast/cable crossownership was "seriously deficient."

One problem, Justice said, was that the report's definition of relevant market is far too broad, making any assessment of market power based on that definition "necessarily" deficient.

The report, the Justice Department notes, lists "virtually every such means of entertaining or informing consumers," including theaters, live sports and cultural performances in its definition of the market. "The overly broad market definition seriously undermines the report's conclusion that cable markets are workably competitive," Justice said. "In reality, the only viable competitor at present for many cable systems may be local broadcast stations."

The staff report also errs in suggesting that because a cable operator must respond to consumer demand, that operator has no incentive to reduce supply, Justice said.

"Any firm with market power can reduce supply below competitive levels thereby raising prices and, potentially, profits," Justice said. "Thus, if there is a market in which broadcast/cable crossownership creates competitive problems, a broadcast/cable co-owner may decide to provide less service at higher prices than would a nonbroadcast owner.

One cannot blithely assume the incentive to attract and maintain subscribers will lessen any anticompetitive incentive that can be pursued if market power exists," Justice said.

Despite the rapid development of new and emerging video distribution sources, common control of a broadcast station and cable system in the same market "may significantly impair competition" in many local markets, Justice concluded.

Justice said it recognized that there may be local broadcasters whose market share of viewers or ad revenues was so small that co-ownership of the local cable system wouldn't pose competitive problems, and, given that possibility, suggested that the commission permit broadcast/cable crossownership in markets where an applicant could demonstrate that such a combination wouldn't "tend to substantially lessen competition in a properly defined market."

Court upholds ASCAP in licensing suit against store chain

The U.S. Second Circuit Court of Appeals in New York has upheld a lower court's finding that the Gap clothing stores infringed music copyrights when they played radio broadcasts over in-store loudspeakers without having obtained a music license.

In its decision, issued without a formal opinion of its own, the appeals court affirmed a ruling by District Judge Lee P. Gagliardi that undertook to pinpoint the size of establishments that would qualify for exemptions under the new copyright law.

Judge Gagliardi said legislative reports indicated that exemption was contemplated only for small places and that the "outer limit" was the size of an establishment involved in a 1975 case, which was 620 square feet. The Gap, a nationwide chain of clothing stores, averages 3,500 square feet per store. It also, Judge Gagliardi wrote, had failed to meet another test for exemption: that the radio transmissions it picked up not be "further transmitted to the public."

The suit was brought by members of the American Society of Composers, Authors and Publishers after The Gap failed to obtain an ASCAP license.



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	# Markets	DMA Rating	DMA Share
MASH	78	16	28
PM Magazine	71	14	25
Family Feud	88	14	24
NEW YOU ASKED FOR IT	43	12	21
NEW Laverne & Shirley	23	11	19
Barney Miller	24	11	19
Tic Tac Dough	47	11	19
NEW Muppet Show	51	10	18
Joker's Wild	14	10	18
All In The Family	17	10	17
NEW Entertainment Tonight	50	9	17
NEW Jeffersons	20	9	16

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Programming

Fowler commentary on new radio public affairs program

FCC chairman among first to appear on syndicated show launched by PABG on 65 stations

FCC Chairman Mark S. Fowler is one of the first commentators included in a new public affairs radio series being launched nationally today (Feb. 1) by the Public Affairs Broadcast Group, a Los Angeles-based syndicator. In agreeing to participate in *American Voices*, Fowler said "the concept appears to provide an excellent forum for the discussion of important issues." Fowler will tape his kick-off segment this week at PABG's Washington studios. He said the FCC is "always eager to explore new avenues of increased citizen participation in the democratic process."

The series, offered free to stations in the top 150 markets, is the brainchild of PABG President Mark Bragg, who sees the twice-daily, two-minute commentaries as a "protection" for stations anxious about public access challenges in the wake of radio's deregulation. "*American Voices* is primarily designed to give community groups access in a form that is palatable for both citizen groups and stations," said Bragg.

The program is being funded by several foundations and includes the views of more than 70 public interest groups representing a wide range of political viewpoints and special interests. Organizations contributing commentaries include the National Taxpayers Union, American Petroleum Institute, American Civil Liberties Union, National Rifle Association, Coalition to Ban Handguns, National Organization for Women, United Way and Common Cause. "We are offering opposite viewpoints on almost every major national issue," explained Pegge Goertzen, PABG general manager.

According to Goertzen, about 65 stations in the top 150 markets have made a commitment to air the series so far, including WWRL(AM) New York, KNOB(FM) Los Angeles, WEEI(AM) Boston, WNOE(AM) New Orleans, KIKI(AM) Honolulu, KEZL(FM) San Diego and KLBJ(AM) Austin, Tex. *American Voices*, distributed on a market-exclusive basis, is expected to be added soon in San Francisco, St. Louis, Atlanta, Seattle and Phoenix. For stations outside the top 150

markets, PABG is making cash or barter arrangements.

Broadcasters carrying the new series are required to air the commentaries twice each weekday between 7 a.m. and 10 p.m., local time. Participating organizations, in turn, will receive affidavits confirming each broadcast. Groups are not allowed to solicit memberships or donations during the commentaries, but are free to offer commentary reprints in exchange for stamped, self-addressed envelopes.

The Public Affairs Broadcast Group distributes six other public affairs series for radio, including the documentary magazine program, *In Depth*.

The weakening of Carson?

Once dominant in late night, he's being pushed around by some NBC-TV affiliates

Johnny Carson is still the king of late-night entertainment but he seems to be ensconced on a shaky throne.

Carson's *Tonight* on NBC-TV is still number one in its time period (11:30-12:30 a.m. NYT). But ABC and CBS are making rating inroads and, more significant, several NBC affiliates in recent months have moved the program from its designated spot to a later time slot because of dissatisfaction with ratings and demographics.

NBC voiced no apparent disapproval last fall when WTMJ-TV Milwaukee, which had carried *Tonight* at 10:30-11:30 p.m. (CT),

inserted reruns of *Maude* at 10:30, shifting *Tonight* to 11 p.m. WVTM-TV Birmingham, Ala., decided to strip re-runs of *M*A*S*H* and the *Carol Burnett Show* at 10:30-11:30 p.m., delaying Carson by an hour. But when WTCN-TV Minneapolis notified NBC on Jan. 11 it was placing *M*A*S*H* in the 10:30-11 p.m. time period on Jan. 18 and starting *Tonight* at 11 p.m. instead of 10:30, NBC decided to take a stand.

A network spokesman said the program was offered to an independent station in Minneapolis-St. Paul, KMSP-TV, which deliberated for six days and finally rejected the offer. KMSP-TV decided to place re-runs of *Rhoda* in that time slot.

NBC reluctantly returned to WTCN-TV and accepted the switch for *Tonight* to the 11 p.m.-midnight period. An official of the station said there is a stronger opportunity to attract a younger audience with *M*A*S*H* than with Carson.

An NBC official said he does not believe there will be others seeking a variance from the starting time. He acknowledged there are some markets in which *Tonight* has slipped in ratings but said there are others in which ratings have climbed.

The NBC spokesman said *Tonight* still commands a substantial price and the 30-second rate was increased when the program was reduced from 90 minutes to an hour. The 30-second price tag is said to be in the \$30,000-\$35,000 range.

Tonight once dominated its late-evening competitors by a wide margin. It is still the leader. For the fourth quarter of 1981, based on Nielsen figures, *Tonight* had a 6.9 rating and 22 share, as against 6.2/21 for CBS and 4.6/18 for ABC.

Dish package offered stations by Group W

Deal requires reception of TVSC programing; rest of the time gear can be used at will

The financial muscle of Westinghouse Broadcasting's parent—Westinghouse Electric Co.—is being flexed in a move by Group W Productions, through its subsidiary, TVSC, to "encourage television stations to acquire satellite reception capabilities."

TVSC is offering stations a package deal—an installed earth station for \$26,500, with the dish available for purchase or lease with option to buy over a 36-month period, and with financing available through Westinghouse Credit

National Division. A \$175-per-month maintenance service contract is offered.

According to TVSC, the earth station "will be under the control of station management. The only provision is that it be available to receive syndicated programs being distributed to that station by TVSC. At all other times, the dish may be used however the station wishes." And according to TVSC's general sales manager, Eugene Bormann, stations need not even be TVSC clients to take Group W up on the offer.

Bormann also said "we have taken the initiative to spur the spread of earth stations so that television stations, producers and suppliers can take advantage of this

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Ratings Roundup

Make it nine in a row for CBS-TV—and by a wide margin, thanks to Super Bowl Sunday.

For the week ended Jan. 24, CBS finished first in prime time with a 21.0 rating and 32 share, well ahead of ABC-TV's 18.2/28 and NBC-TV's 15.8/24.

Not surprisingly, there was a Super Bowl boost. A 50-minute Super Bowl XVI runover into prime time gave the network a 50.4/70, followed by a 39.6/56 for a 23-minute post-game show. And when CBS returned to its regular line-up, *60 Minutes* pulled its highest rating ever with a 34.8/48. Add in *Archie Bunker's Place*, *One Day at a Time*, *Jeffersons* and the portion of *Trapper John, M.D.* still in prime time, and CBS averaged a 34.1/48.

For ABC that night, a *Making of Superman* special and *Today's FBI* brought a 10.1/14 and 15.7/22 against the game and newsmagazine, but the movie "Meteor" pulled a strong second place 21.4/32 against CBS's other series.

As for the other nights, ABC won Monday, Tuesday, Wednesday and Saturday and CBS took the rest.

Back on the documentary front, NBC also offered the first of a series of Tom Brokaw specials: *An American Profile*, this one on "Narcs." The broadcast scored a 13.0/22.

CBS also offered a news special, *CBS Reports: The Uncounted Enemy: A Vietnam Deception*. Although that special created a torrent of controversy after its telecast (see page 66), it was the lowest-rated program of the week, earning a meager 9.4/15.

But at the other end of the rankings list, CBS had the first eight.

The First 20

1.	<i>Super Bowl XVI runover</i>	CBS	50.4/70
2.	<i>Super Bowl XVI post-game</i>	CBS	39.6/56
3.	<i>60 Minutes</i>	CBS	34.8/48
4.	<i>Dallas</i>	CBS	31.1/48
5.	<i>One Day At A Time</i>	CBS	26.4/37
6.	<i>Archie Bunker's Place</i>	CBS	26.3/36
7.	<i>Dukes of Hazzard</i>	CBS	24.8/40
8.	<i>Jeffersons</i>	CBS	24.8/37
9.	<i>Fantasies (movie)</i>	ABC	24.1/37
10.	<i>Falcon Crest</i>	CBS	23.6/39
11.	<i>Love Boat</i>	ABC	23.6/36
12.	<i>Fantasy Island</i>	ABC	23.2/39
13.	<i>Three's Company</i>	ABC	22.3/33
14.	<i>Real People</i>	NBC	22.3/33
15.	<i>Meteor (movie)</i>	ABC	21.4/32
16.	<i>Too Close For Comfort</i>	ABC	21.3/32
17.	<i>M*A*S*H</i>	CBS	20.9/30
18.	<i>One Of The Boys</i>	NBC	20.7/32
19.	<i>Little House on the Prairie</i>	NBC	20.6/29
20.	<i>Happy Days</i>	ABC	20.4/30

The Final Five

68.	<i>NBC Magazine</i>	NBC	10.9/17
69.	<i>Nothing To Fear—The FDR Legacy (news special)</i>	NBC	10.5/16
70.	<i>Making Of Superman (special)</i>	ABC	10.1/14
71.	<i>John Denver Special</i>	ABC	9.6/15
72.	<i>The Uncounted Enemy: A Vietnam Deception (news special)</i>	CBS	9.4/15

fast, economical method of distribution sooner rather than later." Right now, TVSC is providing satellite delivery for syndication of Group W's own *PM Magazine* and *Hour Magazine* shows, with plans to put *The John Davidson Show* on the bird shortly. For outside clients, TVSC distributes *The Richard Simmons Show*, *Family Classics* and *Omni*.

The satellite receive-only package has been put together for TVSC by Netcom International, which will also handle the service contract. The five-meter dish itself is from Comstar, with dual polarization, polar mount and 90 degree low noise amplifier. Along with it comes a Microdyne 24-channel video receiver with audio subcarrier demodulators, an Amplica television modulator, a programable actuator and an integration hardware package.

Thames product to be distributed in U.S. by Thorn

Thames Television International, based in London, and Thorn EMI Video Programming Enterprises Inc. (TEVPE) announced last week the signing of a distribution agreement that will give TEVPE the exclusive videocassette rights and nonexclusive videodisk rights to all Thames Television programming for the U.S. and Canada. The agreement marks the first

time Thames will market its programming on videocassette in North America.

Thames Television has some 7,000 hours of programming in its library from which Thorn can choose and market for home video use through its group of 5,000 independent distributors and retailers in the U.S. and Canada.

Meir Sutherland, managing director of Thames Television International, said at a press conference last week that the distribution agreement with Thorn might generate \$2 million in sales in 1982. "Thames has been in the home video business for less than a year," he said, "but already we have 26 titles released in the U.K. and sales of close to \$1.5 million . . . We talked to most of the major U.S. video producers, but only TEVPE has shown a real understanding of the special marketing approach needed to fully exploit such a varied catalogue."

TEVPE, a subsidiary of Thorn EMI, London, was formed last May to supply programming to the home video, pay and commercial TV markets in the U.S. and Canada. It began distribution in November.

Both companies emphasized the potential of many of the Thames titles to be marketed as "collectibles," including such series as *World at War*, *Edward and Mrs. Simpson* and *Benny Hill*, for viewers seeking to develop a reference library of home videocassettes or disks. Feature films, on the other hand, are more of a "rent-and-take-back" proposition, suggested

PlayBack

Honors. Late Edgar Bergen, old-time radio personality and ventriloquist, and Don McNeill, host of ABC's long-running *Breakfast Club*, have been elected to National Association of Broadcaster's Radio Hall of Fame. Bergen starred on NBC programs from 1936 to 1948 and then on CBS until 1956. He died in 1978. McNeill hosted one of longest-running programs on network radio. Both will be inducted into Hall of Fame at NAB's Dallas convention, April 4-7.

New for Westwood. Westwood One, Los Angeles-based radio program syndicator, will introduce eight new radio programs, double number of live concerts it produces, and produce concerts for cable television as part of its development activities for near future. Westwood already produces 16 regularly scheduled programs for nationwide syndication. Eight new titles include: *Rock 'n' Roll Never Forgets*, *Budweiser's Concert Hour*, *Country Music Special*, *Wheels*, *Competitors*, *Take the 'A' Train*, *Coleman Country* and *The Playboy Adviser*.

Joining forces. Country Music Foundation's Hall of Fame and Museum will assist in production of *The History of Country Music*, 52-hour music documentary set for spring release by Drake-Chenault Enterprises of Canoga Park, Calif.

In the marketplace. San Diego-based Peters Productions, is releasing new rock radio format, *The Rock*, to interested stations beginning Feb. 15. Format can be operated live, automated, or in combination, according to spokesman for syndicator . . . Drake-Chenault Enterprises, Inc. and Moffat Communications Ltd. have announced joint venture through which Drake-Chenault's *The Weekly Music Magazine* will be syndicated to Canadian radio stations. Canadian show will be based on U.S. counterpart but will emphasize Canadian artists and features. Mark Goodman will produce show in Canada with Greg Haraldson as host. Series is syndicated in U.S. via RKO radio network.

Netting tuna. Weedeck Corp. has taken over production, distribution and marketing of six-hour *Charlie Tuna Show*, weekly radio series previously marketed by Audio Stimulation Co. No changes in format for contemporary music program are contemplated.

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Sutherland.

And, while feature films "will continue to be important" in the TEVPE marketing scheme, said Nicholas Santrizos, vice president, marketing, of TEVPE, "we've set product diversification as a goal." He said the company is projecting a VCR distribution as high as 10 million by 1985.

The agreement will be initiated in March with the release of *Benny Hill* videocassette in time for NATPE convention where TEVPE will announce a rental plan. Santrizos hinted that the plan will contain a surcharge element, which is strongly favored by the retail and distribution community.

AT&T files for satellite radio distribution service

AT&T last week filed a tariff with the FCC proposing to offer nationwide distribution of radio programs over its domestic communications satellite system.

In its filing, AT&T said the satellite audio service, which it expected to be operational this year, would give network and independent radio broadcasters and programmers a "high-quality, multichannel transmission and distribution system," providing customers with multiple audio service circuits that would enable them to transmit in stereo or to use each circuit individually for different transmissions.

According to AT&T, customers could lease receive-only earth stations from AT&T or construct their own earth stations to receive programs.

AT&T said it expected DIR Broadcasting, the New York-based radio program producer and syndicator, to be its first customer.

A spokesman for DIR said plans for a new distribution service, to be called Satellite Radio Services, would be formed to make use of the AT&T system. The service is expected to be operational 24 hours a day and capable of digitally transmitting 20 15 khz signals simultaneously from transmit locations in Los Angeles and New York, the spokesman said.

According to Bob Meyrowitz, who will be chairman of SRS, the service plans to start out with an AOR network. Later it will add networks for adult contemporary, country, urban contemporary and sports, he said.

Embassy new parent for T.A.T. and Avco

Embassy Communications, the new entertainment consortium owned jointly by Jerry Perenchio and Norman Lear, will become the parent company for the pair's T.A.T. Communications Co. and their recently purchased Avco Embassy Pictures.

Embassy Communications will consist of three divisions: Embassy Pictures, Em-

bassy Television and Embassy Telecommunications. Tandem Productions, owned by Lear and Bud Yorkin, will be managed by Embassy Communications.

In making the announcement, Perenchio and Lear also disclosed the following appointments: Alan Horn, currently president and chief operating officer of T.A.T. and Tandem, has been named chairman and chief executive officer of Embassy Communications and Tandem Productions. Charles J. Weber, executive vice president of T.A.T./Tandem, will be president and chief operating officer of the parent company and Tandem. Michael Grade will be president of Embassy Television, moving from the presidency of Tandem/T.A.T. Television. Frank Capra Jr., former president of Avco Embassy Pic-

tures, will become president of Embassy Pictures. Robin French has been named president of Embassy Telecommunications.

According to a company release, "Perenchio and Lear will be significantly involved in the development aspects of television programs and motion pictures. They also plan to use the new company as a base for further expansion in telecommunications, motion pictures and other areas of entertainment." Yorkin's duties, according to the statement, will include "producing and directing feature length films."

Embassy Communications will occupy offices at the same location as Tandem/T.A.T., 1901 Avenue of the Stars in the Century City area of Los Angeles.

Monitor

New approach. PBS affiliate WNYC-TV New York has set March 7 premiere for program that offers new approach to generating dollars for public television—product sales. *Video Vision*, produced by Azure Media Group, will be "television magazine about video" and include hardware and software product demonstrations and reviews. Viewers can then call special telephone number and place orders "at substantially discounted prices." Azure and WNYC will split profits from sales.

Fairer side. ESPN has slated Feb. 2 for premiere of new Tuesday series, *Sports Woman*. Half-hour will be "about sports from a woman's perspective" and include profiles of male and female athletes. Producer is ProServ Television.

ABC addition. *Police Squad*, described by ABC-TV as "off-beat satire" on police shows, will be introduced as half-hour comedy series on network beginning March 4 at 8 p.m. Series, produced for ABC by Paramount Television, will have limited run of six episodes, replacing *Mork & Mindy*, which will be placed "on hiatus."

Ski network. Peak Productions, based in Winter Park, Colo., is currently developing what principals—James Anderson and Brooke Johnson—claim to be first skier's cable programming network. Advertiser supported, Peak has already produced six half-hour magazine-style programs for network, which it is syndicating to cable systems on barter basis in exchange for promotion. Peak has 11 systems signed up now, including systems owned by ATC and United Cable, which producers claim will reach 750,000 viewers.

House on live. Public station WWTN-TV Goldvein, Va., has begun broadcasting floor proceedings of House of Representatives to Washington area. Broadcasting on ch. 53 and using translator on ch. 14, WWTN airs instructional programming during much of its day, but plans to continue House broadcasts live each afternoon, with morning's proceedings aired on taped-delay basis at night.

Catel strikes back. Crimpers Promotions, Hicksville, N.Y., has filed suit in New York federal court against Home Box Office and Showtime, alleging that they sabotaged Crimpers's Catel Expo—Programming Sources '81, poorly attended trade show held Sept. 25-27, 1981, in Las Vegas. Suit also alleges that two pay programmers have monopolized cable programming marketplace in violation of federal antitrust laws.

Oak grows. Oak Communications Inc. will provide its ON TV subscription television program services to Portland and Salem, both Oregon, and Vancouver, Wash., under terms of agreement reached with Willamette Subscription Television. Programming will be offered via KECH-TV Portland. Oak also will provide STV broadcast equipment and technical support.

Twosome. Viacom Enterprises and New World Pictures have announced joint agreements, including major long-term syndication arrangement covering New World's film library, which contains more than 100 feature films. Library has estimated value of \$30 million. Second major area of agreement enables two firms to jointly explore acquisition and production of films for theatrical, television and pay television markets. According to New World President Roger Corman, company plans to spend more than \$25 million during next two years on motion picture development.

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BM282P

Westmoreland returns fire

Retired commander says there was no conspiracy to hide enemy troop strength as CBS documentary said

Retired Army General William Westmoreland, commander of U.S. forces in Vietnam from 1964 through 1968, last week vociferously denied an allegation in a CBS News report that enemy troop counts in Vietnam were underestimated intentionally to mislead the American public.

At a news conference in Washington, Westmoreland said the documentary, *The Uncounted Enemy: A Vietnam Deception*, was an "attempt to execute me on the scaffold of public opinion... a vicious, scurrilous and premeditated attack on my character and personal integrity."

The report, narrated by Mike Wallace and produced by George Crile, aired Saturday, Jan. 23, from 9:30 to 11 p.m. It attracted a 9.4 rating, and 15 share, making it the lowest rated program for the week.

Westmoreland—joined at the news conference by Ellsworth Bunker, former ambassador to Vietnam; retired Air Force Lieutenant General Daniel Graham; Lieutenant General Phillip Davidson, and George Carver, former head of the CIA task force on Vietnam—called upon Wallace to apologize "for the cruel hoax he and his associates tried to perpetrate upon the American public." Although Westmoreland said he hadn't decided whether to take legal action against Wallace or CBS, he did request an opportunity for rebuttal.

"In accord with its legal obligation to be fair, I call upon CBS to make time available to show the other side of this controversy, the side Mike Wallace suppressed," Westmoreland said.

According to Westmoreland, the show was compiled primarily from information supplied by Samuel Adams, a former intelligence analyst for the CIA, "whose vendetta in regard to intelligence in Vietnam was well known to me." The show, Westmoreland said, "purported to show that I had intentionally understated enemy strength in order to sustain the Johnson administration in what was becoming increasingly an unpopular war. We had engaged in a Machiavellian conspiracy according to *CBS Reports*, to show progress when, in fact, there was no progress. That thesis is entirely and categorically false," he said.

Adams had contended that military officials in Saigon had eliminated whole segments of the Communist forces, thus re-



Wallace and Westmoreland

porting fewer enemy troops than actually existed. Westmoreland, however, said that, though he had sought to exclude young boys, old men and others not part of the regular North Vietnamese forces in estimates of enemy troop strength, "there was no conspiracy—not even a hint of a conspiracy—to deceive anybody."

According to Carver, Adams's former superior at the CIA, members of the intelligence community and the military had "disputed mightily" how to read the same troop evidence, but he also contended that there hadn't been any suppression of evidence. He said that it was "a mistake to interpret differences, even very sharp differences of opinion as necessarily being evidence of a conspiracy."

Westmoreland also charged that he had been recruited to participate on the show under misleading pretenses. Although Westmoreland said he was told the show would deal with the broad subject of intelligence, it wasn't until after the cameras were running that he realized he was expected to respond to allegations from Adams over incidents that occurred 14 years earlier.

Westmoreland also charged that although he had given Wallace several "imprecise" answers to questions during what he termed the "inquisition," having forgotten some of the specifics of the 14-year-old events he had sought to correct those responses after the interview. Nonetheless, Westmoreland said, the corrections weren't included in the broadcast.

Graham also denied the conspiracy charge, contending that Wallace's problem was that "perhaps he can't see over the watermelons, the tacos or the Nielsen ratings" to see the truth, a reference to a racial joke made by Wallace that was caught by a California bank's cameras (BROADCASTING, Jan. 18).

After the press conference, CBS News,

in a statement, said the charges made at the news conference "do not persuade us that *CBS Reports* was inaccurate or unfair in its reporting or in its conclusions. The charges of impropriety in editing of the broadcast and in dealing with those interviewed on the broadcast are totally unfounded."

NBC trying again for longer news

Network and affiliate board keep working on plan; ABC and CBS searching for solution too

NBC-TV officials said last week after a meeting with the NBC-TV affiliate board in San Juan, P.R., that both they and the board still hoped NBC would be the first network to expand its evening newscast.

"Nothing was resolved," a network spokesman said, but both sides are still interested, and "we're trying to see how we can make it happen."

NBC opened the current round of network efforts to expand evening newscasts when it disclosed last fall, through the affiliate board, plans for a one-hour newscast, to be accomplished in part through a waiver of the FCC's prime-time access rule (BROADCASTING, Sept. 21, 1981).

The plan had the affiliate board's approval, but opposition of many other stations to loss of a half-hour of local time, as well as opposition to a PTAR waiver, led the network and board to back down, though the network said it would continue trying to develop a plan that would win affiliate acceptance (BROADCASTING, Oct. 12, 1981).

The meeting between NBC officials and the board in San Juan was held Jan. 22,

after a general meeting of representatives of some 100 Eastern U.S. affiliates. The general meeting included reports from NBC-TV division heads, following the pattern of a similar session for Western U.S. affiliates Jan. 7-8 in Phoenix.

An NBC spokesman said last week that, unlike CBS and ABC, NBC's longer-news efforts have unanimous support of the affiliate board. "We're all in this together," he said. "I think we're in the best position of all three companies to make this happen, if the FCC will permit it."

One problem, he said, is that nobody yet has been able to "divine for sure" how to do it.

He also noted that stations have bought programming for early fringe time periods, and that this would have to be taken into account in the timing for the introduction of longer news.

ABC-TV officials, meanwhile, began discussions of longer news—among other things—with ABC affiliates in a series of regional meetings that started last week in Houston and San Francisco. Officials said they had no specific proposal to offer but reiterated that they hoped to develop a news-expansion plan that would be satisfactory to all concerned (BROADCASTING, Dec. 7, 1981).

CBS has developed plans for a one-hour evening newscast that would be broadcast prior to prime time in all but 13 Eastern time zone markets affected by the prime-time access rule, and has asked the FCC for PTAR waivers for those markets (BROADCASTING, Jan. 18). The waiver petition promptly drew a joint opposition filing by 14 pro-PTAR station groups, syndicators, program executives and others, including the ABC-TV affiliate board (BROADCASTING, Jan. 25).

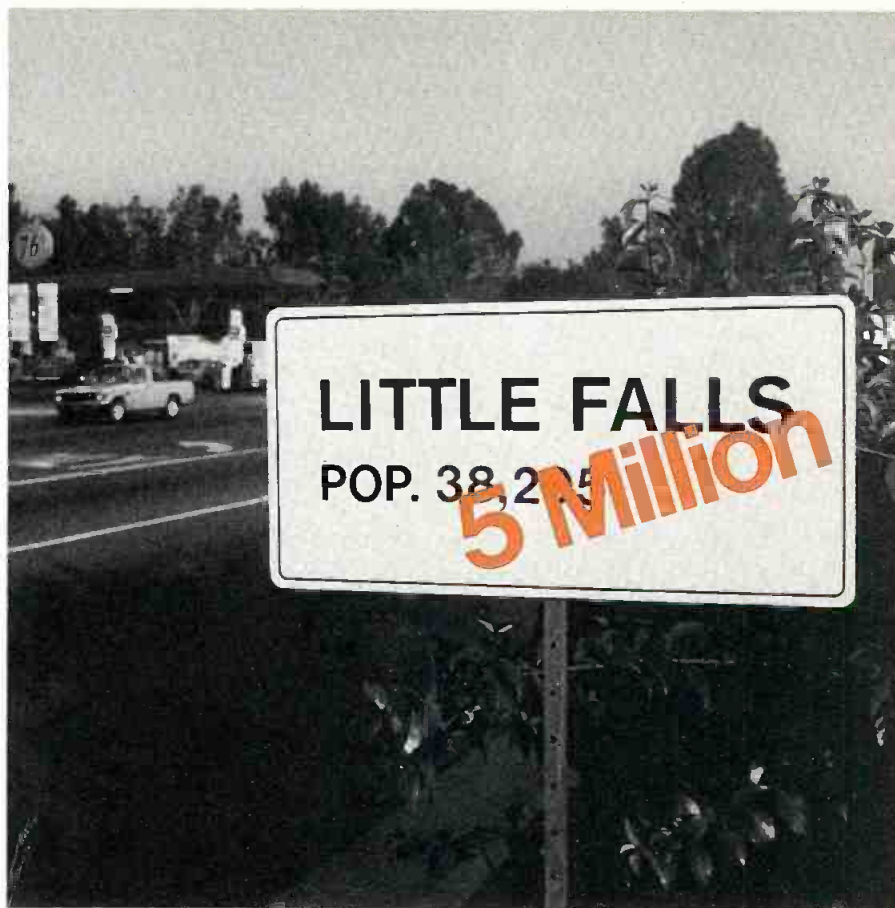
CBS turns over audio tape to California judge

CBS News agreed reluctantly last week to present to the Alameda county (Calif.) Superior Court the unbroadcast audio tape of a *60 Minutes* interview containing the confession of an accused killer.

CBS's action avoids a test of California's News Source Shield Law, which exempts reporters from disclosing their confidential sources.

Judge Stanley Golde ordered CBS two weeks ago to turn over the tapes during a pre-trial hearing in a case against Barry Braeseke, charged with murdering his parents and grandfather in 1976 (BROADCASTING, Jan. 25). Judge Golde ruled that the shield law was unconstitutional because it violated Braeseke's right to a fair trial under the Sixth Amendment. Attorneys for both the defense and the prosecution have expressed a desire to review the *60 Minutes* tape.

Judge Golde listened to the audio tape after a hearing last week. He is expected to decide next week whether the tape should be admitted as evidence. The Braeseke trial is scheduled to begin today (Feb. 1).



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Newspapers get a glimpse of their electronic future

ANPA seminar in Washington offers hands-on experience with teletext, videotext

Some 35 representatives of newspaper companies gathered at the Shoreham hotel in Washington for two-and-a-half days last week in an effort to pierce the mysteries of "electronic publishing," that melange of publishing and journalistic skills and of television and telephone and cable television technology that some of them view as a threat or opportunity, or both.

After prospects of electronic publishing were guessed at and costs estimated and opportunities outlined, in talks filled with references to teletext and videotext and CRT's and terminals and data bases and transactions, and after the newspaper people had an opportunity to "access" data bases through the computers made available by exhibitors of hardware and software, it wasn't clear how many converts had been made.

Many were cautious. The costs put some off, particularly those who operate in small markets. John Hager, president and general counsel of the Owensboro, Ky., *Messenger-Inquirer*, said, "I don't know," when asked whether he had been impressed by what he had seen and heard. "It seems expensive." And Robert B. Atwood, president and publisher of the *Anchorage Times*, said, "There are too many uncertainties." The newspaper has been offered an opportunity to provide information for a local cable television system that plans to initiate a cabletext (one-way) operation. But, he said, "I'm not sure it's worth it."

But the Shoreham was the place to be for those in the newspaper business concerned about a time in which the technological barriers that separate newspapers and broadcasting and telephone companies are crumbling. "We see fundamental changes out there—a revolution in telecommunications technology," said the representative of a major media conglomerate who did not want to be identified. "We don't expect to find any answers here," he said. "But it's one more step in the inquiry to determine what the future holds."

It was to help newspaper publishers in that effort that the American Newspaper Publishers Association held the second in a series of seminars on electronic publishing. The first was held in Dallas, in September. "There's a tremendous interest in our members in the subject," said

Kathleen Criner, director of telecommunications affairs for ANPA. "It [electronic publishing] could be an important business—and become competitive with print. So we want the members to be prepared to provide the service or to do what's necessary to maintain their current market position."

Although they are interested, it was not surprising that there did not appear to be many at the Shoreham who were reaching for their checkbooks to buy into videotext systems—the glamour member of the electronic publishing family that provides two-way services (information retrieval, banking, teleshopping, even messages and advertising) or teletext, the one-way system that uses the vertical blanking interval of a television signal to transmit information from a relatively small (usually 100 pages) information base.

John Carey, director of Greystone Communications, who with Criner conducted the seminar, said it cost the *Arizona Sun* more than \$40,000 to create the information for a character generator and to operate it for a year. The 20 editorial employees the British Broadcasting Corp. needed to operate one British Ceefax

(teletext) system cost \$1 million, he added. David Roux, senior consultant for Communications Study & Planning International, of New York, said an editorial terminal for use in the British Prestel (videotext) system costs between \$1,800 and \$10,000; a similar piece of equipment for Canada's Telidon system would cost even more. And a turnkey system in a city the size of Atlanta, he said, would cost between \$40 million and \$80 million. Only the biggest players can participate, he said.

And some of the biggest are getting into electronic publishing. CBS is conducting tests of both videotext (with AT&T) and teletext. NBC, Field Enterprises, Time Inc., Cox Index and Taft Broadcasting are also engaged in teletext tests. Knight-Ridder, Dow Jones, Times Mirror, the First Bank of Minnesota, Belo Corp., Continental Telecom and IBM are among others involved in videotext operations.

The players are not betting on a sure thing, according to some of those who addressed the newspaper representatives. Carey estimated that electronic publishing would achieve a 3%-10% penetration by the end of the decade—and he said he leans toward the low side of that range.



Teaching an old medium new tricks. A member of the mature newspaper industry tries his hand at equipment that could be his ticket to a new enterprise—electronic publishing. John Winsor, of Winsor Newspapers Inc., of Canton, Ill., works the keyboard of a Radio Shack computer to call up data from the Dow Jones & Co. information base in Princeton, N.J. Matthew Borow, a representative of Dow Jones' information services, points out the data displayed on the Sony VDT.

And Roux said that the "existence of viable mass markets in the U.S. has been demonstrated theoretically but not practically."

However, such downside estimates did not go unchallenged. John Russell, vice president and director of marketing for Banc One Inc., of Columbus, Ohio, which is heavily involved in electronic banking, said, "This business will be flat dead if it doesn't do better than that [3%-10% penetration by 1990]." He predicted 10 million homes will be served by electronic publishing by 1986.

And, indeed, companies that were established in the past couple of years to serve as electronic publishers were reported to be gaining subscribers rapidly. William Lucas, vice president for product development of The Source, which describes itself as an "information utility," said the company is gaining 900-1,000 subscribers each month, individuals who plug into the data base with their home computers and terminals. Mike Ward, a representative of the competing CompuServe Information Service Division of CompuServe Inc., said the number of subscribers to that information retrieval system had increased from 5,500 at the beginning of 1981 to 20,000 a year later. (Both are competing for individual and business customers.)

But apart from whatever popular appeal it develops, will electronic publishing be attractive to advertisers? Teletext—which will provide news, sports, weather and similar kinds of information, updated frequently—requires advertising to pay its way, as do conventional radio and television. Videotext will also depend on advertising support, as well as on subscriber fees. But one advertising agency official at the seminar was not making any promises.

William Donnelly, senior vice president and director of resource management of Young and Rubicam, said if the new service is accepted by the public and if electronic publishers are "not too greedy about passing on costs to the advertisers," then advertisers will use the service. But he also made it clear he was not favorably impressed with the kind of advertising being done in the new service in Europe—usually a logo of a company at the bottom or top of a page of copy. "An aggressive drive to create sales characterizes advertising in the U.S.," he said. "We're not shy about that."

One of the speakers at the seminar reported a spin-off use of a teletext project that indicates there may be more than one way to attract advertisers to a teletext service. It is Field Electronic Publishers' Night Owl program. The company, a subsidiary of Field Communications, which owns the Chicago *Sun-Times* and WFLD-TV Chicago, is conducting what an official called "the largest teletext" experiment in the country. Ben B. Smylie, vice president and general manager of Field Electronic Publishers, said 23 editorial and other staffers—plus technical help—are involved in the Keyfax test, in which news and other information are broadcast by WFLD-TV over the vertical blanking inter-

val of its television signal. The information is available in 110 homes and public places where Field has distributed Zenith sets and the decoders needed to unlock the material. But between midnight and 6 a.m., it is available to anyone in Chicago who watches channel 32. The material is broadcast continuously over the open channel, and Smylie said on some nights as many as 110,000 viewers were found to have tuned in. Surveys show that 45,000 watch the magazine regularly.

(Smylie, incidentally, thinks "no one is better equipped to be in electronic publishing than newspaper publishers." He doesn't think much of broadcasters' qualifications, even though teletext is a broadcast service. "They're not the ideal people to find information and place it in another form. We are.")

The question of whether electronic publishing poses a threat to newspapers is one that will be asked every time there is a seminar on electronic publishing. Roux appeared to see electronic publishing as becoming another—not the—player in the advertising game. He said television does well in image and retail advertising, while newspapers do well in retail and classified

advertising. Electronic publishing—in this case, videotext, with its two-way capability—covers a wide range: classified ads, directory services and transactional (shopping from home, for instance). In fact, Roux sees the last as the most lucrative service available to videotext operators. Electronic publishing, then, Roux said, "may not be a long-term threat" to newspapers; it may actually offer an opportunity. A publisher, he said, could well regard himself as "well positioned" in the community to participate in teleshopping.

As a result of the remarks of Roux and others at the seminar, Paul J. Zindel, vice president and treasurer of the *Hudson* (N.Y.) *Register-Star* (circulation 14,000), was probably speaking for other small-town newspaper executives when he said: "I don't think I'll be going into electronic publishing, except perhaps as an information provider. It's too expensive. I don't think electronic publishing poses a threat to the newspaper as a provider of news. But I'm concerned about competition for the advertising. I want to learn how I can protect my advertising revenues from an electronic publisher who comes into the area."

In collision with First Amendment?

Newspaper interest in cable systems as a possible means of entry into electronic publishing was evident at the seminar on electronic publishing the American Newspaper Publishers Association held in Washington last week (see page 68). Cable was not on the agenda, but the interest was sufficient to cause the organizers to schedule a special 45-minute session on the subject beginning at 7:45 a.m. on Thursday. More than half of the 40-odd attending the seminar showed up for the session at the Shoreham.

What's more, a seminar devoted entirely to cable's possible role in newspapers' electronic publishing future will be held by the ANPA in Denver on Feb. 24-26.

Some newspapers, however, are complaining of the reception they receive when the approach cable systems with a request for access to a channel. And that problem could give rise to a First Amendment dilemma.

Indeed, the question of newspapers' right of access to cable systems was raised from the floor on Thursday at an electronic publishing session on legislation and regulation. Terry Maguire, ANPA's general counsel, put his answer, delivered in an open meeting of some 40 people, off the record. But he is reported to have indicated the question is causing the ANPA board difficulty.

According to one who was present, Maguire noted one view has it that cable television systems have the same First Amendment rights as newspapers—and that they would resent efforts to force them to carry a particular story in their news columns. On the other hand, Maguire reportedly said that cable systems

enjoy something of a monopoly position similar to that of telephone companies and that, as a result, unless there is a mandatory right of access, newspapers would be denied the right to publish. ANPA is expected over the next several weeks to consider the dilemma, which is sharpened by the fact that some major newspaper companies are also important factors in cable television ownership.

Another First Amendment question—one appearing to reflect the view that ANPA was turning its back on free speech for AT&T—was raised by ANPA's position on the AT&T Justice Department settlement. ANPA said in a statement that "unless a showing is made that adequate facilities are available to publishers who must rely on the interexchange network to reach the public; the courts and Congress should examine the advisability of deferring AT&T's authority to provide information over its monopoly facilities" ("Closed Circuit," Jan. 25).

A colleague of Maguire's who was prepared to speak on the record but who noted he was speaking for himself was Richard M. (Rick) Neustadt, of the law firm of Kirkland & Ellis, which has been working with ANPA on the AT&T matter. He cited two concerns: one, AT&T's freedom, under the settlement, to discriminate among those who want to use the data base AT&T is expected to develop, if not among those who want to use the company's transmission facilities, and, two, the possibility of cross-subsidization between those two activities. "When AT&T offers a combined service," Neustadt said, "they can do it at a price a company that is only a data supplier can't meet."

Changing Hands

PROPOSED

KATT-AM-FM Oklahoma City □ Sold by Sun Broadcasting Co. to Surrey Broadcasting for \$3.65 million. **Seller** is principally owned by John S. Tyler, president, who has no other broadcast interests. **Buyer** is principally owned by Kent Nichols and Campbell Stuckeman who own KAIR(AM)-KJYK(FM) Tucson, Ariz. They agreed to buy six radio stations from the Charter Co. for \$32 million (BROADCASTING, Dec. 14, 1981). KATT is 1 kw daytimer on 1140 khz. KATT-FM is on 100.5 mhz with 100 kw and antenna 600 feet above average terrain. *Broker: Richter-Kalil & Co.*

WADO(AM) New York □ Twenty-five percent sold by Hugh W. Downe to remaining stockholders for \$1,625,000. **Buyers** are Nelson G. Lavergne (30%), Premier Maldonado (20%), Manuel Siverio (15%) and Ben Morales (10%). None have other broadcast interests. WADO is on 1280 khz with 5 kw full time.

KLOV-AM-FM Loveland, Colo. □ Sold by KLOV-AM-FM Inc. to Aspen Leaf Broadcasting Corp. for \$975,000. **Seller** is owned by Robert Langenwaller (51%), Daryle W.

Klassen (48%) and wife, Marlene T. Klassen (1%), who have no other broadcast interests. **Buyer** is owned by Jerry L. Pound (51%) and Charles F. Jacobs (49%). Pound is vice president and general manager of KFML(AM) Denver. Jacobs is Denver real estate investor. KLOV is 1 kw daytimer on 1570 khz. KLOV-FM is on 102.3 mhz with 3 kw and antenna 145 feet above average terrain.

KGVL(AM)-KIKT(FM) Greenville, Tex. □ Sold to M&M Broadcasting for \$714,000. **Seller** is principally owned by estate of Cecilia Kimzey, son, John P. Kimzey, and Leo Hackney. Kimzey owns 45% of KST(AM) Sulphur Springs, Tex. **Buyer** is principally owned by Wayman E. and Edwin E. McMackin, brothers, who are Dallas-based real estate investors and plastic manufacturers who have no other broadcast interests. KGVL is on 1400 khz with 1 kw day and 250 w night. KIKT is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

WKZY(FM) Escanaba, Mich. □ Sold by Alpine Broadcasting Co. to Northeast Media Group Inc. for \$450,000. **Seller** is

owned by John D. DeGroot (45%), Charles G. Catt and brother, Robert K. Catt, Truman D. McNitt, Lemoine E. Noirot, and Jerry P. Fox (11% each). They own WWRM(FM) Gaylord and WGRY(AM) Grayling, both Michigan. **Buyer** is owned equally by Timothy E. Moore, Timothy R. Ives and N. Elmo Franklin Jr. They own WVOY(AM)-WKHQ(FM) Charlevoix, Mich. Ives also owns 12.9% of WJBC(AM)-WBND(FM) Bloomington, Ill., and 10% of cable system serving Bloomington and Normal, Ill. WKZY is on 97.1 mhz with 90 kw and antenna 1,070 feet above average terrain.

WACI(FM) Freeport, Ill. □ Sold by WACI Inc. to WEIS Inc. for \$425,000. **Seller** is owned by Patrick J. Broderick, president, and family who have no other broadcast interests. **Buyer** is owned by Richard C. Weis and Van Buren Management Inc. (50% each). Van Buren Management is owned by Joel S. Lee, Milwaukee attorney. Weis is former vice president and general manager of WCGV(TV) Milwaukee. Neither has other broadcast interests. WACI is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

KHND(AM) Harvey, N.D. □ Sold by Shamrock Communications Inc. to Fritz Onken for \$275,000. **Seller** is owned by Thomas McKinnon who has no other broadcast interests. **Buyer** is former Kansas City, Mo., advertising executive and has no other broadcast interests. KHND is 500 w daytimer on 1540 khz. *Broker: Wilkins & Associates.*

WRAA(AM) Luray, Va. □ Sold by WRAA Broadcasters Inc. to Caverns Broadcasting Inc. for \$200,000. **Seller** is owned by Harry A. Epperson Jr. who owns WLLY(AM) Wilson, N.C., and holds CP for new FM at Luray. **Buyer** is owned by H.T.N. Graves (90%) and son, H.T.N. Graves III (10%), who also own WLCC(FM) Luray. WRAA is 1 kw daytimer on 1330 khz. *Broker: Blackburn & Co.*

□ Other proposed station sales include: KYME(AM) Boise, Idaho; WLMT(FM) Wilmington, Ill.; WNOX(AM) Knoxville, Tenn. (BROADCASTING, Jan. 25); WCHU(AM)-WKXC(FM), both Soddy Daisy, Tenn.; KQIV(FM) Corpus Christi, Tex.; KKTU(FM) Albuquerque, N.M., and KJIM(AM) Fort Worth (see "For the Record," page 89).

APPROVED

□ Approved station sales include: KMGN(FM) Shafter, Calif.; WMOK(AM) Metropolis, Ill.; WAIN-AM-FM Columbia, Ky.; WLMS(AM) Leominster, Mass.; WPOL(FM) [CP] Gaylord, Mich.; WMVQ(FM) Amsterdam, N.Y.; WHYZ(AM) Greenville, S.C., and WFB(AM) San Sebastian, P.R. (see "For the Record," page 90).

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\$200,000. Seller is owned equally by Donald M. Becke and Ralph Aerts who have no other broadcast or cable interests. Buyer is Greenwich, Conn.-based MSO that serves more than 50,000 subscribers in seven states, and is owned by Paul L. Field, Dave W. Pardonner and Oppenheimer & Co., New York investment bank. Pentwater system serves 330 basic subscribers and passes 600 homes.

Turner takes off against ABC-TV

He says network is out to kill cable, urges rejection of its News Channels venture

Ted Turner thinks he has another weapon in his Cable News Network's "battle to the death" with the incipient ABC/Westinghouse News Channels: a backlash to what he feels is an "anticable" campaign launched by ABC-TV and its affiliates last summer.

At the urging of ABC-TV President James Duffy, ABC affiliates formed the Viewer Information and Education Committee (VIE) to remind the public and federal regulators of the benefits of broadcast television and to warn that cable television threatens the future of the older medium. Duffy and John Behnke, president of Fisher Broadcasting Inc. (KOMO-AM-TV Seattle and KATU-TV Portland, Ore.) and chairman of VIE, addressed ABC affiliates via closed-circuit television last August, urging them to spread the VIE message—"Don't Let Them Pull the Plug on Free TV"—by airing ABC-TV-produced spots and locally produced news features, distributing literature and running ads in local papers (BROADCASTING, Aug. 10, 1981).

Turner had breakfast with a handful of trade-press reporters in Washington last week and passed out some VIE literature and statements by Behnke, including his script from the closed-circuit telecast. The material, Turner said, shows that ABC, which is trying to be both a cable and broadcast programmer, "doesn't have cable's best interest at heart." Cable operators should know, he said, that the network "is out to torpedo them."

Turner has ample reason to paint ABC as a villain in the eyes of cable operators. His cable news operations—CNN and the one-month-old CNN2—are being threatened by News Channels, a partnership of ABC and Westinghouse set to begin service next spring. Turner will have to compete with News Channels for cable affiliates as well as for ad dollars.

And Turner has made no secret of his dislike of all three major television networks. "It's in the best interest of cable to see the networks destroyed and that's what I'm working on," he said last week. "The sooner they die, the better off we'll all be." But the owner of the Atlanta Braves admitted that he was not entirely confident he could pull it off. "I've tried to destroy the New York Yankees and haven't done it



Duffy (l) and Behnke closed circuit.

yet."

For the most part, the material Turner passed out was innocuous. But much of it knocked the cable industry, which ABC is courting not only for the News Channels, but also for ARTS and Daytime, its other cable programming ventures with Hearst. "One of the great fallacies of our time," Behnke said, is that cable supplies a diversity of programming. Most of its programming is retransmitted broadcast programming, he said. Cable operators "seem dedicated to

the development of a large subscriber base and have generally little or no interest in local community service programming. If cable and pay TV control the major mass programming elements of popular sports and entertainment programming in the future, the economic base of the network of local television stations service, such as network and local children's programming, network and locally produced magazine segments, documentaries, services for the handicapped, free movies and public ser-

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vice programming will be seriously eroded."

If the cable industry achieves 50% penetration in the next 10 years as it expects, Behnke said, free television will be "badly undermined" and "50% of the public will be deprived of television" because they can't afford to pay for it.

"The cable industry with the help of a gleeful national press and a very liberal FCC," he said, "has established a major beachhead in the minds of the unknowing public—unknowing in that they do not realize that the 'wired nation' will create a 'have' and 'have not' division of the people in our nation."

Turner pointed out Behnke's suggestion during the closed-circuit telecast that station managers should "plan with your programming and news people to produce and air news 'mini-docs' on the subject of pay TV versus free TV or the implications of unregulated cable TV growth." "That's pretty strong," Turner said. "It shows how legitimate their news operations are."

Dick Connelly, vice president, public relations, ABC-TV, said that the network still endorses the activities of VIE, and added that ABC's "posture has been incorrectly perceived as an anticable posture." All the network has done in Congress and at the FCC is "oppose regulation that gives cable an unfair advantage." He said he suspects it has been the purpose of some to perpetuate the misconception.

Connelly sees ABC's dual roles as cable and broadcast programmer as complementary. "We have made it clear that the commercial broadcast network will be our basic business for many years to come," he said, but it is "simply good business sense" to establish cable networks.

Turner said that neither of his news operations has yet to make money and that together they are costing him \$6 million per month, \$1 million of which is interest. As if to put that in perspective, Turner said the condition of cable programming in general is "catastrophic." CBS Cable, ARTS and ESPN are all "disasters," he said. Word has come back to him (presumably through Turner Broadcasting System President Bob Wussler) that "there has been great wailing and gnashing of teeth at CBS" over the costs of CBS Cable, which will lose \$40 million in its first year of operation. ESPN, an advertiser-supported sports channels, lost \$30 million in 1981, he said.

NRB opens its convention gates in Washington

Annual meeting hopes to have Reagan, will have Fowler and other FCC officials; exposition sellout expected for four-day conference

In the miracle of the wines, the gospel says that the master of the house usually saves the best for last for his wedding guests. But it won't necessarily be that way when

the National Religious Broadcasters opens its 39th annual conference in Washington next Sunday night.

Ronald Reagan has been invited to address the opening session that evening. As in past years, the White House is withholding word on the President's appearance until the last minute. Last year, the return of the Iranian hostages pre-empted the NRB convention from Reagan's jammed schedule. But in previous years, the NRB has been relatively successful in presidential acceptances.

The Feb. 7-10 agenda will continue on an upbeat note with appearances by leaders in religion, government and all facets of the communications industry. The Church & Media Exposition, which already has attracted a record number of exhibitors, will be open throughout the conference.

The NRB calls the Washington conference a summit conference on the family; much of the agenda focuses on moral, economic and spiritual issues that are affecting family life. However, harder news for the lay media could evolve from participants on the scene. Donald Wildmon of the Coalition for Better Television will speak at a TV session Wednesday afternoon. Wildmon has created waves in television circles with his on-again, off-again threats of sponsor boycotts. And a last-minute addition to the agenda is a press conference scheduled by Jerry Falwell of Moral Majority that follows the FCC luncheon Tuesday. FCC Chairman Mark Fowler will address the luncheon.

FCC bureau chiefs and division heads will participate in a Monday afternoon discussion moderated by former commission Chairman Richard Wiley, now counsel to the NRB. And FCC Commissioner Henry Rivera is scheduled to address a Hispanic breakfast Wednesday.

The Capitol Hill presence will be most pronounced Tuesday morning at the annual congressional breakfast.

Other major speakers will include evangelist Billy Graham and his wife, Ruth Bell Graham, Pat Robertson of *The 700 Club*, E.V. Hill of Los Angeles and Senator Robert Jepsen (R-Iowa).

The Church & Media Exposition will open Monday. The 350 booths and displays are expected to be sold out in the Sheraton Washington exhibit hall. Mark Bainer, NRB exposition manager, compared this to the 80 exhibitors just four years ago at the 1978 convention. Top exhibitors this year, he said, include such equipment manufacturers as Ikegami, Studer Revox, Agfa-Gevaert, Scientific-Atlanta, and EMCEE Broadcast.

In addition, there will be other equipment distributors, service companies, publishers, networks, religious ministries and mission organizations.

Ten awards will be made by the NRB during the convention, including the induction of the late Percy Crawford, founder of the Crawford radio stations and of King's College in Wilkes-Barre, Pa., into the Religious Broadcasting Hall of Fame. The posthumous presentation will

be accepted by Dr. Crawford's widow, Ruth Crawford, at the Wednesday anniversary banquet.

At the Sunday opening plenary session, the Milestone Award will be given to four pioneers in gospel radio: Pillar of Fire radio network (KPOFIAM) Denver, WAKW(FM) Cincinnati and WAWZ(AM) Zarephath, N.J.); KFSG(AM) Los Angeles, founded in 1924; John Rawlings of Landmark Baptist Church, Cincinnati, a broadcaster for 40 years, and Manfred George Gutzke, also a 40-year broadcast veteran and speaker on the syndicated program, *The Bible for You*.

A feature of the Monday morning keynote session will be the presentation of the Distinguished Service Award to W. Dale Oldnam, founder of *The Christian Brotherhood Hour*.

Awards of Merit for excellence in station operation will go to KGDN(AM)-KBIQ(FM) Seattle and to KYFC(TV) Kansas City, Mo., as part of the FCC luncheon on Tuesday.

Awards of Merit for excellence in program producers will honor James Dobson of *Focus on the Family* (radio) and Rex Humbard of Rex Humbard Ministries (TV). They will be part of Monday evening's plenary session.

The NRB is an association of more than 900 organizations engaged in the production of religious programs for broadcasting and the operation of religious radio and TV stations and cable systems.

Alternative funding advice

Comments to public broadcasting commission examining new ways to finance noncommercial media include selling station services such as studio time, SCA's and allowing some advertising

Noncommercial broadcasters are asking the Temporary Commission on Alternative Financing For Public Telecommunications to recommend lifting current FCC restraints that prohibit public stations from pursuing alternative sources of funding. In comments filed Jan. 22 with the FCC on a special inquiry on alternative funding for public telecommunications, noncommercial broadcasters listed several alternatives they would like to pursue to raise funds to make up the loss of federal funds. Commercial broadcasters and some noncommercial broadcasters raised serious objections to the use of advertising on public stations.

The Temporary Commission was established by Congress to seek alternative fund raising methods for noncommercial stations. Part of the investigation includes soliciting comments on a list of 24 funding alternatives (BROADCASTING, Jan. 18). The commission is also investigating the possibility of conducting an advertising experiment.

National Public Radio is recommending

a number of changes in regulatory provisions that "impede public broadcasters' ability to raise nonfederal money or unduly increase their cost of operation."

NPR is suggesting that the temporary commission recommend to the FCC deregulation of subsidiary communications authorizations for noncommercial FM stations. The FCC is currently considering changing this regulation to permit noncommercial FM stations to operate their SCA's for profit. NPR argued that this proposal is "both timely and sound and we urge the TCAF to support it."

Other regulatory changes NPR is recommending be considered include:

- Deregulating both radio and television auxiliary broadcast services to permit shared use.

- Eliminating requirements for licensees to conduct formal ascertainment studies of their communities' needs and interests.

- Allowing the use of unattended transmitters fed from distant sources to permit economical coverage of rural areas.

- Suggesting that the copyright office adopt a rule permitting effective registration of ongoing series of programs with the deposit of one example and the payment of one registration fee periodically, such as once per month or once per quarter.

Bonneville International Corp. also filed comments supporting NPR's pleas to lift SCA restriction on the noncommercial broadcasters. Bonneville contends that: "SCA services can be engaged in without adverse impact on main channel operation. Compensation for educational FM SCA services is consistent with congressional intent for public stations since such use would provide financial support for basic programming without changing the nature or quality of such programming."

Arguing against proposals to allow advertising on noncommercial stations, CBS Inc. said: "Having commercials on public broadcasting would create pressure to choose programming geared to the largest audience possible in order to maximize advertising revenues; as a result, public broadcasting would cease to fulfill its mandate to serve specialized audiences."

The National Telecommunications and Information Administration, however, urged the "prompt commencement of the advertising demonstration program." NTIA administers the Public Telecommunications Facilities Program, which makes matching grants for the construction of public telecommunications facilities. The agency also proposed the subleasing of existing public broadcasting plant and equipment for profit.

"The current depreciated capital investment in public broadcasting plant considerably exceeds \$250 million; were such auxiliary enterprises to return but a fraction on that investment, those revenues would more than cover depreciation charges while yielding marginal dollars that would be available to strengthen programming services," NTIA stated.

In addition, NTIA said it was in favor of public stations exploring "enhanced pro-

gram underwriting activities."

The National Association of Broadcasters noted in its comments that it has formed its own task force to investigate alternative funding sources for public stations. "NAB therefore plans to submit substantive comments to the Temporary Commission upon completion of the work of the task force and asks leave to supplement its statement."

Noncommercial KUAT-AM-FM-TV Tucson, Ariz., and the Committee to Save KQED(TV) San Francisco, both said they strongly oppose the use of advertising on public stations. KUAT, however, urged that the temporary commission consider ownership and leasing of satellite facilities for public stations. "It is probable that income from this source would not negatively affect existing voluntary support," KUAT said.

The Florida Broadcasting Service recommended that public broadcasters be permitted to provide teleconferencing services to users on a "for-hire profit-making basis using terrestrial satellite facilities of the stations without subjecting the stations to regulation as common carriers." Noncommercial WPBT(TV) Miami also asked that the temporary commission "recommend blanket exemptions to all public telecommunications operators of properly licensed satellite earth terminals from any and all requirements to comply with common carrier licensing procedures with the possible exception of compliance with technical standards for equipment and its operation, and frequency clearances."

A 5% excise tax on the sale of radio and TV receivers was proposed by noncommercial KTOO-FM-TV Juneau.

Noncommercial WNET(TV) New York called for investigation of the possibilities of a national lottery, taxes and fees assessed to commercial users of the spectrum, taxes on advertising revenues and incentives such as tax credits to stimulate additional private contributions. WNET also recommended that TCAFPT urge the FCC to "remove limitations and restrictions that currently limit the revenue potential of auction, membership drives, and corporate underwriting devices."

The Corporation For Public Broadcasting said that although it does not endorse any particular nonfederal funding sources at this time, it believes that certain principles should be used to evaluate each potential source of funding.

"CPB urges that any enthusiasm for these new revenue sources be tempered with caution. Public broadcasting must be careful to preserve its integrity as a public service institution. There is a danger that commercially oriented ventures might place public broadcasters in a position of having to choose between entrepreneurial venture and their public service mission. Therefore, public broadcasting's search for new revenue sources should focus principally on public service and, at the very least should be pursued in such a way that they contribute to rather than undercut the public service goals of public broadcasting."

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RCA intentions: sell Hertz, keep CIT, explore new media

That's gist of sober year-end statement that finds revenue and earnings drop; task force to examine entertainment, information services; analysts see Hertz sale as need to get cash immediately

RCA's 1981 earnings slid to about one-sixth of what they were in 1980. The company reported a negative per-share number and it is trying to sell its Hertz subsidiary. But RCA intends to hang on to CIT as it pursues "the path of greatest opportunity" that "lies in the inter-related areas of communications technologies, electronics and entertainment and information services."

That was the news last week as RCA Corp. released both its yearly financial numbers and a special "year-end statement" by Thornton F. Bradshaw, RCA chairman and chief executive officer.

For the full year 1981, RCA reported \$54 million in net earnings on revenues of \$8 billion, down from the \$315.3 million earned in 1980 on the record \$8.01 billion in revenues. Moreover, after meeting the payouts required for dividends of preferred and preference stocks, RCA posted a

per-share loss of 19 cents in 1981, compared with \$3.35 in earnings the year earlier. The drop in profits was 27% for the quarter and 83% for the year.

"Important factors in the profit decline," according to the company, were the \$150-million after-tax "special charge" the company took against third-quarter earnings to "restructure or dispose of certain assets"—including a write-down of NBC's television program inventory to reflect the value of programs that wouldn't be rebroadcast—and an increase in after-tax interest expense, exclusive of CIT, from \$60 million to \$204.9 million. Before these factors, the company said it logged earnings from operations of \$408.9 million in 1981, versus \$460 million in 1980. The increase in interest expense and the special charge had a combined impact of \$2.79 per common share in 1981.

The word about Hertz and CIT came as part of the statement by Bradshaw, the first definitive indication from the chairman as to how he intends to reorganize the company he took over last July. "Hertz is not essential to an RCA focused on new electronic and communications opportunities," he said, and "exploration

of the possible sale" of the unit is one of six "specific steps under consideration or in the process of implementation."

"Management's top priority in the years ahead," according to Bradshaw, is "a reconfiguration of the company to permit a heavier concentration of assets" in the "inter-related areas" noted above.

RCA also will sell "other nonelectronic subsidiaries," such as Coronet carpets and Gibson greeting cards (the latter is almost sold, said Bradshaw). But "the one exception will be the CIT Financial Corp., which had outstanding earnings in 1981 and whose prospects for future growth indicate it can contribute significantly to the financial strength of the corporation in the years ahead."

According to the vision Bradshaw laid out in his statement, proceeds of the divestitures will be used to trim short-term debt and "for greater penetrations of the targeted growth areas." He spoke of "companywide cost reduction programs" at both corporate staff and operating levels, which specifically included NBC. Capital expenditures also will be trimmed, and "functions not considered critical to future growth" will be eliminated or curtailed, including corporate staff in the United Kingdom, Canada and Switzerland.

Perhaps more important, to investors at least, was Bradshaw's statement that "the desirability of continuing the present level of dividend payout will be considered by the board of directors at the March meeting in the light of conditions existing at that time."

To develop specific plans to widen RCA's role in "targeted growth areas," Bradshaw said, "a corporate task force has been formed to investigate new opportunities in satellite communications, pay television, interactive communications, data transmission, cable and broadcast television hardware systems, consumer communications, and entertainment services." Bradshaw said the build-up in these fields "could come through acquisitions, joint ventures and the strengthening of core ... businesses." Some of those areas, Bradshaw maintained, will grow "at more than 20% annually in the next decade."

The identities of those on the task force were not being released last week, though a spokesman said they were drawn from the director and top corporate staff levels.

Bradshaw also said "we must monitor carefully the progress of the videodisk" operation, in which RCA has invested an estimated \$200 million. But his recitation of sales figures seemed to reflect the com-

Bottom Line

Inner buy. Inner City Broadcasting Corp., minority-owned radio station group, has become 50% owner of Sheridan Broadcasting Network, Arlington, Va.-based black oriented network with 108 radio affiliates, subsidiary of Sheridan Broadcasting Corp. Agreement (price was not disclosed) calls for network subsidiary to be spun off and become joint venture with Inner City for unspecified amount of cash and affiliation of Inner City Stations. Inner City is headed by Percy Sutton, former Manhattan borough president. Its broadcast properties include WLBI(AM)-WBLS(FM) New York; KUTE(FM) Glendale, Calif.; KGFI(AM) Los Angeles; WLBS(FM) Mount Clemens, Mich.; and KRE(AM)-KBIX(FM) Berkeley, Calif. Sheridan Broadcasting Corp., based in Pittsburgh, is principally owned by Ronald R. Davenport, whose broadcast interests include WYJZ(AM)-WAMO(FM) Pittsburgh and WUFO(AM) Amherst, N.Y. Sheridan stations are not part of deal.

Offering. Cablevision Associates VI, whose general partner is wholly owned by Heritage Communications, is offering \$25 million in limited partnership units. Total of 5,000 units will be available at \$5,000 increments. Units will be sold by E.F. Hutton and R.G. Dickinson & Co. Revenues will be used to buy and build cable systems. Currently, Cablevision Associates VI operates systems in Iowa, Missouri and Colorado.

Converts. Oak Industries announced proposed offering of \$100 million in convertible subordinated debentures. Funds are to be used to finance capital expenditures in 1982 and for general corporate purposes.

One up, one down. Securities of Columbia Pictures Industries and Coca-Cola may be subject to rating changes by Standard & Poor's, that agency said, in wake of proposed Coke acquisition of Columbia. S&P sees potential for improvement in Columbia ratings, thanks to Coke's "flexibility," possible downgrade of Coke's because of acquisition's negative effect on earnings.

pany's current tack that disk and player sales haven't been so bad (see story page 78).

In RCA's breakdown of its sales earnings, the "substantially increased start-up costs" of the disk system were cited along with a third-quarter write-down in the Picture Tube Division and a decline in sales in the Commercial Communications Systems Division as the principal reasons earnings dropped in RCA's electronics businesses. However, the television set and videocassette recorder business "reached new highs in sales and earnings for the year."

Satellite communications reported record sales and earnings and CIT "had an outstanding year despite the negative effect of continued high interest rates." Hertz had higher revenues, but lower earnings, thanks to the third-quarter charge from the restructuring of truck operations, higher interest rates and the decline in air travel.

At NBC, sales were up, "but earnings failed to keep pace because of low audience ratings, the special third-quarter write-down ... and increased program costs." (Analysts estimate NBC profits to have slipped to \$40 million after the write-down, and to have been \$100 million excluding it (BROADCASTING, Jan. 25).

Bradshaw said that 1982 "is expected to be a better profit year" but that the restructuring "is not intended to produce a quick turnaround. It is designed for the long haul ..."

Stock market reaction was slightly favorable to the combined news of the desired Hertz divestiture and the earnings report. RCA closed Wednesday at 17 3/8. But not everyone saw the moves in a positive light. One analyst went so far as to call the Hertz sale "a major mistake"—saying "Hertz was the only internal banker" the company had, and that RCA's other businesses have and will continue to require internal cash generation. Under this interpretation, Hertz is being sold to pay for the debt incurred in the acquisition of CIT,

and the sale of Hertz instead of CIT (which some had anticipated) is an admission that the company is so desperately in need of cash that it can't afford to wait the several years it would take for CIT to bring a reasonable price.

And, this logic holds, unless RCA realizes a price of \$800 million for Hertz, for which it paid \$185 million in 1967, it won't make enough after paying capital gains taxes to erase the \$600 million to \$700 million in CIT related debt that it needs to get off its books.

Wall Street has bullish reviews for broadcasting/cable

Analysts run down strengths of various stocks; among issues well thought of: Capacities, Storer, Cox, Multimedia, ABC

New York's security analysts have been given an upbeat appraisal of broadcasting and cable company prospects by five of their colleagues who follow broadcasting and cable. On a panel moderated by David Sutliff of E.F. Hutton, Dennis Leibowitz of Donaldson, Lufkin & Jenrette, Ernest Levinstein of Shearson/American Express, John Reidy of Drexel Burnham Lambert, and Ellen Sachar from Goldman Sachs presented their—for the most part bullish—interpretations of the

business.

Levinstein recommended that investors "play the low end of broadcast and cable related groups" particularly singling out Storer Broadcasting as a "cheap" stock for those interested in a cable play. The networks, he said, present excellent values, and he's recommending both CBS and ABC on the basis of yield. He thinks that in the 1982-84 period, they'll both do quite well.

Leibowitz noted that cable multiples at present are high, with "nothing much undervalued." Acknowledging that it's on the high side as well, he recommended Capital Cities Communications, which he called "the finest broadcaster" and one

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Stock Index

Exchange and Company	Closing Wed. Jan 27	Closing Wed. Jan 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	31 1/4	31 1/8	+ 1/8	+ .40	6	882
N Capital Cities	70	71 3/4	-1 3/4	- 2.43	12	911
N CBS	42	42 3/8	- 3/8	- .88	7	1,173
N Cox	34	34 5/8	- 5/8	- 1.80	17	996
A Gross Telecasting	28	29 1/8	-1 1/8	- 3.86	7	22
O LIN	35 1/2	35 1/2			12	181
N Metromedia	164 1/4	171 1/4	-7	- 4.09	12	692
O Mooney	4 3/4	4 3/4			8	3
O Scripps-Howard	18 1/2	18 1/4	+ 1/4	+ 1.36	11	191
N Storer	26	26 7/8	- 7/8	- 3.25	15	413
N Taft	29 1/4	29	+ 1/4	+ .86	9	279
O United Television	7 3/8	7 1/4	+ 1/8	+ 1.72	12	88

Exchange and Company	Closing Wed. Jan 27	Closing Wed. Jan 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 7/8	1 3/4	+ 1/8	+ 7.14	14	10
N Columbia Pictures	37 1/2	39 7/8	-2 3/8	- 5.95	9	298
N Disney	48 5/8	50 1/4	-1 5/8	- 3.23	13	1,576
N Dow Jones & Co.	43 7/8	45	-1 1/8	- 2.50	18	1,377
N Filmways	6 1/8	6 1/2	- 3/8	- 5.76	1	35
O Four Star	2	2			11	1
N Getty Oil Corp.	58 1/4	59	- 3/4	- 1.27	6	4,785
N Gulf + Western	16	16 1/8	- 1/8	- .77	4	1,211
N MCA	44 1/2	42 3/8	+2 1/8	+ 5.01	10	1,060
N MGM Film	6 3/4	7	- 1/4	- 3.57	6	335
O Reeves Commun.	30 1/2	30 1/2			15	225
O Telepictures	7 5/8	7 1/2	+ 1/8	+ 1.66	14	35
O Video Corp. of Amer.	6	6 1/2	- 1/2	- 7.69	16	9
N Warner	57	56 1/2	+ 1/2	+ .88	18	3,495
A Wrather	23 1/4	23 3/4	- 1/2	- 2.10	18	54

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	20 1/4	19 3/4	+ 1/2	+ 2.53	16	78
A Affiliated Pubs.	28 1/8	28 1/3	- 3/8	- 1.31	10	145
N American Family	7 3/4	7 3/8	+ 3/8	+ 5.08	6	104
N John Blair	23 1/8	23 5/8	- 1/2	- 2.11	7	86
N Charter Co.	7 7/8	8 1/4	- 3/8	- 4.54	12	170
N Chris-Craft	34	34 3/4	- 3/4	- 2.15	10	85
N Cowles	29 3/4	29 1/2	+ 1/4	+ .84	19	118
N Dun & Bradstreet	59 7/8	59 5/8	+ 1/4	+ .41	14	1,679
N Fairchild Ind.	12 3/8	12	+ 3/8	+ 3.12	4	160
N Gannett Co.	33 3/4	32 3/8	+1 3/8	+ 4.24	11	1,790
N General Tire	18 7/8	19 1/4	- 3/8	- 1.94	5	435
O Gray Commun	35 1/2	37	-1 1/2	- 4.05	7	17
N Gulf United	17 7/8	19	-1 1/8	- 5.92	6	479
N Harte-Hanks	30 1/4	30	+ 1/4	+ .83	12	294
O Heritage Commun	10	9 1/4	+ 3/4	+ 8.10	33	72
N Insilco Corp.	15 3/4	16	- 1/4	- 1.56	7	224
N Jefferson-Pilot	24 7/8	24	+ 7/8	+ 3.64	5	543
O Josephson Intl.	8 3/4	8 3/4			8	17
N Knight-Ridder	29	29 1/8	- 1/8	- .42	9	930
N Lee Enterprises	28 3/8	28 1/8	+ 1/4	+ .88	11	197
N Liberty	13 3/8	13 5/8	- 1/4	- 1.83	6	170
A McGraw-Hill	47 3/8	47 5/8	- 1/4	- .52	13	1,176
N Media General	35 5/8	35 3/4	- 1/8	- .34	8	251
N Meredith	59 1/2	57 3/4	+1 3/4	+ 3.03	7	189
O Multimedia	31 3/4	31 1/2	+ 1/4	+ .79	13	322
A New York Times Co.	33	35 1/2	-2 1/2	- 7.04	9	408
N Outlet Co.	37 3/4	37	+ 3/4	+ 2.02	11	99
N Post Corp.	27 1/8	27 1/4	- 1/8	- .45	16	49
N Rollins	15 1/2	15 3/4	- 1/4	- 1.58	9	425
N San Juan Racing	22 1/8	22 1/8				95
N Schering-Plough	28 1/4	28 1/8	+ 1/8	+ .44	8	1,501
N Signal Cos	25 1/2	24 7/8	+ 5/8	+ 2.51	8	1,841
O Stauffer Commun	44	45	-1	- 2.22	11	44
A Tech Operations	14 1/4	14 5/8	- 3/8	- 2.56	7	14
N Times Mirror Co	44 1/4	44	+ 1/4	+ .56	11	1,510
O Turner Bcstg	9	9 1/2	- 1/2	- 5.26	11	183
A Washington Post	31 3/8	28 3/4	+2 5/8	+ 9.13	15	441
N Wometco	17 1/2	17 7/8	- 3/8	- 2.09	10	235

CABLE

A Acton Corp.	9	10 3/8	-1 3/8	-13.25	12	42
N American Express	40 7/8	41 1/4	- 3/8	- .90	7	3,744
O Burnip & Sims	12 1/4	12 1/8	+ 1/8	+ 1.03	12	105
O Comcast	19 1/2	20 1/4	- 3/4	- 3.70	19	86
N General Instrument	37 3/4	39 1/4	-1 1/2	- 3.82	13	1,159
O Rogers Cablesystems	7 3/8	8 1/8	- 3/4	- 9.23	61	142
O Tele-Communications	19 3/8	19 3/4	- 3/8	- 1.89	47	541
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	34 1/8	34 5/8	- 1/2	- 1.44	13	1,649
O Tocom	10 3/4	10 3/4			17	53
N United Cable TV	25 3/4	26 3/4	-1	- 3.73	24	280
N Viacom	24 1/4	24 3/8	- 1/8	- .51	15	273

SERVICE

O BBDO Inc.	39 1/2	39 3/4	- 1/4	- .62	8	105
O Compact Video	3 1/2	5 1/4	-1 3/4	-33.33	6	11
N Comsat	60 1/8	61	- 7/8	- 1.43	16	481
O Doyle Dane Bernbach	16 1/2	17 1/4	- 3/4	- 4.34	9	91
N Foote Cone & Belding	28	27 3/4	+ 1/4	+ .90	8	75
O Grey Advertising	71	71			6	41
N Interpublic Group	30 3/4	31 1/4	- 1/2	- 1.60	9	142
N JWT Group	32 1/2	32 1/8	+ 3/8	+ 1.16	14	169
N MCI Communications	31	29 1/2	+1 1/2	+ 5.08	50	1,472
A Movielab	3 3/8	3 3/4	- 3/8	-10.00	34	5
A MPO Videotronics	6 3/8	6 1/2	- 1/8	- 1.92	10	3
O A.C. Nielsen	43 7/8	45 1/2	-1 5/8	- 3.57	14	492
O Ogilvy & Mather	31	31			9	132
O Telemation	2 1/8	2 1/8			13	2
O TPC Communications	2 1/8	2 1/4	- 1/8	- 5.55	3	2
O Unitel Video	8 1/4	9	- 3/4	- 8.33	3	3
N Western Union	32 1/8	33 1/4	-1 1/8	- 3.38	15	509

ELECTRONICS/MANUFACTURING

O AEL	10	9 5/8	+ 3/8	+ 3.89	4	19
N Arvin Industries	13 3/8	13 1/4	+ 1/8	+ .94	6	91
O Cable TV Industries	9 1/2	9 3/4	- 1/4	- 2.56	11	28
O C-Cor Electronics	18	18			14	53
A Cetec	4 5/8	4 3/8	+ 1/4	+ 5.71	9	10
O Chyron	18	18 1/2	- 1/2	- 2.70	16	47
A Cohu	5 1/4	5 3/4	- 1/2	- 8.69	7	9
N Conrac	24	24 7/8	- 7/8	- 3.51	14	51
N Eastman Kodak	71 3/4	70	+1 3/4	+ 2.50	9	11,580
O Elec Missile & Comm.	17 3/4	18 3/4	-1	- 5.33	71	49
N General Electric	60	58	+2	+ 3.44	8	13,671
N Harris Corp.	32 3/8	34 1/4	-1 7/8	- 5.47	11	1,012
O Microdyne	14 1/2	13 3/4	+ 3/4	+ 5.45	16	65
N M/A Com, Inc.	23 1/2	22 7/8	+ 5/8	+ 2.73	22	896
N 3M	54 7/8	54 7/8			11	6,432
N Motorola	55 3/4	53	+2 3/4	+ 5.18	10	1,759
O Nippon Electric	94 1/4	91	+3 1/4	+ 3.57	35	3,641
N N. American Philips	34 1/2	35 5/8	-1 1/8	- 3.15	6	470
N Oak Industries	27 3/4	28	- 1/4	- .89	13	393
A Orrox Corp	8 1/2	9 3/8	- 7/8	- 9.33	30	15
N RCA	17 3/8	16 7/8	+ 1/2	+ 2.96	10	1,310
N Rockwell Intl	30	29 7/8	+ 1/8	+ .41	8	2,277
A RSC Industries	4 5/8	4 1/4	+ 3/8	+ 8.82	66	11
N Scientific-Atlanta	23	25 1/2	-2 1/2	- 9.80	24	490
N Sony Corp	16 1/2	15 7/8	+ 5/8	+ 3.93	13	3,557
N Tektronix	51 3/8	52 1/2	-1 1/8	- 2.14	12	956
O Telemet (Geotel Inc.)	1 3/8	1 3/8				4
A Texscan	15	15			21	68
N Varian Associates	26 3/8	27	- 5/8	- 2.31	20	209
N Westinghouse	24	24 1/4	- 1/4	- 1.03	5	2,044
N Zenith	10 3/8	11	- 5/8	- 5.68	10	70

Standard & Poor's 400 Industrial Average 128.93 128.96 - .03

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** stock split two for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Numbers. Some sense of the relative pricing of the stocks in the broadcast business can be gained from a comparison of their closing prices last Wednesday with that of three months earlier, on Oct. 28. The two figures appear side by side. ABC—\$31.25/36.50. Capital Cities—\$70/74.50. CBS—\$42/53.75. Cox—\$34/32.125. Gross Telecasting—\$28/27.125. LIN—\$35.50/32.50. Metromedia—\$164.25/144.00. Mooney—\$4.75/5.75. Scripps-Howard—\$18.50/20. Storer—\$26./29.25. Taft—\$29.25/30.25. United Television—\$7.125/7.75.

which has entered the cable business in a big way with good franchises. "At the other end" of the multiple scale, Leibowitz pointed to the networks, which he said are "unusually depressed" in their market pricing. He prefers ABC to CBS—saying he feels the former's development strategy for participation in new media markets is better, particularly its use of joint ventures, for spreading risks. One other reason to look at the networks, Leibowitz thinks, is that the fractionalization they will experience due to new media is "exaggerated."

Leibowitz also is recommending LIN Broadcasting as a special situation, because LIN's operation of radio paging systems puts it in a position to capitalize on "the ... emergence of cellular radio."

John Reidy is maintaining a "neutral to positive" stance on ABC, CBS and RCA. (The last isn't usually included in analyst considerations of broadcast stocks—the company is generally considered to be in the electronics business.) In Reidy's analysis "the expected returns of the networks are not bad ... but I'm worried about trends in program costs ... the costs of entering new technologies." Reidy has no rated "buys" in the field, with the exceptions of cable-related Warner Communications, Time Inc. and Times Mirror. However, he'd like to add Capital Cities and Cox Broadcasting to his buy list "at lower prices."

Sachar's recommendations for the long term include the "hybrid groups"—Capcities, Cox, Multimedia and Storer. She noted that people are concerned about the high multiples of Capcities and Cox, and suggested that they monitor the stocks and buy when they dip. For the networks, however, Sachar expressed "concern for their long-term fundamentals," and recommends taking a "trading orientation" toward those issues.

Before the review of investment strategies, the analysts had spent some time discussing the broad outlines of the industries, and much of what they had to say proved optimistic about broadcasting.

Leibowitz saw "no real threat" to broadcasters, particularly the networks, from "immediate alternatives—statistics wouldn't bear out the end-of-the-world stories" he says. Nielsen research shows that pay cable subscribers are actually watching 20% more television, Leibowitz said, and that viewing only amounts to a theoretical 3% to 4% diversion from commercial broadcasters. One thing that must be kept in mind, he added, is that figures showing 30% shares for HBO are only for a movie's premiere, while the pay services then go on to run that film "five or six times," at substantially reduced shares.

Network shares are down due more to independent stations than cable, he said, while network advertising levels are up.

Reidy agreed, saying that in a business where "station operators" have profit margins in the 35%-plus range, and networks in the mid to upper teens, with returns on invested capital in the 20% range ... the industry is not dead, or even dying." He sees future revenue growth, however, largely based on price increases. Still, any drop in network viewing due to cable will be largely offset by growth in television homes, Reidy thinks. And, he says, broadcast television remains the most effective form of mass advertising.

Sachar voiced concern about what pay television's growth will mean for the future because, "people can only watch one channel at one time." She later noted, though, that the networks are faced for the first time in their history with competition in programing, and she is "reasonably optimistic they will come to a harmonious and profitable solution."

There was some disagreement over what effects deregulation of broadcasting might have on broadcasting stocks. Sachar took the view that if station ownership limitations were raised, deregulation wouldn't have much effect since most major groups don't have full complements now. Leibowitz disagreed, saying the missing stations are usually UHF's—and that permitting groups to own more VHF's could well focus attention on the values of such properties. ABC, for example, would be worth \$39 a share for its stations alone, on the basis of what Metromedia had agreed to pay for WCVB(TV) Boston. (The network was trading then at \$31 a share.)

ABC figured in a later question asked of Leibowitz by an analyst in the audience—to characterize ABC's senior management. Leibowitz said that while ABC had shown "no clear sense of direction for a number of years" lately "at least there's been a little more focus." That somewhat negative view, however, is more than compensated for by the stock's multiple, he said—"at \$31 you're not paying for brilliant leadership."

Aside from views expressed by this panel, there are more negative opinions of broadcasting in the analytical community. Joe Fuchs of Kidder Peabody for one is "still cautious on the near term," anticipating that economic slowdown will mean "short-term disappointments against perceived expectations." Though "very positive" on all media issues for the longer term, Fuchs has no media stocks on his near-term buy list. Long term, however, he'd recommend watching for drops in prices to "upgrade a portfolio" with the purchase of "high quality names" like

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Capcities, Multimedia and Cox. If Fuchs were to use a network stock (which he isn't using at the moment), it would be ABC, because "they're doing a superior job of becoming involved [in the new media] on the most attractive risk/reward basis."

And while the current surge in the broadcast business may "tend to support bullish near-term numbers," Fuchs remains concerned because, he says, broadcasting "has a history of turning on a dime."

Television's strength, meanwhile, has Ed Atorino of Smith Barney Harris Upham "in the process of shifting gears." Atorino thinks the reduction in inflation, and the easing on commodities pricing, has helped boost the surge in spot placements, which he sees running 12% to 15% ahead of last year in the first quarter. With slight declines in their stock prices, Atorino says he'd be "pretty interested in Capcities, Metromedia and Taft." He says he prefers groups to networks, though CBS is "pretty cheap," but it's still too early to be interesting.

And anyone who thinks the \$160-per-share price of Metromedia is steep, hasn't been listening to E. F. Hutton's Susan Watson. Her estimate is that by the end of 1982, Metromedia shares will hit \$200.

Teleprompter spin-off: 147,000 subs that could net \$110 million

Those are the numbers involved in the divestiture of 12 systems resulting from Westinghouse merger

Westinghouse Broadcasting Co. has placed 12 cable systems belonging to its cable MSO subsidiary, Teleprompter Corp., on the trading block to comply with the FCC's rules prohibiting the common ownership of co-located broadcast and cable properties. The company could realize more than \$110 million in kind or cash from the spin-offs.

Last August, when the commission gave Westinghouse the go-ahead to acquire Teleprompter, it also granted the New York-based, broadcast group a one-year waiver of the crossownership rules to divest its prohibited cable interests that resulted from the merger. The 12 systems total about 147,000 subscribers (BROADCASTING, Aug. 3, 1981).

The systems put on the block, which are in conflict with Westinghouse ownership of broadcast properties in the Pittsburgh, Philadelphia, San Francisco and Boston markets, include:

■ Morgantown, W.Va. (12-channel capacity, 12,441 subscribers, passing 13,815 homes).

■ Johnstown, Pa. (13-channel capacity, 29,514 subscribers, passing 33,485 homes).

■ Southern New Jersey systems in Ventnor (16-channel capacity, 12,197 subscribers, passing 13,815 homes), Ocean City (15-channel capacity, 9,167 subscribers, passing 15,800 homes), Bridgeton (14-channel capacity, 3,331 subscribers passing 6,234 homes) and Vineland (14-channel capacity, 12,054 subscribers, passing 19,138 homes).

■ Northern California systems in Los Gatos (30-channel capacity, 6,203 subscribers, passing 19,138 homes), Santa Clara (28-channel capacity, 10,327 subscribers, passing 31,065 homes), Milpitas (33-channel capacity, 3,874 subscribers, passing 11,049 homes), Newark (28-channel capacity, 3,931 subscribers, passing 9,269 homes), and Oakland-Piedmont (35-channel capacity, 22,442 subscribers, passing 117,877 homes).

■ Worcester, Mass. (27-channel capacity, 21,187 subscribers, passing 57,001 homes).

Westinghouse has indicated that it would prefer to exchange the systems for others, perhaps in areas where Teleprompter already has established systems. But that does not exclude the possibility of exchanging systems in a market where the MSO does not have a foothold, or of accepting a cash deal, said a Teleprompter spokesman.

Marvin Shapiro, a Westinghouse senior vice president who is handling the spin-off negotiations for the company, said through a spokesman that the 12 systems are being offered individually and that "all prices are open."

And, while it is not known how much Westinghouse may get from the spin-offs, in light of the company's preference to exchange systems, one industry analyst estimated "conservatively," that the systems may yield "between \$700-\$750 per sub." He also suggested that the systems in the East, which are older and may need rebuilding, would bring less, perhaps in the \$500-per-sub range, while the California systems, which are newer and have a greater potential for adding subscribers, may bring as much as \$1,000 per sub. The dollar value of the 12 systems, combined 146,698 current subscribers at \$700 per sub would total \$102,688,600, and at \$750 per sub, \$110,023,500.

Videodisk sales below expectations

DiscoVision announces closing of California plant; RCA says sales figures aren't that bad

While the videodisk industry outlook for 1982 is not nearly as rosy as the manufacturers of the two existing models—optical and capacitance had once predicted, those manufacturers, DiscoVision Associates and RCA, still insist that output levels for the coming year will far exceed those for 1981.

On the optical side, however, overly optimistic projections, perhaps due to the

recession and the ensuing lack of demand, resulted in an announcement last week by DiscoVision, a joint venture between MCA and IBM, that effective Feb. 26 it will close its Carson, Calif., manufacturing plant. (The company will retain its marketing, video processing and development lab, located in nearby Costa Mesa.)

DiscoVision spokesman Miller Bonner indicated that the planned shut-down of the Carson facilities was a cost-cutting move as opposed to a production cutback since those operations are being shifted to another plant, located in Kofu, Japan, operated by Universal Pioneer Corp. Universal is owned equally by DiscoVision and Pioneer Electronics of Japan. As Bonner described the situation, DiscoVision had originally anticipated a 500% increase in videodisk output in 1982 but has determined more recently that the realistic growth rate for the coming year is in the 250% range. As a result, he said, the company concluded that it could not "keep both plants running at cost efficiency," and is going with Kofu because it is "a second generation plant," that can easily absorb the work produced at Carson and more.

Asked about the possibility of DiscoVision getting out of the manufacturing end of the business altogether, perhaps selling its share of the Kofu plant to Pioneer, Bonner replied, "That's pure speculation. We have no information that that's going to happen at all."

Although DiscoVision refuses to disclose its videodisk production statistics, it is understood that the Kofu plant was producing about 200,000 disks per month as of last summer.

RCA meanwhile was continuing the process begun several months ago of both downgrading the initial projections it had made for its capacitance format disk players and saying that the sales that have been made to date have really been rather good (BROADCASTING, Dec. 21, 1981.)

Indeed, RCA Chairman Thornton Bradshaw, in his "year-end message" (see page 74), reiterated a line heard from other RCA quarters that "more than 65,000 players have been sold at retail since market introduction last March, more than double the sales of color TV sets or videotape recorders in their first full introductory years." (At the same time, Bradshaw's figures show that there are close to another 100,000 players in the hands of RCA's distributors and dealers that haven't been bought by consumers.)

RCA even has made sure that those writing about the company get to read one analyst's thoughts about the RCA disks—Ben Rosen attributes skepticism about the disk business chiefly to "overoptimistic statements made by RCA" that he in turn blames on Bradshaw's predecessor, Edgar Griffiths. Player sales, Rosen maintains, were "not bad at all."

And RCA, in fact, severely underestimated the potential of the disk software—initial projections said each estimated player purchaser might buy 10 disks in the first year—they really bought 16, according to Bradshaw.

Birch Report buys Media Statistics

The Birch Report, Coral Springs, Fla., has reached an agreement in principle to acquire Media Statistics Inc., Silver Spring, Md., at a price said to be "under a million dollars."

The effective date of the transfer of the radio research firm is March 1. Negotiations had been in progress for the sale prior to the death of James Seiler, president of Media Statistics (BROADCASTING, Jan. 11).

Under the terms of the agreement, all Media Statistics contracts will be assigned

to Radio Marketing Research Inc., parent company of the Birch Report.

Tom Birch, president of the Birch Reports, said the evaluation of Media Statistics showed that its Mediatrend service was "the most widely used" monthly offering in the major markets while the less frequent Mediastat studies have remained strong in the smaller markets.

The combination of The Birch Reports and Media Statistics, he said, will permit reporting in 246 markets nationwide, based on quarterly, semiannual and annual measurement of some 200 markets in 1982 and monthly measurements now conducted in 46 markets. Birch said there is a goal of monthly measurements in all of the top 50 markets by midsummer.

Cable profits dip after steady climb

FCC figures for 1980 show expenses, interest caused 15% income dip to \$168 million; pay revenue hit \$574 million

For the first time in the five years the FCC has released financial figures for cable television, the industry showed a drop in profits. In 1980 it still made money—\$168.1 million—but that was a decrease of 15.7% from its all-time high of net income before taxes of \$199.3 million in 1979.

All other categories continued to climb, according to the cable figures the FCC released today (Feb. 1). Revenues increased 23.2%, from \$1.8 billion to over \$2.2 billion. Expenses rose 27.7%, from \$1.1 billion to \$1.4 billion. That left an operating income of \$799 million. But when depreciation/amortization and interest expenses were figured in, the net profit dropped to \$168.1 million. In 1979 operating income was \$690 million, but lower depreciation and interest expenses produced profit of \$199.3 million. Depreciation and interest expenses chewed into operating income in 1979 by 71%. In 1980, that figure increased to 79%.

The FCC has not released an analysis of the profit drop and probably won't, due to staff cutbacks in the Cable Bureau. But one staffer guessed that rising interest rates that affected the economy in 1980 took a bigger bite out of cable profits than in former years.

Pay revenues continued their soaring climb. In 1978 pay accounted for 13% of the industry's total revenues, in 1979 19% and in 1980 26% (\$574 million) of total operating revenues. That was a 62% increase from 1979, when pay revenues were \$365 million.

The FCC reported 16.9 million total cable subscribers in 1980, a 7.3% increase from the year before.

The FCC figures are based on filings by 96% of the country's cable systems. They include, in addition to the actual totals for that 96%, projections for 100% of the cable systems.

The average monthly rate for basic service was \$7.69, ranging from Vermont's

\$6.37 to Alaska's \$24.76. The average monthly rate for pay was \$9.13, with a low in the Virgin Islands (\$6) to a high in Alaska (\$13.36). The average installation fee was \$17.66, ranging from a low of \$10 in Rhode Island to a high of \$40 in the Virgin Islands.

Book value of the total assets of the cable industry was reported to be \$4.44 billion, up 38% from 1979's figure of \$3.21 billion.

In 1979, seven states reported losing money. That figure increased to 12 in 1980. Cable systems in Tennessee lost more than \$9 million, Georgia lost more than \$5 million, South Carolina \$4 million and Utah \$3 million.

California, Pennsylvania and New York were the states with the most subscribers (each over one million), and also showed the greatest profit: California, \$35 million; New York, \$17 million, and Pennsylvania and Washington, \$12 million each.

The FCC said pay services were offered in 1,824 financial entities out of the 6,649 communities that reported.

Based on the actual numbers the FCC received, interest payments amounted to \$202 million, an increase of 35%. Depreciation and amortization increased from \$305 million to \$399 million, a 31% increase. The biggest jump in expenses came in payments to pay programming suppliers. They rose 66% from \$133 million to \$222 million in 1980. The other major expense categories had increases near the 27.7% figure of operating expense increases.

The FCC also broke down statistics by number of subscribers in individual systems. On the average, systems with fewer than 1,000 subscribers lost money in 1980. Systems with 20,000 subs or more brought in the most revenue and were the most profitable. Systems with 1,000 or more subs were the smallest systems to make money and profits steadily increased as subscriber counts increased.

FCC computer problems had delayed release of the 1980 cable figures until today, Feb. 1. The state-by-state chart follows on pages 80 and 81.

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A state-by-state tracking of cable

State	1980 subscribers	1979 subscribers	% change	1980 operating revenues	1979 operating revenues	% change	1980 pay TV revenues
Alabama	330,840	311,630	6.2	44,648,004	38,708,176	15.3	11,461,954
Alaska	13,504	16,874	20.0	4,571,515	4,710,029	2.9	1,088,633
Arizona	120,162	94,890	26.6	16,614,189	12,446,594	33.5	4,405,938
Arkansas	209,609	199,328	5.2	23,469,365	24,926,333	5.8	3,847,536
California	1,952,052	1,965,136	0.7	276,234,640	239,673,775	15.3	73,719,339
Colorado	132,242	115,119	14.8	15,821,771	11,426,413	38.5	4,353,230
Connecticut	318,335	255,402	24.6	40,066,654	30,321,290	32.1	8,065,402
Delaware	109,009	97,516	11.7	14,818,712	11,783,090	25.8	3,056,212
Florida	876,132	737,065	18.9	116,569,644	85,963,215	35.6	33,683,800
Georgia	387,961	352,447	10.1	58,619,887	38,046,738	54.1	11,856,276
Hawaii	125,457	117,158	7.1	16,074,052	12,430,453	29.3	1,197,120
Idaho	72,321	76,475	5.4	9,144,070	8,218,074	11.3	1,898,722
Illinois	480,112	379,699	26.5	60,948,696	41,514,653	46.8	14,949,262
Indiana	317,923	274,342	15.9	41,409,448	30,033,160	37.9	11,365,938
Iowa	260,240	182,792	42.4	35,010,443	22,478,399	55.8	11,381,543
Kansas	290,223	245,320	18.3	35,292,586	21,718,783	62.5	7,789,208
Kentucky	234,212	227,880	0.5	34,987,408	26,526,511	31.9	3,155,497
Louisiana	294,539	239,000	13.5	35,711,604	22,612,029	57.9	10,913,600
Maine	106,443	94,292	12.2	13,152,096	9,908,921	32.7	2,865,715
Maryland	110,043	104,052	40.4	14,992,835	11,505,994	30.3	3,899,368
Massachusetts	344,532	315,970	57.7	42,135,476	31,765,047	32.6	8,266,113
Michigan	466,124	401,944	16.0	57,616,811	44,113,523	30.6	15,699,316
Minnesota	195,859	194,789	0.5	23,111,148	20,531,488	12.6	5,213,224
Mississippi	241,471	347,278	30.5	30,755,771	23,388,502	31.5	7,037,309
Missouri	191,052	188,560	1.3	20,749,726	21,079,486	1.6	4,301,131
Montana	101,392	108,414	44.4	14,275,678	12,822,315	11.3	2,944,637
Nebraska	107,748	98,464	9.4	14,846,539	5,580,059	166.1	3,417,492
Nevada	44,706	40,493	10.4	6,063,590	5,422,483	11.8	2,071,612
New Hampshire	86,379	76,988	12.2	10,148,368	6,853,825	48.1	1,035,764
New Jersey	549,659	469,612	17.0	78,038,864	60,309,165	29.4	29,798,617
New Mexico	125,997	132,104	30.8	18,103,199	16,668,658	8.6	4,230,942
New York	1,187,297	1,110,368	6.9	168,831,732	142,670,156	18.3	47,701,246
North Carolina	339,051	346,134	2.1	44,400,125	37,051,207	19.8	12,634,632
North Dakota	60,713	49,067	22.7	7,323,178	5,186,336	41.2	990,436
Ohio	818,053	740,518	10.5	107,343,426	81,321,693	32.0	29,859,033
Oklahoma	326,011	277,029	17.4	41,316,211	27,624,757	49.6	13,733,605
Oregon	195,301	223,584	11.5	23,633,091	24,187,244	2.3	5,711,903
Pennsylvania	1,334,156	1,163,993	20.9	142,227,720	109,256,629	30.2	32,856,334
South Carolina	176,649	175,351	0.8	24,989,184	21,296,303	17.3	6,726,472
South Dakota	55,474	46,390	19.5	6,282,165	4,693,535	33.8	1,326,403
Tennessee	250,489	208,515	14.6	36,655,714	30,888,284	18.7	7,143,967
Texas	986,521	831,517	15.8	120,485,432	98,050,950	22.9	31,801,940
Utah	34,959	20,130	73.7	4,791,944	1,860,292	157.6	1,707,612
Vermont	57,852	56,636	2.1	6,814,671	5,377,751	26.7	966,331
Virginia	320,801	264,007	21.5	41,238,577	29,173,284	41.4	12,047,130
Washington	401,787	341,792	17.6	58,922,930	46,023,820	28.0	18,530,318
West Virginia	191,136	215,197	11.2	46,285,023	40,451,278	14.4	8,966,547
Wisconsin	197,053	162,370	21.4	24,929,287	32,576,591	23.5	5,865,095
Wyoming	88,488	79,658	11.1	13,538,914	11,412,498	18.6	4,073,094
Other (Rhode Island, Guam, Virgin Islands, Puerto Rico)	69,366	30,143	130.1	11,208,035	3,709,327	202.2	1,914,076
U.S. Total.	16,287,435	14,798,171	10.1	2,155,220,148	1,706,299,117	26.3	553,526,651
Totals projected to 100%	16,913,224	15,759,500	7.3	2,238,027,153	1,817,144,960	23.2	574,794,030

television's 1980 financial fortunes

1979 pay TV revenues	% change	1980 operating expenses	1979 operating expenses	% change	1980 net income	1979 net income	% change	% of subs not included
8,342,112	37.4	26,034,843	22,864,114	13.9	9,454,282	7,129,660	32.6	5.7
648,224	67.9	3,260,646	3,446,502	-5.4	161,088	593,944	-72.9	18.6
1,794,945	145.5	9,922,940	7,842,184	26.5	1,267,106	576,831	119.7	0.0
2,021,218	90.4	14,284,326	14,962,824	-4.5	1,774,781	2,090,650	-15.1	1.8
53,210,147	38.5	171,297,087	141,279,392	21.2	35,258,662	31,797,322	10.9	12.3
2,091,336	108.2	10,187,906	6,816,535	49.5	-234,261	126,403	-	0.0
5,100,853	58.1	22,048,959	16,176,972	36.3	4,746,228	4,254,724	11.6	0.0
1,795,041	70.3	9,049,820	6,311,175	43.4	2,695,528	3,732,478	-27.8	0.0
18,634,771	80.8	85,064,095	57,942,594	46.8	-2,109,710	515,364	-	0.0
7,269,711	63.1	37,112,105	23,323,396	59.1	-5,318,950	6,866,323	-	6.6
760,475	57.4	11,175,413	7,324,585	52.6	-579,384	399,892	-	0.0
1,254,651	51.3	5,009,275	4,602,605	8.8	1,859,116	1,488,222	24.9	8.8
7,554,997	97.9	38,118,367	25,228,513	51.1	5,900,770	6,162,754	-4.3	3.6
6,120,469	85.7	27,667,541	18,534,621	49.3	-1,108,529	1,072,841	-	0.0
5,187,533	119.4	23,537,611	13,019,254	80.8	1,965,622	4,550,011	-56.8	0.0
3,841,049	102.8	21,333,053	13,754,092	55.1	2,114,302	500,158	322.7	0.0
2,033,485	55.2	24,827,081	15,143,360	63.9	-1,456,295	5,222,168	-	5.8
5,169,520	111.1	23,499,482	13,561,185	73.3	1,831,266	2,341,980	-21.8	11.8
1,555,578	84.2	7,834,729	6,245,228	25.5	355,018	-784,630	-	1.3
1,675,034	132.8	11,837,680	8,708,216	35.9	-458,298	-75,590	-	4.7
4,769,101	73.3	27,190,189	20,812,630	30.6	2,879,888	2,831,769	1.7	0.0
8,685,673	80.7	36,756,558	26,343,458	39.5	5,944,024	5,614,169	5.9	0.0
3,282,972	58.8	13,142,231	11,906,124	10.4	4,134,120	3,581,667	15.4	0.0
4,153,757	69.4	17,529,283	13,259,312	32.2	6,460,329	5,870,004	10.1	8.2
2,590,617	66.0	14,279,592	13,199,161	8.2	77,995	3,055,401	-97.4	4.3
2,179,160	35.1	7,470,539	7,488,003	-0.2	5,101,863	3,526,788	44.7	8.4
902,488	278.7	7,704,087	3,244,095	137.5	1,984,379	147,625	1,244.2	2.3
1,693,309	22.3	3,745,409	3,224,767	16.1	1,395,218	1,430,831	-2.5	13.7
453,222	128.5	5,718,055	3,928,999	45.5	1,981,137	1,608,162	23.2	19.0
20,584,595	44.8	52,323,194	41,007,166	27.6	6,033,948	4,154,425	45.2	0.0
3,221,358	31.3	11,289,522	10,160,273	11.1	3,131,947	3,603,712	-13.1	0.6
36,135,268	32.0	108,710,905	93,802,740	15.9	17,711,345	11,054,123	60.2	9.4
8,551,876	47.7	24,935,538	22,075,324	13.0	4,047,412	3,072,574	31.7	3.4
411,371	140.8	4,708,280	3,586,209	31.3	127,183	305,002	-58.3	5.3
15,114,902	97.5	71,745,524	58,116,934	23.5	-1,973,748	-11,400,320	-	2.0
6,385,989	115.1	23,728,619	15,415,635	53.9	8,394,751	5,320,747	57.8	0.0
3,302,639	73.0	15,539,951	16,214,783	-4.2	3,064,091	4,630,973	-33.8	27.1
18,499,595	77.6	87,643,241	63,888,834	37.2	12,285,152	17,323,077	-29.1	4.5
5,479,324	22.8	16,848,734	14,325,393	17.6	-4,034,513	-243,111	-	12.1
442,620	199.7	3,847,427	2,951,198	30.4	628,933	93,958	569.4	13.1
3,751,423	90.4	29,760,574	22,392,817	32.9	-9,275,958	-1,422,297	-	2.5
17,398,223	82.8	82,322,419	60,353,037	36.4	8,896,153	13,287,914	-33.1	1.2
378,377	351.3	4,217,046	1,983,448	112.6	-3,191,515	-2,373,152	-	0.0
603,332	60.2	4,233,011	3,092,327	36.9	1,765,295	1,412,058	25.0	16.6
6,613,007	82.2	29,429,000	18,692,802	57.4	-1,663,102	-130,303	-	1.4
12,474,232	48.5	37,631,899	27,402,892	37.3	12,030,309	7,666,023	56.9	12.8
3,362,827	166.6	28,031,018	21,445,008	30.7	11,417,065	14,698,540	-22.3	45.9
2,887,229	103.1	15,926,448	21,218,202	-24.9	1,495,444	4,850,198	-69.2	8.8
2,587,273	57.4	8,082,960	6,631,112	21.9	2,064,321	4,800,678	-57.0	10.9
737,058	159.7	8,121,858	2,622,977	209.6	865,396	236,636	265.7	0.0
333,693,966	65.9	1,385,716,070	1,057,873,007	31.0	161,897,204	187,169,376	-13.5	3.7
355,371,636	61.7	1,438,957,497	1,126,595,322	27.7	168,117,553	199,328,409	-15.7	0.0

Technology

The moving television picture is actually a series of still pictures displayed sequentially at a rate rapid enough to give the impression of continuous motion. Each frame is created by scanning a beam of electrons in a horizontal line from left to right and from top to bottom over the face of a phosphor-coated tube. The number of scanning lines in any system determines the accuracy or resolution of the reproduced picture. The NTSC color television standard has 525 horizontally scanned lines displayed at a rate of 30 frames per second. The NHK **high-definition television system** produces 1,125 scanning lines on a screen with an aspect ratio (width to depth) of 5 to 3 (conventional television is 4 to 3), and thus presents five times the standard amount of picture information in each frame.

ARTISTS TAKE OVER FROM THE TECHNOLOGISTS IN

The brave new world of HDTV

Hollywood creative community puts new medium through its paces, finds performance up to or beyond expectations; CBS takes it on the road for demonstrations on both coasts

The eventuality of high-definition television (HDTV) came a giant step closer in the Hollywood production community as a pioneering TV network, two leading edge producers and an impressive coalition of Japanese manufacturing interests got together to demonstrate what could be the state of the art. The results were first shown on Jan. 22 at a presentation in CBS-TV's Television City: The East Coast will get its chance to see what they've wrought at VIP screenings on Feb. 9-10 (New York) and Feb. 24-25 (Washington).

The medium, say its protagonists, has the potential to become the wave of the future in the Hollywood production community, not only for cable and broadcast television, but for theatrical features as well—the consensus of a small, but growing, group of industry pioneers who have begun experimenting with “electronic cinema” technology on the sound stages and backlots of Hollywood.

Protagonist No.1, of course, is CBS-TV's Joseph Flaherty, the determined

media futurist who has led—and sometimes pushed—the American engineering community into such earlier revolutions as electronic news gathering, conversion to one-inch video recording and a world standard for digital recording. Flaherty's latest vision: HDTV via DBS—that is, by direct broadcast satellite—into every home and hamlet in the nation.

His co-protagonists:

Francis Ford Coppola, the flamboyant movie director who has talked since his college days about the possibilities of a marriage between film and video. For the motion picture industry to flourish, Coppola told a gathering of engineers last year, “the old ways must die away and give way to new life, new technology and new talent.”

And television producer Glen Larson, who has been striving for television community acceptance of HDTV for more than two years. “Shooting on film and transferring to tape, as we do now, is time consuming and expensive,” he explains. “The high-definition video system could revolutionize the way television programs are put together.”

Flaherty represents the conceptual brains and media muscle behind HDTV. Coppola and Larson are leading the way in the creative community. The technology is

largely to the credit of the Japanese Broadcasting Corp. (NHK), Panasonic, Sony and Ikegami. The 30-minute “demonstration” tape they've now prepared to show the world demonstrates what HDTV can do when applied to different television and movie production situations.

The tape was shot in various southern California locations over the past two months. Included are two six-minute, original “movies” produced at Coppola's Zoetrope Studios in Hollywood; scenes shot in parallel with film cameras for an upcoming episode of the Glen Larson Productions series, *The Fall Guy*, on ABC-TV; coverage of the annual Rose Bowl parade taped in Pasadena on New Year's Day and highlights of a Los Angeles Rams football game taped in Anaheim on Dec. 20.

“The tape was produced to encourage development of the [HDTV] system,” explains CBS's project supervisor Dwight Morss. “We believe the technology has great potential for the industry.” From the point of view of CBS, the project is a logical next step in the company's bid to convince policymakers that a high-definition television service should be offered on proposed direct broadcast satellite frequencies, including DBS transmissions directly to CBS affiliates, with those stations

retransmitting advertiser-supported programming terrestrially to homes. In addition, two of the three DBS channels being proposed by CBS would be used to transmit directly to homes, businesses, industrial users, colleges, theaters and hospitals, among others.

Proponents are optimistic about high definition's application to videotext and teletext services, which would take advantage of the wider and clearer image the technology provides.

CBS has filed for an Alameda, Calif., cable franchise. If granted, CBS says that system "would offer a full range of community services, including the potential for high definition." The network also sees future applications for HDTV for videocassettes and videodisks.

The latest test uses technology developed by NHK and several Japanese manufacturers over the past 14 years, first introduced in the U.S. during the February 1981 conference of the Society of Motion Picture and Television Engineers in San Francisco (BROADCASTING, Feb. 16, 1981). NHK, in cooperation with Sony, Panasonic and Ikegami, provided all of the HDTV equipment and much of the personnel for the productions. The prototype equipment includes cameras, videotape recorders, monitors, receivers and large screen projection displays, as well as experimental microwave and glass fiber transmission systems.

The high resolution of the NHK/Sony system is derived primarily from its use of 1,125 scanning lines. This compares with the 525-line NTSC standard used in the U.S. and Japan and the 625-line standard of Europe and other areas on the PAL or SECAM standards. The system also features enhanced color reproduction and fidelity, in addition to stereo audio capacity. It employs a broader width-to-height image ratio—five-to-three as opposed to

NTSC's four-to-three. This difference broadens the optimum viewing arc and reduces the optimum viewing distance for the HDTV pictures. In order to accommodate the technological innovations, the NHK/Sony system uses a 30 mhz video bandwidth.

"HDTV is an achievement that will soon benefit viewers in all countries," explains Dr. Ryo Takahashi, director general, NHK Engineering. "We especially believe high definition will bring to the world a new dimension in television and cinema."

Production of the half-hour demo tape began early last December at the 20th Century-Fox Television soundstage being used by Larson for production of *The Fall Guy*. A modified CBS remote production van was used to house the equipment, all prototypes, brought over from Japan. Included in the production were three HDTV cameras, three modified BDH-1100 videotape recorders (one used as a portable unit), an interfaced BVE-1000 videotape editor, and several 20-inch color monitors. Six Sony/NHK crew members were directed by NHK's Nakamura Takashi. A portable switching unit allowed field producers to include cuts and dissolves in their taping, but the bulk of assembly and post-production work was conducted at a CBS facility (Television City) in Los Angeles, under the direction of Morss and Dick Green, technical supervisor.

A major goal of the venture has been to assess the potential of HDTV to replace or enhance film in producing television programs and theatrical features.

Larson is excited about the prospects for "electronic cinematography" as embodied in HDTV, and included the NHK/Sony crew not only on the 20th Century-Fox lot, but on location sites for *The Fall Guy* in suburban Los Angeles. "We've all come to expect a standard of excellence called

'the film look,'" Larson said recently. "This standard incorporates rich and subtle tones, textures and contrast in the filmed images." Larson points out that most television programs (situation comedies are a notable exception) are shot on 35 mm film and transferred back to tape in finished form for delivery to the networks. The multi-step process is expensive, but takes advantage of film's wider contrast ratio. Film's contrast ratio is more than 100-to-one, as compared with about 30-to-one for videotape. The improvements of HDTV bring videotape's contrast ratio closer in line with film, making it possible to tape in subdued lighting and create more subtle visual effects. "I think that for the first time, we have a quality alternative to film," Larson said.

For Larson, the "look" of current HDTV productions is "quite remarkable." He found the equipment's performance in the field to be flawless, proudly showing off samples of the production to ABC Entertainment President Anthony Thomopolous and other ABC executives visiting *The Fall Guy* set. He envisions a day in which HDTV may help reduce Hollywood's spiraling production costs through elimination of the costly film-to-tape process and lengthy editing process.

"It's clear from what we see right now that HDTV could bring to the United States the most advanced television system and service in the world," Flaherty said during the Jan. 22 presentation. "While our current system has served us well for 40 years, continued dependence on that standard would mean that the U.S. would enter the 21st century with the lowest technical quality broadcasting system in the world."

"The image quality, wide aspect ratio and the sharpness of HDTV pictures create for the viewer a new and exciting feeling of presence and realism. Indeed, a



In front of and behind the camera. Left: on the set of Zoetrope's "Six Shots" HDTV mini-feature. Right: Benny Coleman, director of photography for Glen Larson Productions' *The Fall Guy* series, with the high-definition camera (at left) alongside the standard 35 mm film camera.

high-definition, wide-screen presentation of a televised football game, for example, is a totally new experience—as different from color television as color television is different from black-and-white television.”

“As a replacement for what we’re doing now, I think it looks pretty positive,” says Mike Young, a Glen Larson Productions engineer who has been in charge of the unit’s HDTV activities. “In general, we think it’s likely that this can replace 35mm film for television program production.”

Young thinks it’s “very likely” that Glen Larson Productions will continue its commitment to developing and adapting HDTV technology to meet producers’ needs and that the day may soon arrive when television networks and independent production companies shoot entirely with HDTV equipment.

“There were some specifics that we’re not totally satisfied with,” Young continues, “but basically the NHK and Sony system looks pretty good.” In order to be of practical use in the television production industry, he noted, HDTV cameras would have to be smaller, more lightweight, and use smaller lenses than those included in the HDTV taping. “The technology is there; we just need to put it in different boxes,” said Young. “The camera used was really a studio-type camera. For our purposes, the smaller the

camera is, the better for us, so that we can use it on a Steadicam, have moving shots, and get into small rooms.”

Another potential problem for field work is failure in electronics, which may occur more frequently than the mechanical breakdowns associated with film equipment. A steady electrical power source also would be necessary for HDTV operation.

“To be accepted and introduced rapidly, the cost savings of this system must be proven,” Young believes. A “major issue,” he believes, will be crew size. Any reduction in existing crew sizes is subject to review by the various Hollywood craft unions with jurisdiction over crew members. Reductions in crew size, coupled with lower film stock and post-production costs, could bring significant savings, Young says.

“HDTV really is a third medium, I think. It is almost the same quality as the ‘film look,’ and much, much better than existing television technology,” says Young. “I think with some tinkering you won’t be able to tell the difference between HDTV and film.” The sensitive lighting requirements of film production, he points out, were easily met by the Sony/NHK prototype equipment. Glen Larson Productions was able to shoot all indoor and outdoor segments of its demo tape contribution without changing film-based lighting requirements. At Zoetrope,

crews shot at light levels as low as 40 to 50 foot-candles with good results.

“The major component that’s made HDTV possible is the Saticon tube used in the camera,” Young explains. “It’s an amazingly sensitive instrument.”

In its post-production, Glen Larson used a film-style videotape editing system developed by CBS. That equipment was used for off-line editing at a CBS technical facility in Los Angeles, then existing Television City studios were used for on-line editing of the Larson segment.

Coppola has used video production techniques in making his two most recent films, “One From the Heart” and “Hammett.” Coppola “pushes equipment to the limit,” says one associate. “That’s why it’s better for him to use prototypes. He has much to teach those developing a prototype.”

Coppola has cut and simplified production time by interlocking videotape recorders and film cameras in such a way that cast and crew can instantly monitor “footage” as seen through the lens of the film camera. The system, based on Sony’s Betamax technology, allows the director to make editorial decisions much more quickly than would be the case if film “rushes” were employed.

Tom Brown, director of Zoetrope’s electronic cinema department, oversees the “video assist” system and supervised production of the two short segments for HDTV, which Brown refers to as HDVS—high-definition video system. “We’re an end-user,” explains Brown. “Our interest in this is how it will help us make movies. We’ve always had to use equipment that was developed or designed for another purpose. Taking part in the HDTV experiment puts us in a position to influence the design of the equipment, which is where we want to be.”

On the eighth and final full day of production, however, Brown was ready to point out some areas of concern. “In film, we are very concerned with precise image quality because our work is blown up on the big [theater] screen,” Brown points out. “In television, most people watch the finished product on a screen that is about 20 inches across. The television viewer is conditioned to expect less in terms of image quality?” (In HDTV, however, a comparable set would present images about 26 inches across.)

That expectation has carried over, says Brown, to the production techniques employed in videotape production for television. “You have one person doing everything for the camera in television,” he continues. “In film, we have a person for framing, a person for focusing, a person for moving the system, and better optical control generally.”

Brown believes the introduction of HDTV should result in a compromise between traditional filmmaking and television production techniques. For the moment, he finds the process “significant and at the same time frustrating,” since those developing the new technologies are sometimes unaware of the filmmaker’s



Coppola

Rebuttal witness. *In testimony before the House Telecommunications Subcommittee last December (BROADCASTING, Dec. 4, 1981), Stanley S. Hubbard of U.S. Satellite Broadcasting (and KSTP-AM-FM-TV Minneapolis-St. Paul), opposed the setting aside of spectrum space in the 12 ghz band for high-definition television, professing it to be not worth the bandwidth necessary for such transmissions. Francis Ford Coppola, who participated in CBS-TV's recent HDTV project described elsewhere in this article, took exception to the Hubbard comments, and delivered his own assessment of the medium in this follow-up letter to Representative Timothy Wirth, chairman of the subcommittee:*

“Television is an electronic medium and thus creates images and sounds solely through the manipulation of electricity. The fact that it has no

substance other than energy makes it ideally suited for manipulation, processing, handling, combining with other images and matting. I read once that creativity was nothing more than the re-combining of knowledge and sensations that already existed. Because television excels in this area, it is perhaps the most formidable creative instrument yet devised.

“Film, on the other hand, is a physical substance, its images and sound recorded through chemistry. Therefore, it can only be edited or manipulated by cutting with a razor, and literally Scotch-taping together in new combinations. It is extremely difficult to combine or matte with other images, and in general is slow and costly to creatively handle and transport.

“However, photographic film is a medium at the apogee of its development; it is able to record the picture in unmatched color, clarity and luster. Television, by comparison, is a poor second place when it comes to image quality. Obviously something is desired that has the flexibility and speed of handling and distribution to the public of television, and yet matches the image quality of photographic film.

“High-definition television promises to be the first phase of such an ideal new medium.”

needs. Asked what he'd hope from industry executives viewing the HDTV demonstration for the first time, Brown replied: "I would just like them to keep open minds."

The cumbersome nature of the current relationship between "electronic" and traditional cinema production approaches is demonstrated by the process by which Zoetrope edited its HDTV segments. (Both Zoetrope and Larson edited their own demo tape segments, providing CBS with "edit decision lists" that were applied to the original HDTV tape for final assembly at Television City. Zoetrope simultaneously videotaped scenes on a kind of electronic kinescope utilizing a Sony HDTV monitor. Those 3/4-inch tapes were transferred to one-inch tape for editing, then dubbed with music and effects to a second, master one-inch tape. According to Brown, Zoetrope is anxious

sion system not a part of the project.

Approximately 50 reporters attended the Jan. 22 presentation. The two-hour program included remarks by major participants in the joint project, a side-by-side demonstration of in-studio high-definition and state-of-the-art 525-line technology using live models, and display of prototype equipment designed for HDTV production and distribution. A separate "quality inspection room" provided a comparison of the high-definition image at close range with a standard 525-line display of the same material.

In his opening remarks, CBS's Flaherty compared the advent of high definition to the emergence of "talkies" in the motion picture industry or the arrival of color television in the 1950's. "This is a kind of debutante's coming-out party," said Flaherty. "The technology's been under

tapes to 35mm film using a prototype, laser-based transfer process next spring. The films will be presented on a test basis in selected U.S. theaters to gauge audience reaction to the high-definition picture quality. Shigeta said he is hopeful that the transfer process will yield "film-like quality."

Producer Larson, via videotape, said he believes a 20% saving in production costs can be realized through the application of HDTV to television program production units. "High definition adds a totally new creative dimension to prime-time television production," he added. In introducing his segment, the producer noted that "no special lighting was used except what was employed in the original film production."

Ron Colby, representing Zoetrope Studios in Coppola's absence, emphasized that the two six-minute high-definition segments produced by the studio were "a labor of love," put together by an all-volunteer cast and crew. Asked about the implications of high definition among Hollywood labor unions, Colby, a writer and director on the project, said "the unions have been very, very cooperative ... They gave us a green light to move ahead" with electronic cinema.

Colby said Zoetrope "did all the things you weren't supposed to do with video cameras," including shooting in light levels as low as 40-50 foot-candles. He told the audience the next necessary hurdle for high definition will be "a sort of quantum leap" in the size of cameras and other production equipment. "We're very, very encouraged by the results" of high definition, Colby concluded. Pressed to compare HDTV with the "film look," Colby said, "it looks like great television—but it's not the same as film. It's something new."

During a question-and-answer session following the screening, reporters asked Flaherty to predict how long it might be before consumers would feel the impact.

"A lot depends on what government agencies will do," Flaherty responded, "but we're in the 1986 to 1990 time scale." He noted that the development of color television took place over a 10-year span, and suggested that high definition would be introduced gradually (see Kalba Bowen study, page 88).

Flaherty confirmed that high definition is a potential service being proposed in CBS's application for a cable franchise in Alameda, Calif. "Certainly modern cable systems can [conceivably] combine channels to provide an HDTV service," said Flaherty, adding that cable's regulatory climate is more conducive to high definition's short-term development. CBS's technical supervisor for the HDTV project, Dick Green, told BROADCASTING it would take "about five channels" to transmit an HDTV signal via cable using today's technology, but that might be reduced by using various compression techniques.

One way or another, there's room to make HDTV fit into the American television scheme of things, of that CBS's Flaherty and his co-protagonists are sure. They mean to make it happen.



Proud parents. Co-hosts of the NHK/CBS high-definition television presentation in Los Angeles were (l to r) Dr. Takashi Fujio, deputy director of the NHK's technical research laboratories; Joseph Flaherty, vice president for engineering and development of the CBS television network, and Dr. Sakae Shigeta, director of NHK's technical research laboratories.

for standardization in those types of technologies, pointing out that at least five separate electronic editing systems are now in development for motion picture studios.

"One of these will become the standard," says Brown. "We want to be part of deciding which one it is."

Another compatibility issue to be settled is the difference between the NHK/Sony system's 60-frames-per-second speed configuration, compared with the 59.94 frames-per-second speed of the Sony editing console. Producers compensated by making editing decisions with two sets of time codes. A "rough cut" was made on the standard speed, then transferred to the faster speed for HDTV use.

High quality stereo sound is another goal of the HDTV proponents. Much of the dialogue, music, action and effects for the test were recorded in stereo. It is hoped that marketing of HDTV systems will ultimately provide for attachment to high fidelity sound reproduction units.

For this month's presentations, NHK/Sony also shipped prototype HDTV video monitors and projectors from Japan, including two 54-inch and one 100-inch projection models. The demonstrations also utilized a new fiber optics video transmis-

sion system not a part of the project. development for a long time—now we're ready to present it to the world." He emphasized that the components used in the first high-definition production in the U.S. (including lenses, pick-up tubes, kinescope lenses for monitors, and video tape recorders) "are not production models, but they are close to it."

NHK was represented at the news conference by the director of its technical research labs, Dr. Sakae Shigeta, who spoke through an interpreter. Shigeta stressed that high-definition video has applications beyond broadcast television, citing cable TV, motion picture production, printing, videotext, teleconferencing, facsimile transmission and simulation as examples. "Through the cooperation of the participants in high definition," said Shigeta, "we are seeking a new worldwide television standard."

Shigeta emphasized that NHK had conducted extensive psychovisual research into television viewing patterns before concluding that the ideal aspect ratio for high definition was five to three. In response to a question, Shigeta said that a four-to-three ratio might also be used for very large screen projections. He noted that NHK will transfer the two Zoetrope

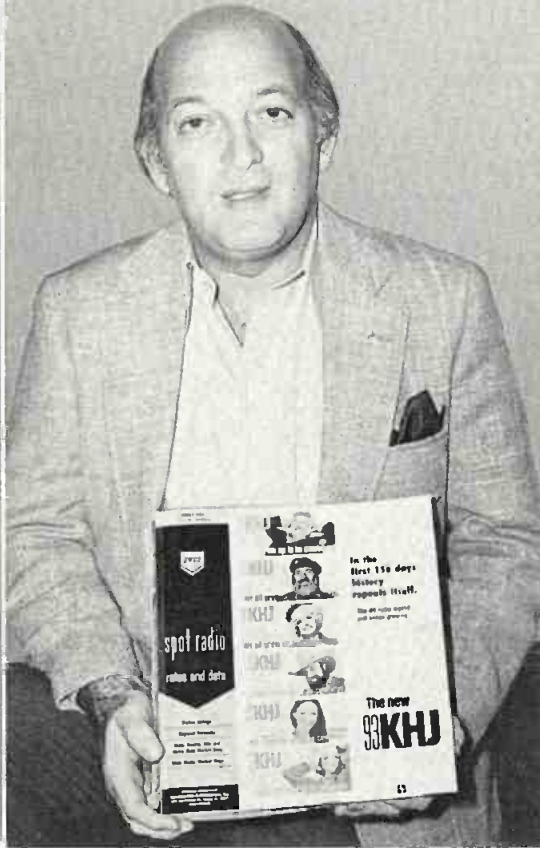
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Research firm sees bright future for HDTV

Kalba Bowen predicts new service will be delivered by DBS, cable, videodisk and cassette to over 30 million in 20 years; sets could be available by 1984

In less than two decades, there will be 30 million digital television sets in the United States tuned in to high-definition television (HDTV) programming, emanating from direct broadcast satellites, cable systems and videodisk and videocassette players.

That vision of the future comes from Kalba Bowen Associates Inc., a Cambridge, Mass., research firm, in a 32-page report attached to and supporting CBS's latest submission to the FCC (see page 33).

Much of Kalba Bowen's bullishness stems from its belief that consumers will be willing and able to purchase the special sets necessary to receive and display HDTV signals. HDTV will be characterized by greater picture resolution, more faithful colors, wider screens and high-fidelity stereo sound.

Assuming volume production, Kalba Bowen said the retail cost of an HDTV set will be 20% to 30% greater than that of a conventional set with about the same screen size. It noted however, that comparisons are difficult since most HDTV sets are expected to have much larger screens than existing sets.

Using the history of color television as its principal guide, Kalba Bowen predicted that the price tag on HDTV sets will fall as the number of sets increases. In 1984, the average price of the 7,000 HDTV sets that will be made will be a whopping \$2,400, it said, but, by 1990, when 1.3 million sets are in use, the price will have plummeted to \$650. And with 29.7 million in homes in 1999, the price will be just \$480, \$32 less than today's average price for a large color console.

Kalba Bowen's study of the history of color television and FM radio also led it to observe that entrepreneurs offering programming with improved quality, as they would with HDTV, "may be embarking on an undertaking of some six to 12 years before market 'take-off' and 15-25 years before market domination." But history also shows, it said, that consumers are willing to pay for the improved quality. In the case of color television, it said, consumers have paid three to four times more for a color set than for black-and-white.

Kalba Bowen also predicted that the proliferation of HDTV sets will be accelerated by rentals. Pioneer HDTV programmers and set manufacturers, it said, "will support and stress rentals." Although the renting of television sets in the U.S. is now unusual, it said, renting will appeal to the consumers of the future, concerned about obsolescence and quick repair.

By 1987, direct broadcast satellites will

be delivering three channels of HDTV programming, and by the turn of the century as many as 18 channels may be available, according to the Bowen report. But even before the first HDTV satellite is launched, it said, HDTV will be firmly entrenched. The cable, motion picture, videocassette and videodisk industries will have exploited and seeded the HDTV marketplace years before HDTV from the sky is possible.

The study said that HDTV videodisks and videocassettes will be available in 1984. The number of HDTV units will grow from 2,000 in that year to 80,000 in 1987 and to 320,000 in 1990.

"Cable television is particularly suited for distributing HDTV programming," the Kalba Bowen report stated, but because each HDTV signal requires five conven-

HDTV video instead of film could reduce by 20% the costs of producing and editing motion pictures and television shows, which amounted to \$6.7 billion in 1981.

HDTV proponents have also advocated using HDTV to transmit movies to theaters via satellite, terrestrial microwave or cable. Using telecommunications to deliver motion pictures instead of the mail could save producers \$2.4 million per movie, the report said. Between 1,000 and 1,500 copies of every production, each costing between \$850 to \$1,600, are usually needed, Kalba Bowen noted.

Satellite distribution of HDTV programming to cable systems or to theaters could begin as early as 1983, when the first of several fixed satellites capable of handling the wide bandwidth of an HDTV signal is launched. Assuming that a transponder

A guess at the growth of high definition

	Number of HDTV sets					Cost of HDTV sets ²
	DBS/HDTV channels ¹	Via DBS	Via CATV	Disk/cassette	Total sets	
1984	—	—	5,000	2,000	7,000	\$2,400
1985	—	—	20,000	10,000	30,000	1,800
1986	—	—	85,000	40,000	125,000	1,000
1987	3	20,000	160,000	80,000	260,000	900
1988	3	80,000	320,000	160,000	560,000	810
1989	4	120,000	440,000	260,000	820,000	755
1990	4	160,000	640,000	320,000	1,120,000	720
1999	12-18	—	—	—	29,720,000	480

¹This does not include analog fixed satellite service transmission to cable systems or theaters, or other cable, videocassette, or videodisk services.

²Outdoor electronics for DBS reception are not shown here. Cost is approximately the same for HDTV, DBS or conventional DBS. We project these costs per year, using volume production corresponding to years shown above at: \$1,000, \$700, \$500, \$450, \$400, \$360, \$330, \$300, \$275, \$240.

tional channels, only high-capacity systems will be able to offer HDTV programming. The report suggested that the amount of HDTV programming will grow commensurate with the number of subscribers linked to high-capacity cable systems.

It estimated that by 1990 more than 14 million homes (30% of the total cable audience and 16% of the total television audience) will subscribe to a system offering between 55 and 104 channels. Such a system, it said, could easily allocate 10 to 15 channels to provide two to three channels of HDTV programming. The number of sets receiving HDTV cable programming, it said, will grow more rapidly than videocassette or videodisk HDTV sets: from 5,000 sets in 1984 to 640,000 sets in 1990.

The programming industry will use HDTV to cut production costs and to distribute programming to theaters. According to some observers, the report said, use of

bandwidth of 75 mhz is sufficient for carrying an HDTV signal, Kalba Bowen said, either the two Advanced Westars (220 mhz transponders), set for launch in late 1983 and early 1984, or the two Southern Pacific satellites, scheduled to fly in 1984 with their 72 mhz transponders, would be suitable for HDTV transmission.

The future of DBS as a medium for HDTV is closely tied, the report said, to developments in digital technology. Since the bandwidth of digital signals can be compressed through various encoding schemes, it said, "the commitment to digital transmission for DBS should be made at the earliest possible date so that sufficient bandwidth and spectrum efficiencies can be achieved." With the initial launch of HDTV DBS service in 1987, channel bandwidth will be 45 mhz, it said, but after digital compression techniques are improved, the bandwidth will be reset to 30 mhz in 1990, allowing more programming services to use DBS.

For the Record

As compiled by BROADCASTING Jan. 18, through Jan. 22, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

- Juneau, Alaska—South Eastern Alaska Broadcasters Inc. seeks 105.1 mhz, 3.84 kw, HAAT: -1,057 ft. Address: Box 929, Juneau 99802. Principals: Media Inc. (90%) and Dennis Egan (10%). Media Inc. is group of eight stockholders principally owned by E. Roy Paschal. Media Inc. broadcast interests include KJNO(AM) Juneau; KIFW-AM-TV Sitka, Alaska; KTKN(AM) Ketchikan, Alaska, and 53% interest in cable system serving Juneau. Egan is vice president of Media Inc. Filed Jan. 8.
- Immokalee, Fla.—Umberger Communications Inc. seeks 98.3 mhz, 3 kw, HAAT: 136.5 ft. Address: 2225 Nursery Road 14-203, Clearwater, Fla. 33516. Estimated construction cost: \$26,500; first-quarter operating cost: \$13,500; first-year revenue: \$120,000. Principal: Applicant is principally owned by Benjamin L. Umberger, president, and family. He is chief engineer at WCKY(FM) Clearwater, Fla., and has no other broadcast interests. Filed Jan. 18.
- Waycross, Ga.—Mark S. Manafa seeks 97.7 mhz, 3 kw, HAAT: 294 ft. Address: Suite 700, 531 Gay Street, Knoxville 37902. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Principal: Manafa is Knoxville broadcast consultant who is applicant for new FM's at Elkins, W. Va.; Grifton, N.C.; Bath, N.Y.; Hilton Head, S.C.; Hertford, N.C.; and applicant for new low-power TV at Crystal River and Marathon, Fla. Filed Jan. 13.
- Lahina, Hawaii—Shoblom Broadcasting Inc. seeks 93.5 mhz, 3 kw, HAAT: -358 ft. Address: 271 Lake Havasu Avenue South, Lake Havasu City, Ariz. 86403. Estimated construction costs: \$39,000; first-quarter operating cost: \$19,000. Principal: Lee R. Shoblom (100%) who owns KFWJ(AM)-KRFM(FM) Lake Havasu City; KUUK(AM) Wickenburg, Ariz., and is applicant for new FM's at Yucca Valley, Calif., and Wickenburg, Ariz. Filed Jan. 5.
- Grafton, N.D.—KGPC Co. seeks 100.9 mhz, 3 kw, HAAT: 125 ft. Address: 45 West 6th Street, Grafton 58237. Estimated construction costs: \$40,000; first-quarter operating cost: \$15,000; first-year revenue: \$73,000. Principals: Gary C. Pearson, president (49.6%), Rodney Webb and Del Nygard (24.8% each) and three others who own KGPC(AM) Grafton. Filed Jan. 7.
- Burkburnett, Tex.—Wichita County Communications seeks 104.7 mhz, 100 kw, HAAT: 519 ft. Address: Box 7147. Estimated construction costs: \$180,000; first-quarter operating cost: \$45,000; first-year revenue: \$240,000. Principals: James D. Shelton

(33.4%), Joe B. Garza and Keith Adams (33.3% each). Shelton and Adams each own 44.5% of KKYN(AM) Plainview, 50% each of KYXX(AM) Odessa, 50% each of KWKC(AM)-KORQ(FM) Abilene, all Texas. Garza is Dallas attorney. Filed Jan. 18.

- *El Paso, Tex.—Ecom Inc. seeks 89.5 mhz, 28 kw, HAAT: 1,189 ft. Address: 813 North Estrella Street, El Paso 79903. Estimated construction cost: \$190,000; first-quarter operating cost: \$15,000. Principal: Non-commercial corporation. Ignacio Acosta is president. It has no other broadcast interests. Filed Jan. 18.

- Yakima, Wash.—Lougena J. Wikstrom seeks 99.3 mhz, 70 w, HAAT: 553 ft. Address: 8610 N.E. 169th Street, Bothell, Wash. 98011. Estimated construction costs: \$36,800; first-quarter operating cost: \$5,400; first-year revenue: \$51,400. Principal: Applicant is public relations director for Ron Bailie School of Broadcast and has no other broadcast interests. Filed Jan. 15.

TV application

- Madison, Wis.—Madison Independent Television Inc. seeks ch. 47; ERP: 721 kw vis, HAAT: 796 ft.; ant. height above ground: 743 ft. Address: 141 East 44th Street, Suite 1001, New York City 10017. Estimated construction cost: \$454,700; first-year operating cost: \$177,000. Legal counsel: Baraff, Koerner & Olender, Washington. Consulting engineer: John W. Seymour, Grand Rapids, Mich. Principals: L. William Seidman, Robin B. Martin, Susan P. Cochran (31.6% each) and James T. Shrigley (5.2%). Seidman is vice chairman of Phelps-Dodge Corp., New York-based mining and manufacturing concern, and former White House Special assistant. Martin is Kingston, N.Y.; broadcast consultant. Cochran is Palm Springs, Fla., investor. Shrigley is Albany, N.Y., broadcast consultant. They are applicants for new TV at Wilmington, N.C. (BROADCASTING, June 29, 1981). Seidman and Martin also each own 18% of applicant for new TV at Little Rock, Ark. (BROADCASTING, July 14, 1980). and are principals in applicant for new TV at Omaha. Seidman owns 22.42% of KSPN(FM) Aspen, Colo.; 13.49% of WFGL(AM)-WFMP(FM) Fitchburg, Mass.; 11.49% of WRUN(AM)-WKGW(FM) Utica, N.Y., and 16.4% of permittee WXXA-TV Albany, N.Y. Martin owns 50.54% of WFGL(AM)-WFMP(FM); and 44.1% of WRUN(AM)-WKGW(FM). Cochran also has minority interests in WRUN/WKGW and WFGL/WFMP. Filed Jan. 8.

FM actions

- Ellsworth, Me.—Arcadia Broadcasting Co. granted 94.3 mhz, 3 kw, HAAT: 441 ft. Address: Steamboat Avenue, Searsport, Me. 04974. Estimated construction costs: \$4,000; first-quarter operating cost: \$35,000; revenue: \$24,000. Format: Standard pops. Prin-

cipals: Mark L. Osborne (55.56%) and wife, Natalie K. (44.44%). Mark Osborne is vice president for operations at Northeast Communications Corp., Springfield, Mass. Natalie is teacher for Maine public schools. They have no other broadcast interests. Action Jan. 8.

- Memphis, Tex.—James A. Giesecke granted 105.3 mhz, 100 kw, HAAT: 105 ft. Address: 14233 Protom Road, Dallas 75234. Estimated construction costs: \$58,100; first-year operating costs: \$45,000; revenue: \$20,000. Format: C&W. Principal: James A. Giesecke is Dallas businessman and licensee of KLSR(AM) Memphis, Tex. (This corrects item in BROADCASTING, Jan. 11). Action Dec. 9, 1981.

- *Charlotte Amalie, V.I.—Miltony Inc. dismissed application for new educational station on 88.3 mhz, ERP: 100 w; HAAT: 70 ft. Action Dec. 29, 1981.

TV actions

- Williston, N.D.—Prairie Public TV Inc., granted ch. 4; ERP 100 kw vis., 20 kw aur., HAAT 3,120 ft.; ant. height above ground 823 ft. Address: 4500 S. University Dr., Fargo, N.D. 58103. Estimated construction cost: \$778,063; first-year operating cost: \$45,050; revenue: \$500,000. Legal counsel: Marmet Professional Corp., Wash., D.C. Consulting engineer: Don Geiken. Principals: Applicant is non-profit corporation. Dennis Folk is president. Action Jan. 6.

- Lander, Wyo.—The Chrysoston Corp. granted ch. 4; ERP: 100 kw vis., 15 kw aur., HAAT: 272 ft.; ant. height above ground: 182.8 ft. Address: 300 North Center Street, Casper, Wyo. 82601. Estimated construction cost: \$675,000; first-quarter operating cost: \$50,000. Legal counsel: Brown, Bernstein & Longest, Rockville, Md. Consulting engineer: Kenneth Williams, Tacoma, Wash. Principals: Robert Zipay and Henry Ort (20% each); Daniel M. Burke and Vincent J. Horn Jr. (12% each); Franklin Brown and M. Joseph Burke (18% each). Zipay is general manager at KCWY-TV Casper, Wyo. Ort is Casper businessman. Joseph Burke is rancher and real estate investor. Horn is attorney. Daniel Burke, son of Joseph, is attorney. All Casper. They own KCWY-TV Casper and are new TV applicants for Cheyenne, Wyo. Action Jan. 6.

Ownership changes

Applications

- KLOV-AM-FM Loveland, Colo. (AM: 1570 khz, 1 kw-D; FM: 102.3 mhz, 3 kw, ant. 145 ft.)—Seeks transfer of control of KLOV-AM-FM Inc. from stockholders (100% before; none after) to Aspen Leaf Broadcasting Corp. (none before; 100% after); consideration: \$975,000. Principals: Sellers are Robert

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Langenwalter (51%), Daryle W. Klassen (48%) and wife, Marlene T. Klassen (1%), who have no other broadcast interests. Buyer is owned by Jerry L. Pound (51%) and Charles F. Jacobs (49%). Pound is president and general manager of KFML(AM) Denver. Jacobs is Denver real estate investor. Filed Jan. 15.

■ KYME(AM) Boise, Idaho (740 khz, 500 w-D)—Seeks assignment of license from KYME Broadcasters Inc. to ConlidaCom Ltd. for \$120,000 plus \$30,000 for consultancy/noncompete agreement. Seller: M.W. Brainard (51%) and Thomas E. Hotchkiss (49%) who have no other broadcast interests. Buyer: Principally owned by Frederick W. Constant, who is also principal in applications for new FM's at New Plymouth, Idaho, Laramie, Wyo., and Santa Fe, N.M. Filed Jan. 7.

■ WACI(FM) Freeport, Ill. (92.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from WACI Inc. to Weis Inc. for \$425,000. Seller: Patrick J. Broderick, president, and family who have no other broadcast interests. Buyer: Richard C. Weis and Van Buren Management Inc. (50% each). Van Buren Management is owned by Joel S. Lee, Milwaukee attorney. Weis is former president and general manager of WCGV(TV) Milwaukee. Neither have other broadcast interests. Filed Jan. 18.

■ WLMT(FM) Wilmington, Ill. (105.5 mhz, 3 kw, ant. 275 ft.)—Seeks assignment of license from Viking Broadcasting Corp. to DBC Broadcasting Inc. for \$160,000. Seller: E.L. Christensen and wife, Virginia; Bosco Protich and wife, Stella (25% each) who have no other broadcast interests. Buyer: Donald Burgeson and David Cox (50% each). Burgeson is general manager and sales person of WLNR(AM) Lansing, Ill. Cox is Lansing, Ill., chiropractor. Filed Jan. 7.

■ WRAA(AM) Luray, Va. (1330 khz, 1 kw-D)—Seeks assignment of license from WRAA Broadcasters Inc. to Caverns Broadcasting Co. for \$200,000. Seller: Harry A. Epperson Jr. (100%), who owns WLLY(AM) Wilson, N.C., and holds CP for new FM at Luray. Buyer: H.T.N. Graves (90%) and son, H.T.N. Graves II (10%) who own WLCC(FM) Luray, Va., Filed Jan. 20.

■ WKZY(FM) Escanaba, Mich. (97.1 mhz, 90 kw, ant. 1,070 ft.)—Seeks assignment of license from Alpine Broadcasting Co. to Northcoast Media Group Inc. for \$450,000. Seller: John D. DeGroot (45%), Charles G. Catt, Robert K. Catt, William D. Burns, Lemoine E. Noiro, Truman D. McNitt and Jerry P. Fox. They own WWRM(FM) Gaylord, Mich., and WGRY(AM) Grayling, Mich. Buyers: Timothy E. Moore, Timothy R. Ives and N. Elmo Franklin Jr. (one-third each). They own WVOY(AM)-WKHQ(FM) Charlevoix, Mich. Ives also owns 12.9% of WJBC(AM)-WBNQ(FM) Bloomington, Ill., and 10% of cable system serving Bloomington-Normal, Ill. Filed Jan. 19.

■ WNOX(AM) Knoxville, Tenn. (990 khz, 10 kw-U)—Seeks assignment of license from Scripps-Howard Broadcasting Co. to Mack Sanders for \$1.2 million (BROADCASTING, Jan. 25). Seller: Publicly traded Cleveland-based group owner of four AM's, four FM's and six TV's. Buyer owns WVOK(AM) Birmingham, Ala.; and WJRB(AM) Madison, Tenn. Filed Jan. 18.

■ WCHU(AM) Soddy Daisy, Tenn. (1550 khz, 1 kw-D)—Seeks transfer of control of ARC Broadcasting Corp. from Charles E. Dunn (100% before; none after) to Choo-Choo Broadcasting Inc. (none before; 100% after). Principals: Transferor is sole stockholder of licensee and seeks transfer in exchange for 49% interest in transferee. Transferee is owned by William Bonner (51%) and Dunn (49%). Bonner is Chattanooga real estate broker. Bonner and Dunn are also seeking transfer of WKXC(FM) Soddy Daisy (see below). Filed Jan. 15.

■ WKXC(FM) Soddy Daisy, Tenn. (102.3 mhz, 3 kw, ant. 700 ft.)—Seeks transfer of control of James Gang Broadcasting Inc. from Gordon L. James Jr. (100% before; none after) to Choo-Choo Broadcasting Inc. (none before; 100% after). Consideration: \$900,000. Principals: Buyer is also seeking transfer of WCHU(AM) Soddy Daisy (see above). Filed Jan. 15.

■ *KQIV(FM) Corpus Christi, Tex., and KKTU(FM) Albuquerque, N.M. (KQIV: 91.9 mhz, 2.4 kw, ant. 320 ft.; KKTU: 91.5 mhz, 8.3 kw, ant. 4,160 ft.)—Seeks assignment of license from Spindizzy Pubcom Inc. to Family Life Radio for \$120,000. Seller: Noncommercial corporation. Curtis C. Schultz is general manager. Buyer: Noncommercial corporation. Warren J. Bolthouse is president. Family Life Broadcasting System includes WUNN(AM) Mason, WUFN(FM)

Albion and WUGN(FM) Midland, all Michigan; KFLR(AM) Phoenix and KFLT(AM) Tucson. Filed Jan. 18.

■ KJIM(AM) Fort Worth, Tex. (870 khz, 250 w-D)—Seeks transfer of control of Fort Worth KJIM Inc. from William S. Hill and wife, Frances B. (100% before; none after) to James M. Shaffer (none before; 100% after). Consideration: \$140,000. Principals: Sellers are transferring 78% of stations stock. Buyer is Fort Worth real estate broker and has no other broadcast interests. Filed Jan. 11.

Actions

■ KMGN(FM) Shafter, Calif. (97.7 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Brandon-Dorsey Communications Inc. to Consolidated Communications Corp. of California for \$400,000. Seller: Anthony S. Brandon (92.7%) and Terry Dorsey (7.3%). Brandon owns 35% of KERN(AM) Bakersfield, Calif.; 33.3% of WWWG(AM) Rochester, N.Y.; and 16.67% of KKQV(FM) Wichita Falls, Tex. Buyer: Alexander S. Klein and wife, Barbara (100% jointly). Alexander Klein is former salesman at WCAU(FM) Philadelphia. Barbara Klein is therapist at Philadelphia hospital. They have no other broadcast interests. Action Jan. 11.

■ WMOK(AM) Metropolis, Ill. (920 khz, 1 kw-D)—Granted assignment of license from Fort Massac Broadcasting Inc. to WMOK Inc. for \$204,000. Seller: group of 12 stockholders. Virgil E. Smith is vice president, general manager and 11.1% owner. None have other broadcast interests. Buyer: Gary Kidd and wife, Michele S. (50% each). Gary Kidd is sales manager at WNGO(AM)-WXID(FM) Mayfield, Ky. Michele Kidd is dental assistant. They have no other broadcast interests. Action Jan. 11.

■ *WIPU(FM) Fort Wayne, Ind. (89.1 mhz, 4 kw, ant. 120 ft.)—Granted assignment of license from Purdue University to Public Broadcasting of Northeastern Indiana Inc. Assignor: Educational institution; Frederick R. Ford is executive vice president. It also owns WBAA(AM) West Lafayette, Ind. Because of increased operation costs, University is assigning license because of insufficient funds from donors. Assignee: Noncommercial corporation; Rocco Navarro is president. It has no other broadcast interests. Action Jan. 15.

■ WAIN-AM-FM Columbia, Ky. (AM: 1270 khz, 1 kw-D; FM: 93.5 mhz, 3 kw, ant. 180 ft.)—Granted transfer of control of Tri-County Radio Broadcasting Corp. from Lindsey Wilson College Inc. (96% before; none after) to Terry Forcht (none before; 96% after). Consideration: \$400,100. Principals: Seller is Columbia, Ky., educational institution. Alan Reed is general manager. It has no other broadcast interests. Buyer is Corbin, Ky., attorney and investor and has no other broadcast interests. Action Jan. 13.

■ WLMS(AM) Leominster, Mass. (1000 khz, 1 kw-D)—Granted assignment of license from Nashua Valley Broadcast Inc. to Radio Ten Corp. for \$200,000. Seller: Principally owned by Mary R. Altain who has no other broadcast interests. Buyer: David E. Parnigoni (51%), Donn M. Parker (20.2%), Peter Kadetsky, Austen Smithers and Milton W. Robbins (9.6% each). Parnigoni is northeastern regional manager, National Association of Broadcasters. Parker is former general manager WFEA(AM) Manchester, N.H. Kadetsky and Smithers are Boston station representatives. Robbins is Woodbridge, N.J., accountant. They have no other broadcast interests. Action Jan. 15.

■ WPOL(FM)[CP] Gaylord, Mich. (95.3 mhz, 2 kw, ant. 570 ft.)—Granted assignment of construction permit from Maume Valley Broadcasting Association to Northwest Communications Inc. for \$4,125 expenses incurred in preparation, filing and prosecution of construction permit. Seller: Nonstock, nonprofit corporation; Lowell B. Yoder is president. Seller is also licensee of WPOS-FM Holland, Ohio. Buyer: Michael E. Ryan, president (40%) and six others at 10% each. He is radio personality at WRCI(FM) Midland, Mich., and has no other broadcast interests. Action Jan. 11.

■ WMVQ(FM) Amsterdam, N.Y. (97.7 mhz, 3 kw, ant. 135 ft.)—Granted assignment of license from WMVQ Corp. to Mark Anthony Communications Inc. for \$250,000. Seller: Joseph M. Isabel, who also owns cable systems in Amsterdam area. Buyer: Mark S. Manafa, who is Knoxville, Tenn., broadcast consultant and applicant for new FM's at Hilton Head, S.C., Grifton, N.C., and Bath, N.Y. Action Jan. 13.

■ WHYZ(AM) Greenville, S.C. (1070 khz, 50 kw-D)—Granted transfer of control of WHYZ Inc. from Raymond A. Somers et al (100% before; none after) to

Hooper Communications Corp. (none before; 100% after). Consideration: \$455,000. Principals: Dexter L. Stuckey Sr., Estate of Jerome P. Askins Jr. (35% each) and Raymond A. Somers (30%) who are also principal owners of WKYB(AM) Hemingway, S.C. Buyer is owned by Thomas H. Hooper III (60%) and wife, Diane B. (40%). Thomas Hooper is account executive at WPAT-AM-FM Clifton, N.J. Diane Hooper is planner for Bergen county, N.J. Neither have other broadcast interests. Action Jan. 11.

■ WFBA(AM) San Sebastian, P.R. (1460 khz, 500 w-U)—Granted assignment of license from Pepino Broadcasters Inc. to Luiz Raul Perez-Perez for \$400,000. Seller: Felix Bonnet-Velez (100%) who also owns WOYE-FM Mayaguez, P.R. Buyer is manager and 40% owner of San Sebastian furniture and appliance store and has no other broadcast interests. Action Jan. 15.

Facilities Changes

AM applications

■ WOKA(AM) Douglas, Ga.—Seeks CP to increase tower height; correct coordinates; and reduce ant. input power to maintain radiation at same level. Ann. Jan. 20.

■ WXLW(AM) Indianapolis—Seeks modification of CP (BP-20245) to move D and N-ant. sites to one common site. Ann. Jan. 20.

FM applications

■ WDRE(FM) Ellenville, N.Y.—Seeks CP to increase ERP to 10 w and change TPO. Ann. Jan. 19.

■ WHUE-FM Boston—Seeks modification of CP (BPH-801001AE, as mod.) to change type trans.; change type ant.; decrease ERP to 6.3 kw; increase HAAT to 792.5 ft.; and change TPO. Ann. Jan. 20.

TV application

■ WCBI-TV Columbus, Miss.—Seeks CP to change ERP to 100 kw vis., 10 kw aur.; change TL; change trans.; and make changes to ant. sys. Ann. Jan. 19.

AM actions

■ WANN(AM) Annapolis, Md.—Granted modification of CP (BP-801230AA), to reduce overall height above ground level from 256 ft. to 199 ft. Action Dec. 30, 1981.

■ KJRB(AM) Spokane, Wash.—Granted MP (BP-21052, as modified) to change N ant. sys. Action Dec. 29, 1981.

FM actions

■ *KNAU(FM) Flagstaff, Ariz.—Granted CP to increase ERP to 100 kw and increase HAAT to 1,549 ft. (This corrects item of Jan. 11). Action Nov. 24, 1981.

■ KMGO(FM) Goleta, Calif.—Granted modification of CP (BPH-10,210) to change TL; change type trans.; change type ant.; change ERP to 365 kw; decrease HAAT to 879 ft.; and change TPO. Action Dec. 29, 1981.

■ KSQU(FM) Weed, Calif.—Granted modification of CP(BPH-800305AD) to make changes in ant. sys.; change TL; loc. SL and RC; change type trans.; change type ant.; increase ERP to 3 kw; change HAAT to 841 ft.H; and change TPO. Action Jan. 12.

■ *KASF(FM) Alamosa, Colo.—Granted CP to increase ERP to 3 kw; change HAAT to 89,375 ft.; and make changes in ant. sys. Action Dec. 30, 1981.

■ KOEZ(FM) Newton, Kan.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 638 ft.; and change TPO. Action Dec. 30, 1981.

■ KXGR(FM) Grand Rapids, Minn.—Granted CP to change frequency to 96.6 mhz.; increase ERP to 100 kw; change HAAT to 477 ft.; change type trans.; and make changes in ant. sys. Action Jan. 5.

■ KOXI(FM) Columbus, Neb.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 762 ft.; and make changes in ant. sys. Action Dec. 30, 1981.

■ WPDH-FM Poughkeepsie, N.Y.—Granted CP to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 3 kw; increase HAAT to 1540 ft.; and change TPO. Action Dec. 29, 1981.

■ KQUE(FM) Houston—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 100 kw; increase HAAT to 970 ft.; and change TPO. Action Jan. 1.

In Contest

FCC actions

- ALJ Frederic J. Coufal granted New Mexico Media Co. CP for new TV at Santa Fe, N.M., and found two issues designated against it moot. Issues concerned engineering amendment and channel allocation. Action Jan. 8, released Jan. 15.
- FCC authorized WWAY-TV Wilmington, N.C. to move its antenna site, build 2,000 ft. tower and increase power. New site is five miles short-spaced from site of WBTV(TV) Charlotte, N.C. FCC also denied informal objection as without merit by Florence, S.C., television station claiming loss of viewers and revenues because of WWAY-TV's facilities change. Action Jan. 13.
- FCC proposed TV & radio stations be allowed use of microwave boosters for transmission between studio and remote transmitter site and main and auxiliary TV stations. Proposal would allow boosters where obstructions prevent studio-to-transmitter or intercity relays. Marti Electronics petitioned FCC because current rules are not adequate for such situations. Action Jan. 13.
- FCC vacated ALJ's 1977 decision ordering Central Plains Cable TV Inc., Mitchell, S.D., to stop carrying signal of station outside its service area. Action stemmed from FCC's 1980 order ending restrictions on carriage of distant signals. FCC said 1977 order now has no force and dismissed pleadings as moot. Action Jan. 19.
- FCC vacated 1978 Review Board decision ordering Jackson Cable TV, Jackson, Mo., to stop carrying network programming broadcast from St. Louis, and dismissed Jackson's request for review of decision as moot. Action stemmed from FCC's 1980 order ending rules restricting cable carriage of distant signals. Action Jan. 19.
- FCC denied request by WETM-TV Elmira, N.J., to review Broadcast Bureau decision denying its inspection of WENY-TV's financial report. WENY-TV petitioned to deny license renewal of satellite station WENY-TV on grounds that town could now support two full-service TV stations. Last September WETM-TV filed Freedom of Information Act request to review WENY-TV financial reports for 1979-80 because WENY-TV made financial condition issue in its petition. Bureau said that information already on hand was sufficient for WETM-TV to respond. In denying review, FCC noted its Knoxville Broadcasting Corp. decision that held it would not release financial information if station chose not to press arguments based on factual support of such reports. Action Jan. 20.

Allocations

Petitions

- Palm Desert, Calif.—In response to petition by John R. Banoczi: Proposed assigning 96.7 mhz to Palm

Desert as its second FM; comments due Jan. 29, replies Feb. 16. (BC Doc. 81-883). Action Dec. 15, 1981.

- Pagosa Springs, Colo.—In response to petition by Don Davis: Proposed assigning 106.3 mhz to Pagosa Springs as its first FM; comments due Jan. 29, replies Feb. 16. (BC Doc. 81-872). Action Dec. 11, 1981.

- Dyersville, Iowa—In response to petition by Dyersville Broadcasting Service Inc.: proposed assigning 99.3 mhz to Dyersville as its first FM; comment due Feb. 16, replies March 3. (BC Doc. 81-873). Action Dec. 14, 1981.

- Artesia, Miss.—In response to petition by Colom and Associates: Proposed assigning 100.1 mhz to Artesia as its first FM; comments due Jan. 29, replies Feb. 16. (BC Doc. 81-882). Action Dec. 15, 1981

- Cut Bank, Mont.—In response to petition by Glacier Communications Inc.: Proposed assigning 102.7 mhz to Cut Bank as its first FM; comments due March 1, replies March 16. (BC Doc. No. 82-2). Action Jan. 6.

- Washington, N.C.—In response to petition by Pamlico Broadcasting Co.: Proposed assigning 98.3 mhz to Washington as its second FM; comments due Jan. 29, replies Feb. 16. (BC Doc. 81-881). Action Dec. 15, 1981.

- Magnum, Okla.—In response to petition by Magnum Broadcasting Inc.: Proposed assigning 92.1 mhz to Magnum as its first FM; comments due March 1, replies March 16. (BC Doc. 82-3). Action Jan. 6.

- Wichita Falls, Tex.—In response to petition by Broadco Inc.: Proposed assignment of 106.3 mhz to Wichita Falls as its fourth FM; comments due Jan. 29, replies Feb. 16. (BC Doc. 81-884). Action Dec. 15, 1981.

- St. Johnsbury, Vt.—Granted petition by North Country Communications Inc., for reconsideration of earlier decision denying request of Twin State Broadcasting Inc., to assign 105.5 mhz to St. Johnsbury, and assigned that channel to St. Johnsbury as its first FM assignment; effective March 15. (BC Doc. 80-667). Action Jan. 6.

Assignments

- Carnelian Bay and South Lake Tahoe, both California, and Incline Village, Nev.—Substituted 103.7 mhz for 101.7 mhz at Carnelian Bay; 93.9 mhz and 102.9 mhz for 100.1 mhz and 103.1 mhz at South Lake Tahoe and 100.1 mhz for 93.5 mhz at Incline Village; effective March 15. (BC Doc. 80-522). Action Jan. 6.

- Ellijay, Ga.—Assigned 93.5 mhz to Ellijay as its first FM; effective March 15. (BC Doc. 81-561). Action Jan. 6.

- Hilo, Hawaii—Assigned 94.7 mhz to Hilo as its third FM; effective Feb. 16. (BC Doc. 81-515). Action Dec. 16, 1981.

- Auburn and Lagrange, both Indiana—Substituted 102.3 mhz for 105.5 mhz at Auburn and reassigned 105.5 mhz to Lagrange as its first FM; effective March 15. (BC Doc. 81-61). Action Jan. 6.

- Leoti, Kan.—Assigned 99.9 mhz to Leoti as its first FM; effective March 15. (BC Doc. 81-562). Action Jan. 6.

- Bend, Ore.—Assigned 97.5 mhz and 105.7 mhz to Bend as its third and fourth FM assignments; effective Feb. 16. (BC Doc. 81-155). Action Dec. 15, 1981.

- Woodstock, Va.—Assigned 95.9 mhz to Woodstock as its first FM; effective March 15. (BC Doc. 81-574). Action Jan. 6.

- Fairmont, W. Va.—Assigned 94.3 mhz to Fairmont as its second FM; effective March 15. (BC Doc. 81-566). Action Jan. 6.

Cable

- FCC reported following cable television service registrations:

- Manhattan Cable TV Co. for Manhattan, Ill. (IL0536), new signal.

- Citrus Cablevision Inc. for San Souci Lakes (FL0560), Arrowhead (FL0561), Laruel Estates (FL0562), Del Tura (FL0563), and Tamiami (FL0564), all Florida, new signal.

- Booth American Co. d/b/a Pannisula Cablevision for Pinellas, Fla. (FL0566), new signal.

- Essex Nineteen Eighty-Two Operating d/b/a Great Lakes for Alanson (MI0582), Tuscarora (MI0583), and Stronach (MI0585), all Michigan new signal.

- Reservation Telephone Cooperative for New Town (ND0107) and Parshall, (ND0108), both North Dakota, new signal.

- Marks Cablevision of Green Inc. for Coventry (OH0950) and Franklin (OH0951), both Ohio, new signal.

- Complexicable of Berea for Berea, Ohio (OH0949), new signal.

- Multimedia Cablevision of Lisle Inc. for Lisle, Ill. (IL0538), new signal.

- Cablevision Associates IV for Colfax (IA0180) and Clarion (IA0181), both Iowa, new signal.

- Monticello Cable Communications Inc. for Pesotum, Ill. (IL0539), new signal.

- Mono County Television Corp. for June Lake, Calif. (CA0896), new signal.

- Multimedia Cablevision of Batavia Inc. for Batavia, Ill. (IL0537), new signal.

- Charlie Jackson d/b/a Westend Cable for Molus (KY0547), Hulen (KY0548), Pathford (KY0549), Ingram (KY0550), Wheeler (KY0551), Kayjay (KY0552) and Warren (KY0553), all Kentucky, new signal.

- Champaign Urbana Communications Inc. for Savoy (IL0540) and Champaign (IL0541), both Illinois, new signal.

- Northwest Mutual Aid Telephone Corp. for Bowbell, N.D. (ND0082), new signal.

- United Cable TV of Illinois Valley Inc. for Peru (IL0083), Oglesby (IL0082), Spring Valley, (IL0084), Lasalle (IL0183), all Illinois, add signal.

- Landmark Cablevision Associated for Independence (MO0108), Sugar Creek (MO0194) and Lees Summit (MO0196), all Missouri, add signal.

- Bowling Cable TV for Hyden, KY. (KY0166), add signal.

- Bibb Communications Inc. for Centerville, Ala. (AL0227), new signal.

- Phoenix Cable Communications Corp. for Enchanted Oaks (TX0686), Gun Barrel City (TX0687), Caney City (TX0688), Eustace (TX0689), Malakoff (TX0689), Payne Springs (TX0690), Seven Points (TX0691), Tool City (TX0693), Trinidad (TX0694), Mabank (TX0695), Kerens (TX0696), Star Harbor (TX0697) and Kemp (TX0698), all Texas, add signal.

- Calcasieu Cablevision Inc. for Lake Charles and Calcasieu, both Louisiana (LA0022, 0036), add signal.

- Cable TV Co. for Brunswick (NC0229), Caswell Beach (NC0228), Yaupon Beach (NC0172), Long Beach (NC0227) and Southport (NC0167), all North Carolina, add signal.

- Genesee County Video Corp. for Lima, N.Y. (NY0946), new signal.

- Essex Nineteen Eighty-Two Operating d/b/a Great Lakes for Acme, Mich. (MI0415), add signal.

- Essex Nineteen Eighty-Two Operating d/b/a Great

Summary of broadcasting

FCC tabulations as of Nov. 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,627	3	0	4,630	128	4,758
Commercial FM	3,344	2	0	3,346	194	3,540
Educational FM	1,116	0	0	1,116	72	1,188
Total Radio	9,087	5	0	9,092	394	9,486
Commercial TV						
VHF	523	1	0	524	6	530
UHF	248	0	0	248	117	365
Educational TV						
VHF	103	1	3	107	6	113
UHF	157	2	4	163	17	180
Total TV	1,031	4	7	1,042	23	1,065
FM Translators	434	0	0	434	199	633
TV Translators						
UHF	2,685	0	0	2,685	164	2,849
VHF	1,524	0	0	1,524	388	1,912

*Special temporary authorization

**Includes off-air licenses

Lakes for Rapid (MI0572), Rapid River (MI0573), Reeder (MI0574), Kalkaska (MI0575), Antrim (MI0576), Central Lake (MI0577), all Michigan, new signal.

■ Alert Cable TV of North Carolina Inc. for Wake Forest, N.C. (NC0314), new signal.

■ Higgins Cablevision Inc. for Higgins, Tex. (TX0881) new signal.

■ American Television and Communications Corp. d/b/a El Dorado Cablevision for Union, Ark. (AR0256), new signal.

■ Bayou Cablevision for Tillmans Corner, Ala. (AL0249), new signal.

■ Vicksburg Video Inc. for Vicksburg, Miss. (MS0196), new signal.

■ Teleprompter Corp. for Loma Linda, Calif. (CA0897), new signal.

■ Winterset Cablevision d/b/a Heritage Cablevision for Winterset, Iowa (IA0185), new signal.

■ Cablevision Associates TV d/b/a Heritage Cablevision for Belmond, Iowa (IA0184), new signal.

■ Adam-Russell Cablevision-Middlesex Inc. for Maynard, Mass. (MA0146), new signal.

■ Planned Cable Systems Corp. for Deerfield Beach, Fla. (FL0565), new signal.

■ Raystay Inc. d/b/a TV Cable of Carlisle for Silver Springs, Pa. (PA2066), new signal.

■ Torrance Broadcasting Corp. for Centerville, Ill. (MS0192), new signal.

■ American Television and Communications Corp. for Mooreland, Okla. (OK0248), new signal.

■ VCA North borough Ltd for Harris, Tex. (TX0879), new signal.

■ Michael Mills d/b/a Chenoa Cable TV for Chenoa (KY0554) and Frakes (KY0555), Davisburg (KY0556), all Kentucky, new signal.

■ Falcon Communications for Pasadena (CA0898)

and Walnut (CA0899), both California, new signal.

■ Redden Enterprise d/b/a Burns Flat Cable TV for Burns Flat, Okla. (OK0164), new signal.

■ Satellite Cable Services Inc. for Salem, S.D. (SD0069), new signal.

■ William J. Brooks d/b/a Klickitat Cable for Mossyrock, town (WA0327), and Mossyrock, uninc. outside (WA0328), Wash., new signal.

■ Bek Inc. for Stanford (MT0100) and Denton (MT0101), both Montana, new signal.

■ Darrel L. Martin d/b/a Southwest Cable for Anderson, Mo. (MO0260), new signal.

■ Commerce Cable Communications Inc. for Commerce, Ga. (GA0368), new signal.

■ Continental Cablevision of Cook County Inc. for Calumet Park (IL0544) and Dolton (IL0545), both Illinois, new signal.

■ Continental Cablevision of Ohio Inc. for Cedarville (OH0953), Jamestown (OH0954), Spring Valley, village, (OH0955), Spring Valley, township (OH0956), Cedarville (OH0957), Silvercreek (OH0958), New Jasper (OH0959), all Ohio, new signal.

■ Coastal Cable Corp. for Corinna, Me. (ME0137), new signal.

■ Cox Cable/Cranston/Johnston Inc. for Cranston (RI0013) and Johnston (RI0014), both Rhode Island, new signal.

■ Redwood Cable TV of Todd Communications Inc. for Redwood Falls, Minn. (MN0225), new signal.

■ Illinois Community Cablevision Inc. for Peotone (IL0542) and Manteno (IL0543), both Illinois, new signal.

■ Telecab of Overland Park Inc. for Countryside, Kan. (KS0300), new signal.

■ Adams-Russell Cablevision-Norfolk Inc. for Norwood, Mass. (MA0148), new signal.

■ TV Cable Inc. for Maud, Tex. (TX0883), new signal.

■ Lowell Cable Television Inc. for Chelmsford, Mass. (MA0147), new signal.

■ Mel-View Cable TV for Melstone, Mont. (MT0102), new signal.

■ Home Link Communications of Princeton Ltd. for Princeton, N.J. (NJ0481), new signal.

■ Amvideo Cable Corp. for Dumfries, Va. (VA0280), new signal.

■ Sully Buttes Telephone Cooperative Inc. for Highmore, S.D. (SD0070), new signal.

■ Sandy TV Cable for Van Lear, Ky. (KY0011), add signal.

■ Park Cable Services Inc. for Stonegate, Tex. (TX0822), new signal.

■ Highland Video Inc. for Lloydsville, Pa. (PA0941), new signal.

Other

■ Denied motion by The Consumer Electronics Group of Electronic Industries Association to extend comment dates in matter of radio frequency interference to electronic equipment (Gen. Doc. 78-369). Action Jan. 12.

■ Waipahu and Honolulu, both Hawaii—In response to petition by Hefel Broadcasting Corp., licensee of KULA(FM) Waipahu, Hawaii: Proposed reassigning 92.3 mhz from Waipahu to Honolulu to show Honolulu as community of license (BC Doc. 82-5). Action Jan. 11.

■ Granted request by National Association of Broadcasters and extended to March 12 and April 12 time to file comments and reply comments, respectively, in matter of amendment rules to permit shared use of broadcast auxiliary facilities with other broadcast and non-broadcast entities and to establish new licensing policies for television auxiliary broadcast stations (BC Doc. 81-794). Action Jan. 19.

Call Letters

Applications

Call	Sought by
	New AM
WLRC	Associated Christian Enterprises, Walnut, Miss.
	New FM
KXEI	Hi Line Radio Fellowship Inc., Havre, Mont.
	New TV's
WFSL-TV	F&S COMM/NEWS Inc., Lansing, Mich.
KFBW	Family Broadcasting Co., Tacoma, Wash.
	Existing AM's
KUSA	WPRZ Los Angeles
WJDQ	WDAL Meridian, Miss.
WUSA	WWWE Cleveland
WIZX	WDIX Orangeburg, S.C.
KXTP	WAXX Superior, Wis.
	Existing FM's
WUSN	WEFM Chicago
WYLF	WMIV South Bristol township, N.Y.
KYBE	KOFO Frederick, Okla.
WIGL	WPJS Orangeburg, S.C.
WRKW	WRQK Norfolk, Va.
WQZK-FM	WKLP-FM Keyser, W. Va.
	Existing TV
WGXA	WWLG Macon, Ga.

Grants

Call	Assigned to
	New FM's
KVRS	BBG Enterprises Inc., Sterling, Colo.
KLUV-FM	Ladybug Broadcasting Co., Haynesville, La.
KGFX-FM	Robert E. Ingstad Jr., Pierre, S.D.
	Existing AM
WHUE	WSNY Boston
	Existing FM's
WHUE-FM	WHUE Boston
KDSI	KXMS Alice, Tex.
KKPL	KZUN-FM Opportunity, Wash.

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Wanted: Sales person for small market, college-town station in New York State. Must have expertise in local, state, national agency and co-op. Seeking individual looking for growth and capable of building sales. Write Box P-184.

Number 1 Account List available March 1, at WLSQ/WREZ, Montgomery, Alabama. Looking for heavy-weight salesperson with management goals. Call Gene Moorhead, General Manager, 205-832-4295.

If you are the top salesman in your small market, if you can hit the ground running, if you want excellent company benefits, if you have management potential, we have just added two Florida medium market properties to our group. E.O.E. Reply to: James C. Pride, President, Ra-Kel Communications, 161 Twin Lakes Drive, Fairfield, Ohio 45014.

General Sales Manager, WSAC/WWKK, Fort Knox, KY. AC/AOR stations need dynamic, organized and disciplined professional to motivate agency and retail sales staff. Qualified with track record. Account list, guaranteed salary, commission, and bonus override, EOE. Send resume to: Station Manager, Box 70, Fort Knox, KY 40121.

Sales Manager Wanted for Milwaukee, Wisconsin, station. Must be experienced, aggressive, organized, capable of leading six-person sales staff. This is not a desk job. Salary — override — car. Send resume, in confidence, outlining your requirements and references to: Box R-36.

Due to the passing of one of our leading sales people, a rare opening has been created. We're looking for an experienced, motivated sales rep. Good list, top benefits, outstanding potential with the market's top AM/FM combo. Send complete resume to Glenn Lewis, GSM, WWSA/WCHY, P.O. Box 1247, Savannah, Georgia 31402. No phone calls. An Equal Opportunity Employer.

Sales Manager — aggressive, professional, experienced individual to lead AM and FM staffs at mid-west facilities. Resumes to Box R-10.

Tough Salesperson ready for big opportunity needed soon at large market AM/FM. Chance for ownership and advancement. Call 305-898-2067.

Sales Manager. Illinois FM. Proven street winner. Salary, incentives, benefits. Opportunity to acquire ownership. Resume to Box P-173.

HELP WANTED ANNOUNCERS

We Need A Mature, experienced personality capable of capturing a medium-sized Northeastern market. If you can dazzle them with your humor and personality, have a good knowledge of country music, and plenty of on-air experience, we'd like to talk to you about being our next morning personality. Send salary requirements and resume to Box P-8.

Mature sounding, adult-oriented personalities needed for Sentry Broadcasting's growing facility in Illinois' second largest city. Strong production required. Call Kelly Carls, 815-874-7861.

Morning Man: Southern medium market station located right on the beach is looking for a dynamic, innovative, creative, talented and mature announcer for AM drive to work with a successful MOR format. Send resumes, salary requirements and references to: Box P-165. EOE/AA.

Ohio's best small market needs entertaining and creative morning personality. First rate staff and equipment. Good pay and benefits. Top production skills a must. Resume to Box P-180.

Progressive announcer—production director needed for 100 kw semi-auto FM. Salary \$175 to \$200/week. Send tape and resume to Jeff Thomas, WRLO, P.O. Box 509, Antigo, WI 54409. EEO.

Commercial Station. Good immediate opportunity for experienced DJ. Generous salary and fringes. Adult contemporary. WVOS AM-FM Liberty, NY 12754. S. Lubin, 914-292-5533.

Save Postage Expense—If you do not have the following qualifications. We need a top-professional announcer, with beautiful music experience, capable of injecting light personality into our relaxed beautiful music format. No beginners. Do you qualify? Would you like to live and work in the Metropolitan Washington, D.C. area? Send resume and tape — no phone calls — to Jules Henry, WEZR, 10380 Democracy Lane, Fairfax, Va. 22030. Equal Opportunity Employer.

Morning Drive Personality needed for South Louisiana station. Good production and one-to-one delivery. PD possible for right person. Call General Manager, 318-433-1641. E.O.E.

Mature, experienced modern country. Jack of all trades. We want someone that can do it all and deliver. Announcing, copy, production, some sales, remotes occasionally. Good salary with good working conditions and side benefits at top country station. References will be checked. Contact Joel Netherland, Gen. Mgr. WJNS, P.O. Box 1048, Yazoo City, MS. 39194. Call 601-746-5921.

Air/Production talent with at least two years' experience needed for opening at KTBB, Tyler, TX. Must be able to handle Adult Contemporary format. For more information, contact Foster Byrd between 10 AM and 2 PM at 214-597-7278. KTBB is an Equal Opportunity Employer.

WONE, a country music station, has immediate opening for a part-time announcer. Tapes and resumes to: Dean Taylor, WONE, 11 South Wilkinson St., Dayton, OH. 45402. An equal opportunity employer.

Growing broadcast group seeking experienced announcers with good production skills for N.C. radio stations. Send T&R to Susan Prillman, P.O. Box 529, Laurinburg, N.C. 28352, or call 919-276-2911. EOE-M/F

HELP WANTED TECHNICAL

Assistant Chief Engineer. For major market FM facility. All new top shelf equipment. Studio & transmitter maintenance experience required. Good opportunity with Cap Cities' newest facility. Please send resume to: Mr. Peter Burk, Chief Engineer, WKHX Radio, 360 Interstate North, Suite 101, Atlanta, GA 30339, or call 404-955-0101. An Equal Opportunity Employer.

New York City FM wants assistant chief engineer. Experience, excellence, and motivation are mandatory. Heavy maintenance and construction duties. First phone desired. EOE, M/F. Reply to Box R-8.

Chief Engineer, AM/FM. Must have thorough knowledge of automation (SMC) and directional antenna systems. Concern for audio and production quality a must. Apply WINW/WCCS, P.O. Box 9217, Canton, OH 44711. Attn: J.S. 216-492-5630.

Experienced Combo Engineer-Announcer. Prefer stable man that must know engineering, do proofs, maintenance and repair and hold down announcing shift. Good working conditions, good salary and benefits at a top Country station. Contact: Joel Netherland, G.M., WJNS, P.O. Box 1048, Yazoo City, MS 39194. Call 601-746-5921.

WIND, Chicago - Westinghouse Broadcasting - has an immediate opening for a transmitter/studio maintenance technician. Applicants must have extensive broadcast engineering experience. Familiarity with transmitter plant maintenance, directional antenna systems, state of the art studio facilities and two way equipment essential. Send resume and requirements to: Jack Layton, WIND, 625 N. Michigan Avenue, Chicago, IL 60611. EOE.

Chief Engineer: Southern medium market station located right on the beach seeks chief engineer with nuts and bolts knowledge of radio. Must be familiar with state of the art FM automation, transmitters, and standard AM broadcast facilities. Send resumes, salary requirements and references to: Box P-166. EOE/AA.

Chief Engineer for public radio station KSAC-AM. First class license and three years' experience required. Resume to Jack Burke, KSAC, Kansas State University, Manhattan, Kansas 66506. KSU is an Equal Opportunity Employer.

HELP WANTED NEWS

Opening for a Top Quality Newscaster at WSB-Radio, Atlanta, GA. Must have 3-5 years with major market experience. Salary negotiable, no beginners and no calls, please. Equal Opportunity Employer, M/F. Reply to: Personnel Director, WSB Radio, 1601 W. Peachtree St., N.E., Atlanta, GA 30309.

Part-Time & Weekend talk show hosts plus part-time newscaster for number one news/talk station in southeastern New England. Gutsy, provocative informed talkers. Newscaster who likes to dig for local news and report it. Tape and resume to David Derosier, WBSM, 220 Union Street, New Bedford, MA 02740, 617-993-1767.

Newsperson Needed to join four-person news staff in the Hudson Valley. Must be experienced in writing, anchoring and reporting. Send tape and resume to: Steve Kathon, News Director, WBNR/WSPK, P.O. Box 511, Beacon, NY 12508. E.O.E.

Contemporary Soul AM has opening for broadcast journalist with 2-3 years' experience. Looking for someone from deep South, but will consider all. Contact Bill Fuller, KOKA, Shreveport, Louisiana 71120, 318-222-3216, between 6 AM & 1 PM.

Assistant News Director position. WSM Broadcast, Nashville, Tennessee, has an assistant news director position available. Must have six or more years' experience in management, strong delivery skills and some production skills. A college degree is helpful. If interested and qualified, contact Opryland U.S.A., Personnel Office, 2802 Opryland Drive, Nashville, TN 37214. Equal Opportunity Employer, M/F/H.

3rd news position needed to be filled in Michigan. Looking for at least one year experience with good skills in all areas. Equal Opportunity Employer. Tape and resume to Bill Gilmer, WHLS, P.O. Box 807, Port Huron, MI 48060.

WMMW, Meriden, CT, an EOE, seeks good sounding, competent newsmen/reporter. Experience or college degree; 21 Colony St., Meriden, CT 06450.

Sports Director/sales person. Immediate opening. New FM; AM only, 10 yrs old. Station dedicated to doing local sports. Play by play required. Send resume & salary needs to Harold Wright, KRPT, Anadarko, OK 73005. 405-247-6682.

News Director. Practical experience required. Two-person department strongly committed to local news and public affairs. Resume-tape to WCCS, Amsterdam, N.Y. 12010.

HELP-WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director needed—new FM Contemporary MOR, automated. Hands-on production essential. Tape and Resume to Charles Rowe, KCRF, 4439 SW Hwy 101, Lincoln City, OR 97367.

Progressive announcer-production director needed for 100 kw semi-auto FM. Salary \$175 to \$200/week. Send tape and resume to Jeff Thomas, WRLO, P.O. Box 509, Antigo, WI 54409. EEO.

Dynamic Midwest FM Station is looking for a dynamic morning personality. Top-notch programing and production team has opening for professional with great voice and good mind to get the day off to a winning start. Send tape, resume and salary requirements to: Dean Sherwood, Box 3336, Madison, WI 53704.

Program Director: Hard working professional needed for Florida Adult Contemporary to hire, train and maintain top air staff. Box R-6.

Immediate Opening for Country & Western Program Director in warm West Texas. Send tape and resume to: KHEM, Box 750, Big Spring, Texas 79720. Phone 915-267-2523.

SITUATIONS WANTED MANAGEMENT

Group Management, 15 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, station purchase and sale. Strong qualifications include administration, sales development, programing and promotions ... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long-term opportunity with a good, growth oriented group. Write Box N-81.

General Manager in search of new challenge with above average opportunity. 16 years in management as successful professional broadcaster, Aggressive sales motivator. Experience includes all markets, all formats, both AM & FM. Desire association with a growing and progressive company. Excellent credentials. Write Box P-183.

General Manager/Corporate Attorney, eight years' experience in radio sales and programing, including major market. Qualifications include administration, sales development, programing and promotion, in addition to extensive knowledge of FCC law, station acquisition, and corporate taxation. Looking for small company with interest in expansion. Box P-196.

General Manager. Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats, excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for longterm association with quality organization. Write Box N-80.

Innovative, operations-oriented problem-solver. Currently Group Manager of chain with stations in top markets. Have excellent track record. Seeking challenging position as GM or with group or syndicator. Write Box R-41.

Don't Pay Me until station makes money. Percentage of net profits. Former multi-station owner, network executive, administration, sales, news, programing, talk, big league PBP 305-588-7173.

General Manager, employed, seeks change to Eastern small-medium market (consider others). Over 10 years successful, professional management. Solid credentials; stable, sales-oriented. By-the-book administrator. Outstanding in personnel hiring and motivation. Cost conscious. Fully knowledgeable all phases. Community-active, family man. No hurry. Box R-26.

Small-Medium Market Manager dedicated to maintaining or increasing black ink. Experience handling sales and operations personnel, legal questions, promotions, community contacts, and more. Strong salesman. Can announce better than many medium market jocks. Stable employment history. State possible compensation for guaranteed reply. Box R-4.

SITUATIONS WANTED ANNOUNCERS

Free! Volunteer—That's right, looking for volunteer work announcing for your station on part-time basis, any format. No prior air experience. But I offer you: 1st class license, Bachelors Degree, Military Vet., mature male, married, minority candidate, 32 years, dependable, workaholic, articulate, neat appearance, learns fast, good attitude, no strings attached, plus I'm free! Currently working for gov'l law enforcement agency. N.Y.C., L.I., N.J., CT, Box P-81.

Interested?—So am I, and with your call I'll show you just how eager I am to work for your midwestern AOR or soft rock format. Wondering about the voice? Never fear, your telephone is near. Currently Midwest. E.J. Johnson, 312-348-2562 home, or leave message at 312-943-1838.

Versatile announcer/newsperson seeking entry level position. Looking for opportunity to contribute and grow. Let's expand together. Lynda Little, 312-764-5832; work, 312-989-3000.

Polished newscaster, announcer, writer loves small markets. Intelligent reading and interpretation, authoritative delivery, fine-tuned speech. Political Science degree, specialized broadcast training. Phone Paul, 212-535-8179.

Creative young announcer seeks full-time airshift preferably in upper Midwest location. Experienced. Box P-195.

Stop-Read This! B.A. FCC First Class, communication skills, business and sales background, 3½ years college, D.J. experience, broadcast school grad. seeks combo position, will relocate. 212-942-5377, George Saybe, 50 Park Terrace E., N.Y., N.Y. 10034.

Fire Your Star! Dependable, self-starter, well trained DJ/newscaster, broadcast school grad. Rookie willing to work like vet! Ready to bat, will travel. 212-942-5377, George Saybe, 50 Park Terrace E., N.Y., N.Y. 10034.

Experienced AC/CHR air talent. Dedicated, amitious, hard worker seeks move up. Call for T & R. Joe Bartosch, 312-456-4219 or write 4701 N. Ozanam, Chicago, IL 60656.

Good Adult Contemp. DJ. Very professional. Don Martin, Hollywood Graduate, with good experience. 2nd Phone. Any shift. Major market only. Michael Lisle, 916-842-4014 after 2 PM. PST.

Last Chance! DJ/news. Broadcast school grad, articulate voice, compelling delivery. College experience AOR, Top 40. Looking for start. 212-942-5377, George Saybe, 50 Park Terrace E., N.Y., N.Y. 10034.

Announcer/DJ. 10 Years' experience. Seeks full-time work at small or medium market station. Anywhere in California. Can handle any format. 714-658-1094.

I have the skills and the drive. I've done mornings on KIOA and evenings on WTVN. The A/C personality of the future is Brad. 305-276-2945.

Excellent voice and reader. Eager worker. Anywhere. Bill Hess, 11401 Arrowhead Trail, Hales Corners, Wisconsin. 53130. 414-425-4924.

SITUATIONS WANTED TECHNICAL

Medium market Chief with 1st phone. Experience in AM directional, FM stereo, automation, proofs and studio construction. Station being sold, new owners have their own engineers. Box P-108.

SITUATIONS WANTED TECHNICAL CONTINUED

20 year pro-avilable employment-applications, construction, rebuilds, equipment updates, troubleshooting, processing. Shoupe, 717-249-6584.

Chief Engineer. 22 years-all phases, AM-FM. Presently NYC area. Box P-161.

Radio Engineer, AM-FM. wants equipment maintenance job at East Coast or Florida station. Many years' experience. Reply Box R-13.

SITUATIONS WANTED NEWS

Capitol Hill Radio Feeds. Credentialed freelancer will cover your congressman/senator. Small/large markets, nationwide. Ed Connors, 202-244-9288, A.M.'s.

Aggressive, hard-working News Director at small upstate New York radio station looking for move to highly professional operation (radio or television) with major commitment to news. 18 months' experience. Employer aware of job search. Call Ken, 516-843-2500.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Soul Programer, seven years' know-how, seeking to relocate. Richard, 919-483-6530.

Wanted Station that wants "off the wall", super creative, extremely entertaining personality who can wipe up your competition. Box P-144:

Program Director-music, promotion, research & production background! Looking for room to grow at stable operation! Excellent references! Frank Hanel, 412-373-3994.

Program to Win. Positive thinker, medium and major market programing, operations, and research experience, can help your station. Leave message, 212-897-2375.

Top-Five Market Music Director. I seek a PD. position in a top-100 market. Experience includes three years as PD. I'm mature, creative, and organized. Strong background in research, promotion, and management. If you're committed to winning, we'll make a good team. Box R-43.

Production Professional: great pipes, 20 years' experience, most phases multi-track recording studios and AM/FM/TV. Seeking stable production company or broadcaster for commercial, A/V, music, location recording. Some copy and limited air work. Wisconsin region preferred. Will consider others. 715-732-4660.

TELEVISION

HELP WANTED MANAGEMENT

New, progressive, family-oriented Independent Television station serving Tampa/St. Petersburg, Florida, seeks experienced Program Manager. Send resume and salary requirement to Box 30028, Tampa, Florida 33630. Station is an equal opportunity employer.

New TV station serving Tampa/St. Petersburg, Florida; will complete new studio facility in March and seeks experienced Production Manager. Should be familiar with local retail and independent station promotional needs. Send resume and salary requirement to Box 30028, Tampa, Florida 33630. Station is an equal opportunity employer.

General Manager/Corporate officer. Strong construction background. Resumes requested. Salary requirements, references to Box R-12.

Television Operations Director wanted for Washington, D.C. news and production facility. Daily supervision of ENG/EFP crew, and control room personnel (40), and their equipment. A thorough knowledge of personnel management and ENG/EFP equipment operation a must. Experience with microwave and satellite communications a must. Applicants should send resume and salary requirements to Box R-9.

GM for new UHF, deep South, under construction. Must know sales & station financing. Write: PO Box 15094, Lockland, OH 45215.

Program/Operations Director for group-owned NBC affiliate. Responsible for operations including production and general office. We prefer a generalist with administrative talent, and some prior production experience. If you're second banana in a medium to large market, or have topped out as a producer/director, you might be right for our spot. Send detailed resume and salary needs in confidence to Jim Waterbury, VP/GM, KTIV-TV, P.O. Box 87, Sioux City, IA 51102. An EOE Employer.

General manager for small single station market, East Central. Must be experienced in national sales with working knowledge of all facets of the business, including budgeting, programming, and FCC regulations. Group owner offering growth potential. Send full resume, salary requirements, and history. All replies confidential. If you are a national sales manager ready to step up in your first management position, send full particulars to Box R-23. Equal Opportunity Employer.

Operations Manager. Opportunity for a current chief or assistant chief engineer to become important part of management team. Call Dennis West, General Manager, WISR-TV, Rockford, Illinois. 61105. 615-987-5300. E.O.E.

Sales Manager position with television group station in Southeast. Responsible for local sales staff, inventory control and pricing, collections and packaging. Excellent salary and incentive package. Send resume to Box R-31. E.O.E., M/F

HELP WANTED SALES

Come home to God's Country. If you are a strong AE and enjoy a balanced list of agency and direct, we have your opportunity. Group owned, affiliated, No. 1 in market (central California coast). If you are exceptional, desire progress and management potential, prove it and "Come home to God's Country"! Reply to Box P-176. EOE.

Sales-Cable Television Industry, Regional Sales Manager. The leader in cable television programming seeks an experienced, mature professional to represent its news and entertainment services to the cable industry. Strong sales and marketing background. Travel required. Send resume, salary requirements and references in confidence to Nory Lebrun, VP Cable Sales, Turner Broadcasting System, Inc., 1050 Techwood Dr., N.W., Atlanta, GA 30318. An Equal Opportunity Employer, M/F.

Account Executive—Tremendous potential with New England's newest major market UHF independent. We are looking for people who want a challenging opportunity, are aggressive and self-motivated. If you are one of those people and have a minimum of 2 years local sales experience, send resume and salary requirements to Box P-177. An EOE employer.

Aggressive individual with broadcast experience needed for growing sales effort. Benefits and the chance to progress rapidly, with our professional organization. Contact: Brad Worthen, Sales Manager, WNNE-TV, PO Box 906, White River Junction, Vermont 05001. 802-295-3100. EOE.

Strong Syndication Salesperson. International television distribution company seeks self-starter with television sales experience to take full charge of domestic syndication; extensive travel involved. Excellent salary/expenses/commission/comprehensive benefits program. Please send resume to Alan Enterprises, Inc., 26170 Pacific Coast Hwy, Malibu, CA 90265.

Account Executive. Top 20 Network Affiliate in Southeast seeking an ambitious A.E. Knowledge of agencies, retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Write Box R-39.

Account Executive. Top account list; television group station in Southeast; must be able to handle heavy agency list; top earnings immediately. Send resume to Box R-32. E.O.E., M/F

HELP WANTED TECHNICAL

Remote Engineer for Florida's largest film/videotape production center to operate and maintain EFP commercial production mobile unit. Involves client contact and creative video engineering. Maintenance experience and valid driver's license required. Salary negotiable. Resume and salary history to: Bruce Graham, Chief Engineer, Florida Production Center, 150 Riverside Avenue, Jacksonville, Florida 32202-4994.

UHF Transmitter Maintenance Engineer. New RCA TTU-110 on Sears Tower, Chicago. Excellent growth opportunity. Must have strong recent UHF transmitter maintenance experience. VTR/studio maintenance a plus. Full resume with salary requirements to: Channel 60 Joint Venture, 233 S. Wacker Dr., Chicago IL 60606. EEQ/M-F-H.

Major Production Facility located in Florida is offering top salaries to experienced Maintenance Engineers. Work in a modern new facility with state of the art equipment. Contact: Robert Hensky, Chief Engineer, 305-920-0800, 204 Sherman Street, Hollywood, Florida 33020.

TV Engineers. Positions available for maintenance technicians at sunny Florida division of major corporation. Experience with VTR, studio switching equipment and digital electronics preferred. FCC license preferred. Send resume to: Tom Weems, Chief Engineer, WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137. Equal Opportunity Employer.

Chief Communications Engineer, Office of Communications and Broadcasting, University of Nevada-Reno: Technical operations include public radio station, media and color television production facility, statewide teleconferencing system, development of broadband cable system and two-way audio-video computer communications network. Salary up to \$32,376. For information on MQ's and application procedure, contact Personnel Services, Clark Administration Bldg., UNR, Reno, NV 89557, 702-784-6844. Applicants tested on first-come, first-served basis.

Maintenance Engineer wanted. Quality film and tape post house is seeking an engineer who has both Quad and Type-C experience. We use Ampex Quad and Type-C VTR's, Leitch, Hitachi, Studer and other quality equipment. Applicant should have both maintenance and installation experience. Resume to: Director of Engineering, Spindletop Post Production, 1328 Inwood Road, Dallas, Texas 75247.

Major market TV Station/Production Co. needs video operator experienced in 1" & 2" tape format and CMX Editing. Send resumes to Box R-3. FCC license essential.

Television Maintenance Engineer. Group-owned VHF network affiliate in top 10 market seeks experienced studio maintenance engineer. Equipment is up to date solid state and includes Ampex tape recorders and Grass Valley switchers. Salary commensurate with experience. Send resume to Box R-35. An Equal Opportunity Employer.

Engineering Manager (Facilities)—manage the maintenance, design, documentation and installation of KQED's studio, transmitters, and satellite earth terminal facilities. Maintenance staff of 10-12. Min. 5 years engineering exp., with emphasis on maintenance and systems, 2 years as supervisor/manager. Send resume with salary requirements by Feb. 26 to KQED, Personnel, 500 Eighth St., San Francisco, CA 94103.

WPTI, public television, seeks experienced chief engineer for supervision, operation and maintenance of 3/4" television equipment, studio, remote van and master control for sophisticated cablecasting. Excellent benefits and salary. Resume and references: WPTI-TV, 120 W. State St., Rockford, IL 61101. Deadline: February 28.

TV Engineer with knowledge of local TV station operations and some satellite experience. Will monitor operation and technical performance of a satellite network. Great opportunity to learn and to expand. Extensive travel required. New York based. Send resume ASAP Reply to: Box R-44.

Video Operators—looking for a change and a move up to the 4th market? Send resumes to Box R-2. Only those with experience in 1" & 2" tape format and CMX editing need apply. FCC lic. a must.

HELP WANTED TECHNICAL CONTINUED

Promotion opens Operating Engineer position. Require minimum 1 to 2 years' video tape/camera control experience. ACR-25 experience preferred. We are a major market; group-owned VHF network affiliate with state-of-the-art facility. Come join us and enjoy year round vacation living on the beautiful Florida sun coast. Jack Winter, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. 813-577-1010. Equal Opportunity Employer.

Position Vacancy: Transmitter/Translator Maintenance Engineer. Salary Range: \$14,628-\$19,991 + Benefits (starting salary, dependent upon experience). Maintenance and repair of transmitter and three translators, trouble shooting of equipment. Requires four years of broadcast related experience, two of which must be in transmitter/translator maintenance. Requires degree in engineering or an equivalent of training and experience. Must be able to pass Virginia driver's license examination. Send resume to: WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal Opportunity Employer.

KAET-TV, Phoenix, seeks qualified Broadcast Engineer to perform maintenance and operation of television studio and transmission equipment. Should have a good background in digital and micro-processor technology. Excellent opportunity to further education in state-of-the-art technology through university courses and many other benefits. First Class License desired. Requires technical training, plus 3 years' experience. Deadline: February 19, 1982. Salary \$21,079. Send resume to Personnel Department, Arizona State University, Tempe, AZ 85287. Please indicate Job Title and where ad was seen. Equal Opportunity Employer.

Fully Qualified Chief Engineer with background UHF, RF, END. Total studio equipment knowledge, management and budget experience required. Southwest Georgia. First Phone a must. Also, opening for studio maintenance engineer with First Class license. Apply: Sid Perry, WTSG-TV, P.O. Box 4050, Albany, GA 31706. 912-435-3100. E.O.E.

Religious Television: Rapidly expanding non-commercial broadcast/cable network requires experienced maintenance engineers for its stations in Southern California, Oklahoma City and Cincinnati areas. Send resume and salary history to Ben Miller, Director of Engineering, Trinity Broadcasting Network, P.O. Box A, Santa Ana, CA 92711. EOE.

Assistant Chief Engineer for a new commercial UHF, now under construction in Florida. Excellent salary, fringe benefits and advancement potential with an expanding group. EOE. Forward resume and references to: Tom Bracanovich, Malrite Communications, 12th & Euclid Avenue, Cleveland, OH 44115.

Control Room Supervisor with extensive knowledge of current studio and transmitter equipment. Require 1st Class license or equivalent and management capabilities. Position available April 1, 1982. Send resume by February 15 to: Personnel Director, WTRF-TV, 96-16th Street, Wheeling, WV 26003. EOE.

Creative Tape Editor wanted. We are seeking an editor who has strong editorial and technical experience. CMX or Mach One experience on Quad or Type-C is required. Applicant should be strong in quality commercial post production. Resume to: Director of Engineering, Spindletop Post Production, 1328 Inwood Road, Dallas, Texas 75247.

Electronic Technician Wanted: studio Chief Engineer wanted at WOWK-TV, Huntington, WV, to be responsible for maintenance of studio equipment and supervision of studio technicians. Heavy electronic equipment maintenance and repair background required. Salary \$20,000, plus profit sharing, retirement plan, excellent benefits package. Please write to General Manager, WOWK-TV, 625 Fourth Avenue, P.O. Box 13, Huntington, WV 25706. An Equal Opportunity Employer.

Engineering Manager (operations)—manage KQED's technical operations. Union staff of 20-30. Min. 5 years engineering exp. 2 years as supervisor/manager. Emphasis on people mgmt, planning and technical coordination. Salary open. Send resume with salary requirements by Feb. 26 to KQED, Personnel, 500 Eighth St., San Francisco, CA 94103.

HELP WANTED NEWS

Expanding our Already Talented news organization. Opening for producers, reporters, reporter/anchors, photographers and additional assignment editor. If dynamic news growth excites you, then you may have a great future with our group. Rush resume and salary requirements to Box P-55. EOE.

Openings in all Phases of our growing news organization. If you are talented and would like the opportunity to join one of the fastest growing groups in the country, then rush resume and tape today to A. R. Sandubrae, Executive News Director, KARD TV/Kansas State Network, Box 333, Wichita, Kansas 67201. Deg./Exp. Req. EOE. No phone calls, please. All positions will be filled immediately.

South Florida television station is looking for an experienced street reporter/anchor for a total ENG station. Send resume and air check to News Director, P.O. Box 510, Palm Beach, FL 33480. EOE.

Anchor/Producer. If your horizons are limited in a small market; if you're a writer and communicator; if you're ready to assume a prime anchor role in a medium market; consider this. Midwestern ABC affiliate with a commitment to journalism excellence has the opening you seek. You need a strong grasp of production and the ability to work well under pressure. Resume to Box P-175. EOE.

Producer: Creative producer needed for top-rated CBS affiliate that prides itself on solid journalism. Live ENG, still-storer, new facility. Only experienced producers with strong writing skills need apply. Send resume and sample newscasts to Kirk Winkler, News Director, WTOL-TV, P.O. Box 715, Toledo, Ohio 43695. An Equal Opportunity Employer, M/F.

Television News Photographer/sports reporter wanted: KFVR-TV is looking for a person with ENG experience to shoot and edit stories. Person will also be required to do sports reporting and act as fill-in sports anchor. Interested parties contact Dick Heidt, News Director, KFVR-TV, Box 1738, Bismarck, ND 58502. 701-223-0900.

Assistant News Director—Top 20 Sunbelt market; network affiliate; minimum five years in a supervisory position. Send resume to: Box P-185. Equal Opportunity Employer.

Eastern Carolina small market leader needs immediately: take charge sports anchor/director. Resume and tape to David Boyd, News Director, WNCT TV, P.O. Box 898, Greenville, N.C. 27834. 919-756-3180. EOE, M/F.

Anchor/Reporter needed for medium market net affiliate news leader. Previous anchor experience. Strong reporting skills a must. This excellent shop needs an excellent anchor/reporter. Send resume and salary requirements to Box P-188. An Equal Opportunity Employer, M/F.

Weekend Meteorologist. Top twenty Sunbelt market seeking degreed meteorologist for weekend and weekday backup. Send Resume to Box P-190. An Equal Opportunity Employer.

Health/Science Reporter. If you have the science background and TV news experience, please send resume and cassette to: Arthur Alpert, News Director, WDSU-TV, 520 Royal Street, New Orleans, LA. 70130. EEO Employer.

Weekend Sports. Top twenty Sunbelt market seeking experienced sportscaster for weekend and weekday backup. Send resume to Box P-191. An Equal Opportunity Employer.

Weekend Anchor, and general assignment reporter wanted by medium market station in one of the fastest growing areas of the country. We're all ENG and live equipped, and are looking for experienced people to help us with our continued growth. Send resume and salary requirements to Box P-193. An Equal Opportunity Employer.

Chief Photographer and staff photographers. Chief must manage personnel and equipment, both ENG and film, and be fully experienced in both. Staff photographers must have experience, preferably both ENG and film. Send tape and resume to News Director, KTHV-TV, PO Box 269, Little Rock, AR 72203. EOE, M/F.

News Director—growing Midwest V station. A remarkable opportunity. Write Box P-203.

Major Orlando Television station has an opening for a news director. Must be familiar with new production, assignments and presentation. Five years' experience in TV or radio news preferred; journalism preferred. Please send resume and salary requirements to: Personnel Administrator, P.O. Box 1833, Orlando, FL 32802. We are an Equal Opportunity and Affirmative Action Employer, Male/female.

Are you a solid producer? If so, let us hear from you. We're a television news placement service, and we're looking for excellent producers from top 10 to entry level. (No fee involved). Send resume and letter detailing your producing philosophy and salary requirements to Box R-45.

Assignment Editor Taking applications for the position that requires someone with good news sense, a motivator, one who works well with people and is keen on logistics. Contact: Jerry Howard, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. E.O.E.

News Director Top 100 Southeastern ABC affiliate seeks News Director with previous news management experience. Please forward resume including salary requirements and news philosophies to Box R-40, EOE.

News-Sports photographer for department that hustles. Must shoot and edit ENG and film for now. All ENG May 1. Live experience desirable. Tape and resume to: News Director, WMTV, Madison, WI 53711. Equal Opportunity Employer.

Co-Anchor to replace solid reporter heading for major market. We are a Midwest medium market net affiliate dedicated to professional broadcast journalism. Also seeking qualified producer candidates. Resume and salary requirements to Box R-28.

We're on top and plan to stay there. We are looking for a weekday co-anchor who can give us the strength and stability we need to continue our leadership in this market. We're located in a modern Southern city with space and high-tech industry. Lake and mountain recreation areas. Women and minorities encouraged to apply. If interested, please send tape, resume and references to: Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801.

Meteorologist for Midwest medium market station. Exceptionally strong weather commitment. Equipment includes Nafax, Service A, NOAA wire, computer-driven graphics system, dial-up radar. Previous on-air experience and a degree in meteorology required. Write Box R-29.

News Reporter. KTSB Television is seeking a strong journalist to cover a hard news beat. We need a self-starter who is willing to dig. Send tape and resume to Bob Totten, News Director, KTSB-TV, Box 2700, Topeka, Kansas 66601. An equal opportunity employer.

Sunbelt Medium Market leader is looking for a strong co-anchor who knows how to relate to the audience. If you think you are a cut above the rest of the crowd, please send a resume to Box R-31. Women and minorities are encouraged to apply.

News Director. Aggressive News Director sought for KQTV, St. Joseph, MO. Nine person department. Experience in broadcast news required. Broadcast degree or equivalent a must. Position entails managing/assigning. Emphasis on journalistic, managerial, producing, organizational skills. If you measure up, write Randy Parlett, Operations Manager, PO Box 247, St. Joseph, MO 64506. Applications due March 1, 1982. EOE.

News Reporter wanted for medium market ABC affiliate. Two years television news experience required. Must be able to shoot and edit video tape. Send resume and salary requirements to: Box R-25. Equal Opportunity Employer.

KBTB, Denver—weekend sportscaster wanted. Responsible for all weekend sportscasts and weekday sports reporting. Send tapes and resumes to Tom Kirby, KBTB, Box 5667, Denver, CO 80217. KBTB is an equal opportunity employer.

HELP WANTED NEWS CONTINUED

Looking for top talent who can write, report and anchor. Send tapes only ... no phone calls. KFMB-TV, PO Box 80888, San Diego, CA 92138, attention: Jim Holtzman. EOE.

Anchor/reporter for number 1, top 50 CBS affiliate. Two anchor positions open for persons with solid reporting experience and anchor ability. We are looking for people with good on-air presence and delivery now working in a medium or small market who would like to move up to an outstanding operation with a national reputation. Excellent salary and fringe benefits. EOE. Send resume to Box R-18.

Anchor/Reporter. Aggressive news department of ABC affiliate seeking an experienced, personable anchor for top 25 market in Pacific N.W. All the tools, including live helicopter, satellite up-link, Wash., D.C. bureau. Send tape and resume to: KATU, News Director, P.O. Box 2, Portland, OR 97202.

Sunbelt station seeks aggressive street reporter with personable on-air weekend anchor ability. Be member of team that aims to win -70's market. Experience necessary. Apply to Box R-37.

Leading news station in the Intermountain West is expanding operations. Needs to hire capable anchors, producers and ENG editors. Send resume and 3/4 inch tape to: Mike Beardsley, KUTV Satellite Services, P.O. Box 30901, Salt Lake City, Utah 84130. Equal Opportunity Employer.

Top 10 Southwest market looking for superior general assignment reporter. Must be idea-oriented, highly visible in stories, and an outstanding writer. 3 to 6 years' experience. Send tape and resume to: P.O. Box 50429, Dallas, Texas 75250. EEO Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Traffic: Looking for a strong, experienced number two. Individuals must have working knowledge of Bias, and preferably independent TV experience. Salary: \$20,000. Send resume to Box P-139.

Producer for 11 p.m. news. Must have TV news experience. Send resume to News Director, P.O. Box 510, Palm Beach, FL 33480. EOE.

Director - 3 to 4 years' directing experience in all programming areas. Must be flexible, self-motivated and creative. Producing experience helpful. Send resumes to: KEDT-TV, P.O. Box 416, Corpus Christi, Texas 78403. PBS Station, 512-855-2213.

Field Producer for PM Magazine Utah. If you have experience producing top-quality visual stories in the field, we'd like to see your resume. We're a 10-person staff with a commitment to excellence and ratings to match. Resume to: Producer, PM Magazine Utah, P.O. Box 30901, Salt Lake City, Utah 84130. No Phone Calls.

Production Manager, 18th market in sunny Florida seeking professional individual with management experience in all aspects of production. Must be a self-starter, a leader, teacher, and motivator of people. Minimum of five years' experience with remotes, in-field production, and off-line editing. Qualified applicants should send resume to: Richard W. Roberts, Corporate Personnel Director, WFLA, Inc. P.O. Box 1410, Tampa, Florida. 33601. An equal opportunity employer, M/F.

Senior Producer, associate producers. Top 10 network affiliate is creating a live, competitive morning program, with studio audience, as a major station commitment requiring qualified, experienced production staff. If you have a solid background in television production, extensive experience with morning programs, and desire a super challenge, send your resume. You are not applying for your own job. This is a new program. The box number keeps our competitive plans a secret. All replies are held in confidence. If you are really good, this may be the opportunity you're seeking. Send resume to Box P-159. An Equal Opportunity Employer.

Top 25 Sunbelt affiliate needs experienced talk show host for established daytime strip. Send complete resume; including salary requirements. An Equal Opportunity Employer. Box P-189.

Assistant Program Manager: Position available at top independent station in Midwest for a take-charge individual who is familiar with a wide variety of functions: ARB and NSI analysis; program coordination; scheduling of movies and specials; right-hand person to program manager. If you have the experience, feel ready for a fast-paced environment, and are seeking a managerial challenge, send your resume, by February 5th to: Box P-174. An Equal Opportunity Employer.

ABC Affiliate in Sunny Florida needs experienced talkshow Producer for established daytime strip. Send resumes, 3/4" tapes and salary requirements to Jayne Boyd, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

Wanted: New talent for a network-show in development. Looking for off-beat personalities, feature reporters, and interviewers. Send 3/4 inch video cassette and credits to: Anne Marie Schmitt, 200 West 57th Street, Suite 1408, New York, N.Y. 10019. Sorry-tapes cannot be returned.

U of Alaska Center for Instructional Telecommunications: Operations Manager: Responsible for daily operation of Learn/Alaska Instructional TV and audio conferencing networks; develop and maintain system for monitoring, evaluation and maintenance of technical performance of the two network receiving sites statewide; coordinate dept. activities with other units and functions; administer budgets. Applicants must have experience in the supervision of personnel, budget development, and administration; demonstrated knowledge of TV and audio systems and their operations. Extensive experience in broadcast or cable TV and audio conferencing is desired (ops. mgr. level). Producer/Director: Write, produce, direct & edit instructional and public service film, TV, audio & photo programs and materials. Must have extensive knowledge of production techniques, treatment, script & storyboard formats, TV camera operation, audio & editing operations, production facilities mgmt. procedures and experience in media productions for rural audiences. Submit resume to Personnel Director, Community Colleges Rural Education & Extension, 2221 East Northern Lights Blvd. Rm 135, Anchorage, AK 99504. AA/EEO. Resumes must be received by Feb. 26, 1982.

Graphic Design Supervisor for WHA-TV. This person will manage a department of 3+ designers who create design for promotions and programs. The department does ads, magazines, posters, press kits and other promotional campaign materials, as well as TV graphics, slides, logos, and some animation. Applicants must have at least three years' full-time professional experience in print and/or television graphics, with at least one of those years in a supervisory capacity. Demonstrated ability to manage and lead creative people and competence in administrative detail work essential. Position available March 1, 1982. Salary \$18,000, annual. Completed application must be received by February 12, 1982. For application and information contact: Kathy Dickerson, WHA-TV, 608-263-2114. An Affirmative Action/Equal Opportunity Employer.

Telecommunications Operations Manager. To manage Mercer College of the Air, program Cable TV Network, produce radio, TV and audio visual programs and assist Chairperson. This major regional telecommunications facility is now constructing WWFM, operates state-of-the-art TV studio and administers Radio-TV & Telecommunications Technology academic programs on West Windsor Campus. BA required, MA preferred, plus 3 years professional TV production experience and administrative, writing & verbal skills. Excellent benefits. Starting salary dependent on experience; minimum salary \$15,500. Sample of radio or TV production required. For interview, forward letter of application & resume by Feb. 12th to: Mercer County Community College, Personnel Services, Dept G.S., PO Box B, Trenton, NJ 08690. Equal Opportunity/Affirmative Action Employer.

Producer/Director Sunbelt station, good equipment, good people, fun place to work. 2 years experience as a Producer/Director of programs, commercials and news required. Send resume and salary history to: Box R-34. EOE.

Production Manager. Aggressive small market seeks person with knowledge of all aspects of production. Minimum 3 years' directing experience and supervisory skills. E.O.E. Send resume and salary history to Box R-16.

TV Director/Producer, public television. Experience essential in: direction of studio and field productions, studio and field set-up, lighting, audio, and videotape editing. Send resume and cover letter to: WCCB-TV, 1450 Lisbon Rd., Lewiston, ME. 04240. Attn: R. Peotter. No calls. Deadline: 2/8/82.

Promotion Manager. Department head responsibility now available for creative experienced manager. Successful candidate will be in charge of all phases of station and sales promotion, advertising, publicity and PR. If you want a challenge, have two years' experience as a manager and a proven track record of unique successful ideas, rush your resume, a cover letter and examples of your work to: General Manager, KMBC-TV, 1049 Central, Kansas City, MO 64105. Women are encouraged to apply. EOE.

TV Production Assistant (Production Photographer/Editor) for KUSD-TV and the South Dakota Public Television Network. Applicants must have a college degree in communications with course work in TV production or four years of experience and training or an acceptable equivalent combination of training and experience. Preference will be given to those applicants who possess total ENG photography, editing, lighting and audio skills. Base salary: \$9,464.00. Application deadline: February 28, 1982. Apply to USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Promotion Director. Work hard on a winning team and play in the mountains too. If you've got enthusiasm and ideas, the ability to develop those ideas from concept to finished product in all media, send resume, writing samples and tape to: Lee Johnson, WTVC, 410 W. Sixth Street, Chattanooga, TN 37402. EOE.

Top 10 Independent television station in the Nation's Capitol is looking for a promotion writer-producer with the energy and creativity to combine at least three years' experience in a television station, ad agency or production house. Strong print, on-air, copywriting and organizational skills required. If we just described you, send resume with reel and print samples to: Farrell Meisel, Program Manager, WDCA-TV, 5202 River Road, Bethesda, MD 20816. EEO. M/F.

WWL in New Orleans needs an on-air promotion person capable of producing aggressive first-rate news promotion spots. This is not an entry-level position. Must work well under deadlines and have a reel to prove your talent. Please send resumes and reels to Linda Akin, WWL-TV, 1024 N. Rampart St., New Orleans, LA 70176. EEO-M/F.

Resumes Wanted: producers, photographers/ENG editors, reporters. If experienced, send resumes to Roy Martin, News Director, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009.

SITUATIONS WANTED MANAGEMENT

If your television group or station is looking for an aggressive general manager who is not only a strong administrator but has a flair for sales, programming, and the bottom line, then we should talk. Write Box P-164.

General Manager with 28 years' experience. Outstanding credentials, strong sales background, history of successes. Experienced in all phases of broadcasting. Available immediately. Box P-179.

General Manager. Practicing television 27+ years! Outstanding track-record! Produces spectacular sales and profits, plus prestige! Box R-14.

Available Immediately: John Radeck—former president and G.M. WJBF-TV, Augusta, GA; KESQ-TV, Palm Springs, CA. Outstanding record in profitability, leadership, community involvement. Phone 714-323-5814.

SITUATIONS WANTED TECHNICAL

F.C.C. General License and radar, 18 months' broadcast and audio experience, communications degree. Young, adaptable, totally dependable, small markets & tight-fisted employers OK. Ron Plotkin, 212-548-7253, or write 85 Strong St., Bronx, NY 10468.

SITUATIONS WANTED NEWS

TV Meteorologist. 2 yrs' medium market experience looking for greater challenge. Mark, 615-688-1813.

SITUATIONS WANTED NEWS CONTINUED

TV Meteorologist, excellent appearance and communicator, keeps weather simple and interesting. 2 years' medium market experience. Currently part-time, seeking full-time number one spot. Box P-88.

Recent Broadcast Journalism graduate of Boston University seeks entry-level position in TV News. Will gladly relocate. Please contact: J. Callan, 2 Robert Place, Pequannock, NJ 07440. 201-694-5540.

Situation Wanted Sports! Sportscast journalist wants medium market anchor/reporter slot. BA degree, broadcasting school. Call 612-529-1685!

Aggressive News pro, 22 years broadcasting experience, last eight years in television news management. Currently No. 2 man in top 25 market. Have helped make 3 stations No. 1. Seeking medium market news directorship or major market No. 2 spot. Write Box P-199.

Sharp weekday anchor-producer/reporter seeks medium market weekday or weekend anchor position. Good communicator. Excellent ENG skills. Write Box R-42.

Producer. Evening Newscasts and special projects. In top 100 5 years' experience. Looking for the right job on the West Coast. Write Box R-27.

Broadcast meteorologist—5 years' experience—AMS. Seal of Approval. Looking for station which considers weather important. Excellent visuals and delivery. Experienced in radar and satellite interpretation, and electronic graphics. Have presented many weather-related PR talks. Contact Vince Miller at 515-827-5002.

Meteorologist desires weather-only, weekday position in southeastern medium or major market. Experienced small, large markets. Box R-11.

TV Meteorologist seeks full-time position. Dynamic personality, on-air experience at Northern Illinois University. For resume, tape contact: Don Chilo, 815-756-9101.

Talented, ambitious newperson seeks start as reporter and/or anchor at small or medium market station. Some experience. Box R-7.

News Director or Executive producer. Seasoned pro with extensive administrative background, ready to improve your market position through creative, community-oriented newscasts. Call 815-962-1114.

Reporter. Currently reporter, substitute anchor/producer in 70's market. Young, aggressive, streetwise. Strong writer, solid field producer. Frequent live shots, ENG editing. Broadcast journalism degree. Looking for move to professional operation in top 50. 201-666-5219.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Seeking full-time job in TV production. BFA degree in Radio-TV production and 3 years' experience. Call Charles Rakestraw, 615-272-4625.

Cameraman/E.N.G./Film. Looking for creative & innovative shooting? 15 years network & local background. Wish relocation to warm climate. For resume, call 215-626-5803.

Director/Producer with 4 years' experience directing and switching news, sports and commercials, some management experience. Looking to relocate with station providing opportunity for advancement in both hands on production and management. Box R-1.

Energetic production person with 6 years' experience looking for a challenge. Camera, lighting, Compositor I etc., ranging from small studio to large multi-camera remotes. I'll move almost anywhere. 602-242-1728. Ken Mertz, 1780 W. Missouri E-34, Phoenix, AZ 85015.

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BROADCASTING'S
Classified Advertising**

ALLIED FIELDS

HELP WANTED MANAGEMENT

Atlanta media project seeks a director for new, independent, non-profit organization to increase public access to media. Director will be responsible for management of AMP Center at Clark College. Experience in television and video, involvement with public and minority groups, and administrative skills desired; ability to teach communication skills helpful. Salary based on experience. Send resumes by March 1 to: Atlanta Media Project, Southern Regional Council, 75 Marietta Street NW, Atlanta, Georgia 30303.

Executive Director, Georgia Public Telecommunications Commission. The Georgia Public Telecommunications Commission is the licensee of nine public television stations and twelve television translators which, collectively, serve ninety-eight percent of the population of the State of Georgia. The Commission is seeking the services of an Executive Director who can guide the development of a strategic plan and outstanding educational programs at all levels, and administer the programs effectively. The minimal requirements for consideration for the position are: 1. Extensive experience in upper management of educational broadcasting or related fields, 2. A bachelor's degree is required and graduate degrees will be highly desirable, 3. Experience in the administrative areas of budget planning and accountability, personnel management and other appropriate areas of business administration, 4. Knowledge of the Federal Communications Commission's regulatory environment, 5. Knowledge of state governmental regulatory and working environments, 6. An understanding of ways in which telecommunications can assist non-broadcast entities to achieve their goals, 7. A broad understanding of the general nature and mission of public broadcasting and public telecommunications, 8. Proven ability to plan and administer public telecommunications programs, 9. An understanding of public and higher education and how telecommunications services may facilitate and enhance the effectiveness of these enterprises, 10. Knowledge of the national and regional agencies in public communications. The salary is negotiable and is dependent upon the qualifications of the candidate. The Search and Screen Committee invites resumes and inquiries of interested experienced and qualified applicants who have the vision and zest to tackle an outstanding opportunity. Nominations, accompanied by full resumes, are invited. Resumes should be full, including personal data, education, details of experience, publications, references, and other pertinent information. Cut-off date for consideration of applications is March 1, 1982. Please mail resumes, or address inquiries to: Dr. George E. Manners, Chairman, Search and Screen Committee, Georgia Public Telecommunications Council, Box 1033, Georgia State University, Atlanta, Georgia 30303.

HELP WANTED INSTRUCTION

Assistant Professor: The Department of Speech Communication and Theatre in a small, church related, liberal arts college is seeking a teacher of undergraduate radio/television and introductory speech courses. Curriculum is related to production in 1.3 kw radio facility and cable access TV studio. Ph.D. and teaching experience preferred. Salary commensurate with education and experience. Application deadline: March 15, 1982. Duties begin August 15, 1982. Send resume to Dr. Jerry Martin, Chairman, Speech Communication and Theatre, Muskingum College, New Concord, Ohio 43762.

Communications Chairman: Lindenwood College seeks a dynamic individual to lead a growing department with 115 majors and four full-time faculty. Located in metropolitan St. Louis, Lindenwood has a 1600 watt public radio station, a commercial carrier-current radio station, campus newspaper, photography and film laboratories, use of off-campus cable TV production facilities, an outstanding internship program. Minimum qualifications include a Master's Degree, strong combination of teaching and professional experience, and administrative potential. Courses to be taught include broadcast production, broadcast operations and management, mass communications law. Salary competitive. Resume and list of references by March 1 to: Dean of Faculty, The Lindenwood Colleges, St. Charles, Missouri 63301. EOE/AA.

Assistant Professor, Telecommunication and Film. Graduate and undergraduate teaching and research in mass communication theory. Contact: Deanna Robinson, Department of Speech, University of Oregon, Eugene, Oregon 97403.

George Mason University seeks a media scholar/critic, specially in electronic communication to teach journalism or radio-TV. PhD or equivalent; teaching and industry experience. For information, write A. Taylor, Communication Department, George Mason University, Fairfax, VA 22030. AA/EOE.

Communications: Stephens College, a private women's college, invites applications for Communications Department Head. This is a nine-month tenurable position with competitive salary and benefits for qualified candidate. Ph.D. or ABD preferred in discipline relevant to broadcast and print media. At least three years in teaching and some administration in addition to at least three years in professional broadcast and print positions are required. Submit vita, four letters of recommendation, and official transcripts no later than March 15, 1982, to Dr. Lyndon Preston, Communications Department, Stephens College, Columbia MO 65215. Stephens College is an Equal Opportunity/Affirmative Action Employer.

Mass Communication. Graduate faculty position available Fall, 1982. Duties: teach graduate and undergraduate courses in film and journalism, advise students, direct theses, and participate in dept. activities. Qualifications: Ph.D., professional experience, and scholarly potential. Rank: assistant professor (tenure track); salary \$15,500-\$23,000. Opportunity for summer and evening teaching for additional remuneration. Minorities and women are encouraged to apply. Send curriculum vitae and letters of recommendation by April 5, 1982, to: Dr. Irene K. Shipman, Chairperson, Dept. of Speech and Mass Communication, Towson State University, Baltimore, MD 21204. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED TECHNICAL

Senior Engineer & Asst. Engineers. Expansion makes it necessary for established Los Angeles production and post-production company to seek more talent. Must be thoroughly knowledgeable and have practical experience with 1" B & 1" C formats, CMX systems and Grass Valley switcher. Excellent opportunity to utilize your engineering and managerial skills. Replies confidential. Send resume and references to Box R-17.

Regional Field Engineer. Microband, the leading MDS common carrier, is looking for professional people who like a challenge and traveling. We offer fully paid travel expenses, major medical benefits, incl. dental coverage, and an opportunity for advancement. Candidates must have either a first, second or general FCC license; knowledge of MATV, video, television transmission and microwave. Qualified candidates may send resume to Microband of America, 655 3 Ave., New York, NY 10017. Attn: A.D. Scudiero. An equal opportunity employer, m/f—no agencies. A Tymshare subsidiary.

HELP WANTED NEWS

Programming Director—Growing, aggressive central New Jersey newspaper publisher seeks hard-working, hands-on person with local programming experience to headup news programming effort on local cable system. Must be a doer and leader. Job requires using studio and remote equipment. Ability to edit, develop programming, and advertising a must. Successful applicant to work with newspaper staff. Good company to work for. Fine location. Benefits. Send resume and salary requirement to Box R-19.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Fellowships Available. The California Public Broadcasting Commission is now accepting applications for its Fellowship Program. Selected applicants will receive management and professional training for one year at California public radio or television stations. The program is open to California residents. Minorities are especially encouraged to apply. The application deadline is March 15. For more information, contact: Fellowship Program, California Public Broadcasting Commission, 915 Capitol Mall, Suite 235, Sacramento, California 95814. 916-322-3727.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: New and used transmitter tubes. MHZ Electronics, 2111 West Camelback Road, Phoenix, Arizona 85015. 602-242-8916.

Western Electric Equipment: mixers, microphones, drivers, speakers, horns, amps, tubes, others. 213/576-2642, David Yo, Box 832, Monterey Park, CA 91754.

Instant Cash for Broadcast Equipment: Urgently need: Transmitters, AM-FM-TV, Film Chains, Audio Consoles, Audio-Video Recorders, Microwave; Towers; WX Radar; Color Studio Equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

\$500 Reward for UHF Transmitters: For information which leads to our purchase of any UHF TV Transmitter. Call Ray LaRue or Bill Kitchen. 800-241-7878. In GA, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old on-air. M. Cooper 215-379-6585.

Revox PR-99 New 2 track reel to reel tape deck list \$2,095 sale price \$1,750 Transcom 215-379-6585.

RCA TK 27 chain, TP-15 multiplexer, TP-8 slide projector, TP-66 16 mm projector, Boston controls—\$24,500.00. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138. 305-756-0699.

Eastman CT-500 16mm projector, 286 hours since new, \$10,500.00. International Cinema Eq. Co., 6750 NE 4th Ct. Miami, FL 33138. 305-756-0699.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Otari MX5050B New two channel half track recorder. List, \$2,295; sale, \$1,895. Call Nancy, 305-466-0000.

50KW AM: Continental 317B(1965); also Harris BC-50C(1969)—Call M. Cooper, 215-379-6585.

FM Transmitters for sale: 1KW McMartin(1976), RCA-BTF3B, 5D, 10D, CCA 1200E(1978), Collins 831-F2(1977). Call M. Cooper, 215-379-6585.

AM Transmitter: Gates 250-GY 250 watt, TFT Model 732 Modulation monitor. McCurdy wired jackfields, Harris turntable preamps, equipment rack. Call Steve Gordon, WOJO Radio, 312-869-8900.

Microphone Sale, Sennheiser M421, \$224; EV 635A, \$69.00, Audio-Technical AT 803 S clip-on, \$66.00. Audio-Technical AT815 shotgun, \$140.00. Call Nancy, 305-466-0000.

Buy a TV Station. We closed down. No transmitter, no tower. Everything else, connected and operating. Cool and clean building. Complete studio, Kliegl Lights, American Scenic curtains, studio and master controls. Switchers. Self-contained VTR truck, JVC and two Phillips cameras. Also: Quads, two film islands, international microwave, six JVC recorders, two editors, Mosley STL monitors, scopes, wave form monitors. Tektronics, three GE cameras, spare parts for everything, buy paper clips, furniture, shelving, art dept. everything. Call 512-687-5206 for inventory, 9 to 5. \$350,000, cash. Bargains don't last. Catch a jet, bring a check, all sold as one unit. FOB McAllen, Texas.

3600 Foot New and used 3 inch Helix in stock. \$6.00/ft. and up. Used Phelps Dodge 4 Bay cir pol. FM ant. tuned to 104.5 GC. \$2500.00. 35 insulated hangers for 3 inch Helix. \$20.00 each. Call 804-539-8365.

Ikegami HL-79A w/Fujinon 14x9.5/2X lens excellent condition, original owner/operator, 200 hrs. use. \$34,995. 415-676-7260.

Radio Equipment For Sale: 1 RCA BA 46-47 peak limiter audio processing unit 1 RCA BTF 20E 20 KW FM transmitter, 1 RCA BTF 10D 10KW FM transmitter, 1 RCA BTF-10F 10 KW AM transmitter, 1 ITA/Collins 1000B 1000 Watt FM transmitter, 1 Moseley tube type exciter LPB 10, 1 solid state RCA BTE 15A exciter, 1 ITA tube type exciter. Contact: Ray Moran, 806-797-3377, or Guy Smith, 806-745-8448.

TV Equipment For Sale: 1 Channel 7 TV Antenna RCA, 1 VPR-ICC format factory converted, 1 Chyron I, 1 GE 1 KW UHF transmitter, 1 Marconi TV transmitter analyser TF 236OR, 2 Ampex TBC 800—Time Base Correctors. Contact: Ray Moran, 806-797-3377, or Guy Smith, 806-745-8448.

Used Equipment Bargains: RCA TT-10AL 11KW Transmitter: RCA IT-25BH Driver & Amplifier, complete package. RCA IT-35 CHW/Driver & Diplexer just removed from service: GE 4TT55B-2 100 Watts Ch. 32, Solid State Driver, Tube Final, A-1; 3-1/8" and 6 inch transmission line, with fittings and hangers; GE PE-240 film Camera with Eastman multiplexer, Projectors; CBS 500B TBC; Envirozone Air Filters; Chyron III Character Generator; 12 to 15 fonts; Utah Scientific 20X20 AFV routing switcher; Collins 2.5kw FM model 831 D/310Z-2 4 years old, low time; Gates FM1B, with 3-yr old Sparta SS Exciter; ADC 12X4 AFV routing switcher, good condition. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Remote Production Cruiser: Beautiful Crown Chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel & drive train, good tires and brakes, reels & TV-81 cables. Grass Valley Sync & line gear, new color prog. monitors, 12X6 prod sw'r w/effect, 3X2 GE Audio, well designed & professionally built. Other cameras available if preferred. \$130,000. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Ultimate Video Matting: Makes Chroma Keyers Obsolete. Seeing is believing! Ultimate-4 \$13,000. Call Ray LaRue, Quality Media Corp., 800 241-7878. In GA, call 404-324-1271.

EFF Production Van: Ford Square-Van, like new (2) Hitachi SK-70 Cameras; JVC 3/4" Editing pkg; port 3/4" Editing pkg; port 3/4" VCR; CVS 504 T.B.C. w/ noise reduction; 3M-1114 sw'r; 3MD3000 c. gen; complete 8-in. audio dispatching-monitoring; custom platform and AC Generator. In service now, excellent condition. Call Ray LaRue, Quality Media, 800-241-7878. In GA, 404-324-1271.

VTR's: RCA TR-70, Full Cavec, SS Rec Amps, DOC, \$22,000; RCA TR-60 Record Units, Lowtime, \$8,000; Ampex, 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC, \$22,000; Ampex VR 3000 with metering and charger, \$9,500; IVC 870, \$500. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Color Cameras-New: Thompson-CSF, Ikegami, Panasonic; Used: (2) RCA TKP45, like new-little used; (2) Norelco LDH-1, GE PE-350; (4) GE TE 201, Good Operating Condition; (2) Ampex BC-10, 1 year old, like new; Hitachi SK-80, 12:1 Real Nice; Hitachi 1212, Studio Accessories, Good Condition; (2) Ampex BCC-1, Studio Cameras, Good Condition; Hitachi SK-70, 17:1, Fully Equipped; Hitachi, FP-1011SU, 10:1 Lowtime; Hitachi, FP1020/JVC 2600 Battery Belts Charger-AC Supply 100 hrs. total. Toshiba/GBC CTC-7X, Minicam, plumps. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Broadcast Gear-New: Bogner Antennas; CSI, Wilkenson AM-FM Xmtrs; LPB Mixers; Marti-STL; Microtrak Consoles/Equipment; Otari Recorders; Phelps Dodge Antennas. Feedline; Ramko; Russco; Studer Revox; Shure Thompson-CSF; What do you need? Call Ray LaRue, Quality Media 800-241-7878. In GA, 404-324-1271.

Channel 10 Transmitter Package: 25 KW, complete RCA TT-25 BH, good condx; 3-1/8" xmission line, antenna, \$35,000. Call Ray LaRue or Bill Kitchen, Quality Media, 800-241-7878. In GA, 404-324-1271.

Low Power TV Packages: New EMCEE or TV Technology Corp. Transmitters; complete Video Packages Supplied and Installed; Consulting Services. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

Trade In Your Old TBC: On the New Microtime T-120. Up to \$2,500. Trade-in on your old, useable Time Base Correctors. Other Models available also. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, call 404-324-1271.

8-Bay Comark antenna, high power, available in thirty (30) days. Antenna is four (4) years old and in perfect condition. Best offer. WQIK, IBM Bldg., Jacksonville, Florida 32207.

400 feet 6 1/8" CoAx, 20' lengths, excellent condition. Phone 803/833-6892. Also, used 400' tower.

Deltalab Digital Delay Special effects processors. DL-2; list \$1,980; sale \$1,450. DL-4 list, \$1,395; sale \$995. DL-5 Harmonicomputer, list \$2,156; sale \$1,550. Call Nancy, 305-466-0000.

Videotape Editing System Two Sony BVU-200 broadcast editing U-matic videocassette recorders. These VTR's include separate time code track, frame lock servo, and standard broadcast audio levels and impedance. One Sony BVE-500A broadcast standard automatic editing console unit. \$15,000 or best offer. Television character generator: 3M Datavision Model D-3016. A self-contained character generator featuring high resolution character display and two video channel outputs. The D-3016 can store and selectively display 16 pages of text. \$4000 or best offer. Contact: National Video Industries, 15 W. 17 St. NY, NY 10011. 212-691-1300.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Hundreds Renewed Again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

Low Power Television application manual, \$25.00. Monthly magazine, \$50 yearly. Printout, applications to date, \$15. Crash course, Washington D.C., Feb. 6-7, \$100. Lo-Power Television Publishing, 7432 E. Diamond, Scottsdale, AZ 85257. 602-990-2669.

Outdoor Programing Radio, 50 fishing programs hosted by professional fisherman Tom Zenanko. Entertaining, informative for all ages nationwide. Contact: Tom Zenanko Outdoors, 5612 No. Lilac Dr., Minneapolis, MN 55430. 612-566-4797.

Need audio tape or information from Washington? Got you covered! Tape, transcripts, leg work for upcoming press conferences, demonstrations, briefings. Berns Bureau, Box 23067, Washington, D.C. 20024. 202-484-1840.

Embroidered Emblems: Promote your station with low cost, quality emblems. Will outlast any bumper sticker or T-shirt. Free artwork. Fireball Management, PO Box 588, Freeport, NY 11520. 516-223-1244.

RADIO PROGRAMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

Mr. Memory - Big bands. Vocalists. Showtunes. 3 hours weekly. Audition—write: Reel Radio, Dunkirk, MD. 20754-0213.

Radio and TV Bingo. Oldest promotion in the industry. Copyright, 1962, World Wide Bingo, P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO

Help Wanted News

RKO RADIO NETWORKS

We are seeking top professionals in on-air news to fill Correspondent/Anchor openings in the most innovative news operation in network radio. Candidates must have minimum 3 years news experience in a Major Market Station or Network and a thorough understanding of the concepts of demographic news. No phone calls, please. Send resume and recent tape to:

Mr. Dave Cooke
RKO Radio Networks
1440 Broadway
New York, N.Y. 10018
(Materials will not be returned)
An Equal Opportunity Employer, M/F/H/Vets

BROADCAST JOURNALISTS

Dow Jones & Company, Inc., publishers of The Wall Street Journal, announced it will introduce in 1982, Radio 2, a new and unique subscription radio service. With the service, Radio 2 subscribers can program a receiver to hear news and features on only those topics they select. Radio 2 is seeking broadcast journalists with solid writing and reporting skills. Experience in business/financial journalism would be helpful. The positions will be located in the company's Princeton, New Jersey facility. We offer growth potential, attractive salaries and excellent fringe benefits. Please forward a detailed resume including salary history and writing samples, in confidence, to:

EMPLOYMENT MANAGER
DOW JONES & CO., INC.
P.O. BOX 300
PRINCETON, NEW JERSEY 08540
An Equal Opportunity Employer M/F

Help Wanted Sales

Because of the outstanding recognition of our marketing concept, resulting in tremendous growth, we have an opportunity for an Account Executive to join our sales staff.

The person we are looking for should have at least 2+ years experience in radio or television broadcast sales... a self-starter, ready to travel, and committed to hard work.

We offer a good starting salary, plus commission and bonuses based on your sales performance.

To learn more about this outstanding opportunity, send your resume and salary history, in confidence to:

Bill Rivedal
Sales Manager
Bridal Fair, Inc.
8901 Indian Hills Drive
Omaha, NE 68114

OUTSTANDING SALES OPPORTUNITY

As a Regional
Manager with
Bridal Fair, Inc.,
Omaha, Nebraska.

Help Wanted Technical

WRKO TalkRadio 68

RADIO TECHNICIAN

WRKO-AM Talk Radio 68 in Boston, has an immediate opening for a broadcast technician with a minimum of 2 years' experience in a major market or equivalent. Background in electronics with emphasis in operations and maintenance, as well as an FCC general broadcast license are also required. Become a winner and join our team at WRKO. And that's not just "talk". So send your resume with salary requirements to: Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer, M/F/H/Vets

Help Wanted Management

SALES MANAGER Amaturo Group, Inc.

One of America's leading growth broadcast groups has immediate opening for goal oriented sales manager. Must have proven "hands-on" local track record. Creative and administrative skills basic. High achievers only with GM potential should apply. Please send resume and letter only to Monte Lang, Executive Vice President, Amaturo Group, Inc., P.O. Box 22900, Houston, Texas 77227. The Amaturo Group consists of radio properties in St. Louis, South Florida and Houston. An Equal Opportunity Employer.

JACKSONVILLE, FLORIDA GENERAL MANAGER

100,000 watt FM to be under new ownership seeking sales/promotion minded person to be G.M. We plan to win and you can help make it happen. Send resume to: Stuart D. Frankel, Abell Communications, 8400 York Road, Baltimore, Maryland 21212. An Equal Opportunity Employer.

Situations Wanted Management

Enthusiastic, Determined, Bottom-Line GM Looking

Young, aggressive, self starter with eight years management experience, 18 years in the business, looking for Top 40 market GM position, 35 and immediately available due to ownership change. Worked my way up thru programming and sales. Know radio inside and out. Last GM position did complete turnaround from red to six figure black ink in 15 months. Looking for growth potential, BS in Broadcast Management and close to completion of MBA. \$50,000+ base. Resume and references available upon request. Write Box P-128 or call 505-884-8801.

Situations Wanted Announcers

OWN YOUR MORNING MARKET

AM Drive Communicator, relevant and enjoyable approach incorporating basics, phones, humor geared to your market. Community involvement, major market success in AM drive and programming. Currently employed and succeeding. Call 609-397-8318.

TELEVISION

Help Wanted News

JOIN CHANNEL 20 IN HOUSTON

We need experienced television broadcast professionals with a minimum of 5 yrs. experience who want the challenge of building the new exciting Channel 20 serving the Houston market. We promise you a unique opportunity for professional growth and a rich and rewarding experience as our company expands its successful operations in Dallas to Channel 20 in Houston. If you want to be a part of the original team in this innovative Houston venture, please write to: Milton Grant, Channel 21, Inc., 1712 E. Randol Mill Road, Arlington, Texas 76011. Opportunities are available for: Chief Engineer, Studio and Transmitter Supervisors, Engineers, Program Director, Operations Manager, Executive Secretaries, Traffic Manager, Promotion Manager, Production Manager, Business Manager, Accounting Personnel, Art Director. All contacts will be strictly confidential. Equal Opportunity Employer.

NEWS PRODUCER

We're looking for a solid, aggressive, creative producer for our newscasts. Conversational writing, imaginative graphic sense, flair for leadership, and TV experience a must. Top 20's Midwestern station. Write Box P-102. An Equal Opportunity Employer, M/F.

MAJOR CALIFORNIA MARKET

Looking for experienced weather talent. Meteorologist and/or AMS Seal preferred, but ability to establish strong local identity, authority and innovativeness more important. We want a charismatic, as opposed to scientific, approach. Write to Box R-38. An Equal Opportunity Employer, M/F.

Reporter/Personality

Top ten station launching a new nightly hour, and we have several openings for reporters with a strong point of view and memorable personality. If you have plenty of television experience and want to move into an innovative format that features you as well as what you know, this is it. Must be quick on your feet with good ad-lib ability. This is a big job—no amateurs, please. E.O.E. Reply to Box P-160.

Help Wanted Programing, Production, Others

TRAFFIC MANAGER

Dynamic opportunity is available for qualified applicants who are technically oriented and can manage personnel. Person will be responsible for all station traffic activity which includes supervising a complete, automated traffic system. Person must be able to manipulate inventory and act as liaison to sales management, local/national sales force. This is a terrific opportunity for a Traffic Manager or an Assistant Traffic Manager who wants to grow. Major station group in the top 25 markets with excellent pay and fringe benefits. Send resume to Box P-168. We are an Equal Opportunity Employer, M/F.

GROWING NATIONAL CABLE TV BUSINESS PUBLICATION HAS TWO OPENINGS FOR EXPERIENCED PERSONNEL

* Advertising space sales to cover Northwestern states including San Francisco. Minimum two years of advertising space sales required, preferably on TV or cable TV publications.

* Advertising space sales to headquarter in Los Angeles. Minimum two years of advertising space sales required, preferably on TV or cable TV publications. Equipment sales background helpful.

Both positions offer \$30,000 a year base with profit-sharing or sales-incentive bonuses, paid hospitalization, four week vacations, pension- and stock-incentive plans.

Qualified applicants should be immediately available. Send letter of application and resume to:

Box N-70

An Equal Opportunity Employer

KDKA-TV PROMOTION WANTS A WRITER-PRODUCER WITH A PAST.

If you have at least two years professional experience and a reel of exciting spots to show for it, you could be ready to join the top Creative Services team in the country. Group-W station KDKA-TV—number one affiliate in the 12th market—is looking for a gifted writer/producer on the way up. If you're seeking your way up, send on-air, radio and print samples to:

Brad Crum, Creative Services Director
KDKA-TV, One Gateway Center
Pittsburgh, PA 15222

Help Wanted Technical

Chief Broadcast Engineer

CAREER OPPORTUNITY

SUBSCRIPTION TELEVISION INDUSTRY

If you hold a First Class FCC License and have at least 5 years prior experience as a television maintenance engineer, television chief engineer or assistant chief engineer, you could be part of the challenge Home Entertainment Network, Inc. offers as we open our new affiliate in Minneapolis! Home Entertainment Network, a subscription television service, has operations in Cincinnati, Dayton, Chicago and Minneapolis. You'd be heavily involved in planning and installing all broadcast equipment, including transmitters and studio equipment, as well as recruiting and hiring all technical personnel. Formal education in communications and broadcasting is preferred, and working knowledge of video tape machines, studio cameras, transmitters, film chains, and other video equipment—plus previous supervisory experience—are essential. This new position offers an excellent salary/benefit package along with the matchless opportunity to be part of one of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume to: Home Entertainment Network, Inc., Attn.: K. Conrad, 5179 Fishwick Dr., Cincinnati, OH 45216. An Equal Opportunity Employer, M/F.



AUDIO DESIGN ENGINEER

1984 SUMMER OLYMPICS

Excellent opportunity to utilize creative ability and exercise judgement in the design and installation of technical facilities for the 110 countries covering the 1984 Summer Olympics. Position includes employee supervision and control of installation, equipment costs and schedule requirements. Minimum 3 years of Broadcast engineering experience with emphasis on audio design. EE degree or equivalent desirable. Send resume to:

Director of Personnel
ABC
1313 North Vine Street
Hollywood, CA 90028

An Equal Opportunity Employer.

Broadcast Engineering & Technical Opportunities

Growth and expansion have created a number of employment opportunities at the ABC Broadcast Center located in New York City. We are seeking experienced Electrical Engineers, Maintenance and Lab Technicians in the following areas:

EQUIPMENT PLANNING ENGINEER

EE Degree or equivalent with minimum 5 years experience in TV Broadcasting Equipment Design. This position will participate in advanced development, equipment improvement and evaluation of new equipment.

RF SYSTEMS ENGINEER

EE Degree or equivalent with minimum 3 years design and overall systems responsibility including TV, AM/FM, Microwave and 2 way communication. Also project budget preparation and planning. Familiarity with FCC procedures.

AUDIO/VIDEO MAINTENANCE/LAB

Minimum 2 years practical experience working with analog and digital circuitry. Ability to service video and/or audio equipment including tape, micro processor background desirable.

Please send your resume with salary history and requirements to:

Bill Dixon
American Broadcasting Companies, Inc.
40 West 66th Street
New York, New York 10023

Men and Women of All Races are Encouraged to Apply.

 American Broadcasting Companies, Inc.

Help Wanted Management

PROMOTION MANAGER

We are seeking a professional TV Promotion Manager. The individual we need must have a thorough understanding of TV promotion and publicity, as well as managing. Must motivate creative people and be knowledgeable in budgeting. Bilingual (English/Spanish) is a necessity. Two (2) years' experience in promotion and advertising desirable. Please send resume to: Box R-21. Equal Opportunity Employer, M/F.

MANAGER OF ON-AIR PROMOTION

We are a national pay-cable network currently seeking a highly creative individual to fill the position of Manager of On-Air Promotion. The individual selected will have a background in on-line production, the ability to initiate campaigns, supervise production and direct the total on-air-look. We offer an excellent salary and benefits package and opportunity for growth. Please send detailed resume to: Box R-5. Equal opportunity employer. Women and Minorities encouraged to apply.

Help Wanted Management
Continued

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AMERICA'S MOST BEAUTIFUL CITY!

New Independent Station is now interviewing for key management positions.

Station Manager
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Business Manager
Chief Engineer

All creative services and Talk Show Talent.

We're experienced broadcasters looking for proven management personnel. Confidentially respected.

Send complete resumes and other necessary information to:

Mike McKinnon
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P. O. Box 11985
San Diego, California 92111

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Help Wanted Sales
Continued

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By Top TV syndication company
Syndication experience preferred, but not necessary. Extensive travel required. Reply to: Box R-15. Equal Opportunity Employer.

Situations Wanted News

NO. 1 TV NEWS ANCHOR

I'm consistently rated no. 1 in a top competitive market. Strong desire to relocate. Let's talk. Write Box P-163.

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New for '82

Now, state-of-the-art program consultation is available to Small Market America from Todd Wallace/Associates! Affordable rates, on a per-project basis.

To find out how the TWIA bottom line approach to better programming can help you, call Ron Dennington Today.

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Public Notice

PUBLIC NOTICE

The Membership Committee of the Board of Directors of National Public Radio will meet on February 8 and 9, 1982, to discuss Community Service Grants. The meeting will be held in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C., from 10 a.m. to 6 p.m. on Monday, February 8 and from 9 a.m. to noon on Tuesday, February 9. For further information concerning this meeting, please contact Michael A. Glass, NPR General Counsel, at 202-822-2043.

Ratings Research

INDEX RESEARCH is holding the 1981 Price Line into '82

To help radio come through Recession '82, our 1981 rate card remains in effect. RADIO INDEX rating reports still start as low as \$350. One index can help you make more sales at a time when you need them most. Call us free: 800-528-6082.

**index
research**

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Engineering

Television Equipment Sales Representative

RCA Commercial Communications Systems Division is a leading designer/manufacturer of high technology Broadcast products and systems. We are planning to increase our staff with professionals who are seeking an excellent growth opportunity with a leader in the radio and television equipment field.

The successful candidates will have an engineering degree, or equal, and the ability to be a self-starter and well organized individual, who has the capability of displaying a "take charge" attitude in the pursuit of sales opportunities. Broadcast or Teleproduction technical experience is required, as well as the demonstration capability for oral, written and self-presentations. Previous sales experience is desired.

The opportunity requires frequent travel and affords an ambitious individual the scope for growth and advancement. The salary will be commensurate with the experience and previous accomplishments. Send your resume in strict confidence to:

Louise Wardach, Dept. B-21
RCA Commercial Communications Systems Division
Front & Cooper Sts.
Bldg. 3-2
Camden, N.J. 08102

Equal Opportunity Employer

RCA



A Tradition On The Move!

ALLIED FIELDS
Help Wanted Technical

TECHNICAL DIRECTOR

Must be a top-line, maintenance oriented individual familiar with acoustics, use of sophisticated equalization, limiting, and processing techniques. Requires at least five years' experience in installation and maintenance of Studer, McCurdy, Mincom, and Ampex audio recording equipment. Prefer individual with FCC First Class Operators license. Some RF experience desired, plus studio multi-track recording experience. Knowledge of Satellite Operations would be desirable. Send Resume to Box R-46. An Equal Opportunity Employer.

Employment Service

"JOB HUNTING?"

National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Programing, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, Alabama 35216. 205-822-9144.

RADIO JOBS!

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five consecutive weeks only \$12.95—you save \$18.00!! **AMERICAN RADIO JOB MARKET**, 8215 Don Gasper, Las Vegas, Nevada 89108.

NEW CAREERS IN FUTURE TECHNOLOGY GROUP W SATELLITE COMMUNICATIONS

The technological leader in satellite communications is offering excellent career opportunities to broadcast maintenance engineers. As a diversified satellite communications company, openings are available for maintenance engineers experienced in studio installation, studio maintenance, ENG/EFP maintenance, and satellite earth station maintenance. G.W.S.C. offers excellent compensation and benefits programs. Begin your career in the future now by sending your resume and salary in confidence to: Group W Satellite Communications, 41 Harbor Plaza Drive, P.O. Box 10210, Stamford, CT 06904. Attn: Bill Johnston, Manager, Technical Operations. G.W.S.C. is an Equal Opportunity Employer, M/F

For Sale Stations



CHAPMAN ASSOCIATES®

media brokerage service

S	Small	AM	\$140K	Terms	Bob Thorburn	(404) 458-9226
S	Small	AM	\$225K	\$60K	Paul Crowder	(615) 298-4986
MW	Small	FM	\$335K	29%	Ernie Pierce	(615) 373-8315
E	Small/Sub.	AM	\$500K	\$145K	Jim Mackin	(207) 623-1874
MW	Medium	FM	\$395K	\$60K	Peter Stromquist	(612) 831-3672
S	Medium	Fulltime	\$500K	\$200K	Bill Cate	(904) 893-6471
W	Metro	FM	\$1250K	Terms	Greg Merrill	(801) 753-8090
SW	Metro	AM/FM	\$1600K	\$300K	Bill Whitley	(214) 387-2303
MW	Metro	AM/FM	\$3500K	\$1000K	Corky Cartwright	(303) 740-2224
NW	Major	Fulltime	\$3000K	\$1000K	Ray Stanfield	(213) 366-2554

To sell, for appraisals, feasibility studies, or financing—contact John Emery, Gen. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341

H.B. La Rue, Media Broker
RADIO · TV · CATV · APPRAISALS

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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

BILL-DAVID ASSOCIATES
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

For Sale Stations Continued

- Daytimer covering 1 million people with prime signal. Extremely fast growth area in GA. \$590,000. Extra good terms.
- No downpayment. Central Fla. powerful daytimer. \$320,000.
- Fulltimer. Suburban Atlanta. \$740,000. Terms.
- Powerful daytimer. S.W. Va. \$490,000. Good value. Terms.
- Fulltimer. N. Ala. Nice sized town. Large county population. Predominant facility in the market. Absentee owners will take 50% partner and let you manage, or will sell 100% for \$500,000. Good terms.
- Ethnic. Powerful daytimer. Large Black Population in Tennessee city. \$600,000. Terms.
- Powerful daytimer. Alabama's 3rd largest city. No down payment. \$590,000.
- Fulltimer. In S. Central N.C. Good terms. \$220,000.
- Daytimer. S.E. Wyoming City. \$250,000.
- AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke—Lynchburg area. Bargain. \$360,000. Terms.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. Terms. \$350,000.
- Daytimer. E. Ark. Terms. \$150,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- Fulltime N.W. Ala. City. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Fulltimer. West Virginia. \$275,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

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West Coast fulltimer—where the sun meets the sea! Cash flow to support payout. Diversified growth market. \$1.5 million, with terms.

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AM/FM MIDWEST
 Excellent cash flow. '81 col-
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 No Brokers. Box R-20.

FOR SALE
 2500 Watt AM station, Southeast. Poten-
 tial untapped, absentee owned. Distress
 sale. Great buy for cash. Will consider
 terms. Box R-22.


California full timer
 Beautiful coastal growth area. Prices at less
 than 8X current cash flow. Valuable real estate.
 Favorable terms. Call Hardesty & Associates,
 115 Retiro Way, San Francisco, CA 94123.
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**MIDWEST REGIONAL
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 5,000 Watt AM Station. Excellent cash
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 dition for group owners. \$1,850,000.
 Only Financially Qualified will receive
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 AM-FM Radio Station.
 Major Market in
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FM & AM STATIONS
 Investment opportunities. \$200,000 to
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AL	AM	500K	Medium
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ND	AM	215K	Small
MI	AM	625K	Small
AR	FM	625K	Small
MI	FM	850K	Small
MO	AM & FM	650K	Small
NY	FM	635K	Small
OK	FM	380K	Small
KS	FM	480K	Medium
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
MO	FM Downpayment	35K	
NM	FM Downpayment	35K	
SC	AM Downpayment	20K	
OR	AM Downpayment	35K	

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Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Louise Helfetz, general manager, KNUS(AM) Denver, **Bob Sharon**, general manager KZAM-AM-FM Seattle and **Jim Hardy**, general manager KWKI(FM) Kansas City, elected VP's of parent, Sandusky Newspapers.

Charlie Webb, general manager, WNNE-TV Hanover, N.H., elected president, WNNE-TV, Inc.

Jack Yearwood, general manager, broadcast division, Gill Cable San Jose, elected VP.

Steven Marx, general manager, WFTQ(AM)-WAAF(FM) Worcester, Mass., elected VP of parent, Katz Broadcasting, remaining general manager of WAAF. (Richard Reis was previously named general manager, WEZN(FM) ["Fates & Fortunes," Jan. 18]). **James Morley**, general manager, WEZN(FM) Bridgeport, Conn., elected VP, Katz. **John Marino**, technical director, Katz Broadcasting, elected VP, engineering.

Frank O'Neil, VP, station manager, KXAS-TV Fort Worth, named president, general manager.

Daniel Coon, secretary, KOUS-TV Hardin, Mont., and partner in Washington law firm of Jackson, Campbell & Parkinson, elected president of station.

Andrew Donnelly, VP-general manager, Comcast Cable's Flint, Mich., system, named general manager, Comcast's Sterling Heights, Mich., system.

Volney Lamb, VP, station manager, WKAN(AM) Kankakee, Ill., named general manager.

Robert Fox, general manager, KERR(AM) Polson, Mont., joins KLFM-FM Great Falls, Mont., in same capacity.

Robert Teter, executive VP and general manager, WLS-TV Roanoke, Va., has retired.

Scott Howitt, program director, WLYT(FM) Cleveland Heights, Ohio, named operations director.

Fred Seiden, program and media consultant, Los Angeles, joins KOST(FM) there as operations manager.

Jim Griffin, director of operations, WPLG(TV) Miami, joins WJLA-TV Washington as director of broadcast operations.

Johnny Eagle, sales manager, WFLI(AM) Lookout Mountain, Tenn., and WJTT(FM) Red Bank, Tenn., named station manager, WFLI. **Olivia Lawrence**, business manager, WFLI and WJTT, named station manager, WJTT.

Robert Baal, co-owner and executive VP, Sisler-Baal, Miami-based real estate firm, elected chairman of board of Community Television Foundation of South Florida, owner and operator of noncommercial WPBT(TV) Miami.

Jim Rothschild, producer-director, KRDO-TV Colorado Springs, joins KMOX-TV St. Louis as director of creative services.

Herbert Cohen, VP-finance, ABC Publishing, New York, joins Warner Amex Cable Communications there in same capacity. **John Haynes**, director of programing for Cable Atlanta in that city, joins Warner Amex Cable Communications Inc. as director of programing for company's Dallas QUBE cable system.

Harold Lewis, director of finance and planning, Corinthian Broadcasting, New York, elected VP-finance and planning. **Julianne Wilhelm**, director of administration, Corinthian, elected VP, administration and human resources.

Conrad Hall, VP for operations, *The Virginia Pilot* and *The Ledger Star*, Norfolk, Va., joins parent, Landmark Communications there, as VP for human resources.

Jeffrey Ruthizer, VP, labor relations, RKO General, New York, named VP-employee relations and administration. **John Fitzgerald**, VP and controller RKO General, named chief financial officer. **Henry Sabatell**, VP, named treasurer. **Gerald O'Connell**, assistant corporate controller, named assistant controller.

Robert Chambers, VP, general manager, ABC Radio Networks, New York, named, VP, market development, ABC Radio Networks. **James Burnette**, director, news sales, ABC-TV, New York, named VP, business analysis planning, ABC-TV. **Lawrence Fried**, account executive, ABC-TV, succeeds Burnette. **Maryann Pynch**, assistant to national sales manager, KTTV(TV) Los Angeles, joins ABC-TV, New York, as associate account representative, affiliate relations.

Lionel Bolin, from NBC-owned WMAQ-TV Chicago, named director of personnel and labor relations, NBC, Chicago.

Thomas Gatewood, manager of affiliate services, RKO Radio Network, named director of affiliate services, RKO One. **Peter Marcus**, manager of affiliate services, named director of affiliate services, RKO Two. **Julie Spira**, Northeast regional sales manager, Watermark, Inc. joins RKO One as manager of affiliate services. **Barbara McMahon**, account executive,

named manager of affiliate services, RKO Two.

Advertising

Mary Ellen Stoetzel, account executive, Columbia Pictures, Los Angeles, joins Ogilvy & Mather there as VP. **Richard Dicuirci**, from Dailey & Associates, Los Angeles, joins Ogilvy & Mather as senior media planner. **Coby Low**, media supervisor, Benton & Bowles, Los Angeles, joins Ogilvy & Mather as assistant media director.

Leonard Baczek, associate promotion director, Benton & Bowles, New York, named VP. **George Burnett** and **Thomas Conlin**, account supervisors, Benton & Bowles, New York, elected VP's.

Nanci Gray-Schwartz and **Lois Papale**, broadcast supervisors, and **Dorothy Thornton** and **Sara Wind**, broadcast account executives, J. Walter Thompson, New York, elected VP's.

Thomas Arnold and **Robert Gulovsen**, VP-account supervisors, D'Arcy-MacManus & Masius, St. Louis, named senior VP's-account group supervisors. **Michael O'Hallaron**, VP-director of financial services, D'Arcy, named senior VP, finance and administration.

Chris Trinka, account supervisor, Cunningham & Walsh, New York, elected VP.

G. Gerald Hart, VP, account supervisor, D'Arcy-MacManus & Masius, St. Louis, joins Dancer Fitzgerald Sample, New York in same capacity.

R.B. Mitchell, senior VP, Calet, Hirsch, Kurnit & Spector, New York, joins McCaffrey & McCall there in same capacity.

Niels Menko, general manager and director, Young & Rubicam, the Netherlands, joins Marsteller, New York, as management supervisor.

Patricia Stokes, VP-senior creative supervisor, Ted Bates, New York, joins Shaller Rubin Associates there as VP-associate creative director.

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Bolger



Hugel



Tanenbaum



Whalen

The men who at AT&T. AT&T has announced a number of top-level personnel changes described by Chairman Charles L. Brown as designed to help the company meet current objectives while it makes the changes required by the consent decree it signed with the Justice Department on Jan. 8 (BROADCASTING, Jan. 11).

Brown and the company's three other top officers—President William Ellinghaus and Vice Chairmen William S. Cashel Jr. and James E. Olson—will work as a group on corporate strategy, resource allocation and critical issues, as well as overseeing specific areas.

The day-to-day responsibility for the company will be exercised by five executive vice presidents. One is **Charles Marshall**, elected on Jan. 20 who will take charge of the subsidiary AT&T is creating in line with the FCC decision in Computer II.

The others include:

Thomas E. Bolger, who will be responsible for the design and supervision of the prospective centralized staff for the 22 divested local operating companies. The network planning and design and

network services departments will report to him.

Charles E. Hugel, who will continue to oversee the AT&T interest in the Western Electric Co. and who will assume the same responsibility in connection with Bell Telephone Laboratories. He also will be responsible for AT&T International.

Morris Tanenbaum, who will assume responsibility for the design and supervision of AT&T's future intercity network organization. The Long Lines Department and AT&T support services will report to him.

And **Kenneth J. Whalen**, who will continue to be responsible for regulatory matters, tariffs and costs. He also will handle the public affairs, human resources and labor relations departments.

Cashel, Bolger, Hugel, Marshall, Tanenbaum and Whalen will cooperate in the task of separating those functions that will remain with AT&T from those that will become part of the prospective centralized staff for the divested companies. Direct responsibility for planning the divestiture provided for in the consent decree will be handled by Cashel and Howard J. Trienens, vice president and general counsel.

Lillian Lang, acting station manager, KMQJ(FM) Clear Lake City, Tex., and radio group sales director of parent, Amature Group, elected sales VP.

Tanya Kaminsky, director of research, Top Market Television, New York, joins Katz TV sales there as sales manager.

Susan Jennings, senior planner-buyer, Kelly, Scott & Madison, Chicago-based media service organization, named media supervisor.

Samuel Patterson, manager, advertising and sales promotion, ABC Radio Networks, New York, named director, advertising and sales promotion.

Bob Herbst, account executive, CBS Television Station National Sales, New York, named sales manager, Dallas sales office.

Bill Arena, advertising and promotion director, Golden West Subscription TV, Oklahoma City, joins Sammons of Fort Worth, cable franchisee, as account executive.

Warren Bodow, VP-sales, WQXR-AM-FM New York, named executive VP.

Rosemary Arters, national sales manager, WNEU(AM) New York, named general sales manager.

Charlie King, local sales manager, KRIV-TV Houston, joins KTBC-TV Austin, Tex., as general sales manager.

Jutta Christman, account executive, KJOI(FM) Los Angeles, named national sales manager.

Ben Roth, local sales manager, KTXA(TV) Fort Worth, named general sales manager. **Dirk Brinkerhoff**, regional sales manager, succeeds Roth.

Joseph Collins, account executive, KNX(AM) Los Angeles, joins KNXT(TV) there as local-retail account executive.

Terry Haygood, account executive, KGTV(TV) San Diego, named local sales manager.

Paul Orio, general sales manager, WFSB(TV) Hartford, Conn., joins Naftzger & Kuhe, Farmington, Conn., as VP, media and marketing services.

Phil Norton, local sales manager, WHJJ(AM)-WHJY(FM) Providence, R.I., named sales manager. **Marilyn Brockway**, director of development, United Cerebral Palsy of Rhode Island; **Dean Roussel**, account executive, Able Printing Co., and **Jim Corwin**, account executive, WERI-AM-FM Westerly, R.I., join WHJY as account executives.

Thomas Ludwig, account executive, KINK(FM) Portland, Ore., joins KEX(AM) there in same capacity.

Joseph Rizza, assistant director, affiliate affairs, defunct Enterprise Radio, Avon, Conn., joins WPOP(AM) Hartford, Conn., and co-owned WIOF(FM) Waterbury, Conn., as account executive.

Bill McCadden, local sales manager, WCAU(AM) Philadelphia, named general sales manager.

Programing

James Erickson, VP-finance and chief financial officer, ON-TV, Los Angeles, named VP-operations.

R. Jeffrey Ornstein, VP and controller, Multigraphics division, A.M. International, Chicago, joins Columbia Pictures Television, Los Angeles, as assistant to president.

Richard Klinger, director of business affairs, Selectavision videodisks, RCA West Coast, Los Angeles, named director of programs.

Lois Marino, director of programing finance,

Entertainment and Sports Programing Network, Briston, Conn., named VP, production operations.



Burns

John Burns, marketing manager, International Paper Co., New York, joins Showtime there as VP-sales operations. **Iona Lutey**, manager, research and market analysis, Showtime, New York, named director of national accounts.

Joseph Gerard, senior VP and treasurer, SFM Media Corp., New York, assumes additional duties as VP, SFM Entertainment, company's TV programing division.

Herman Aronson, director of operations, advertising and promotion, CBS Entertainment, New York, named director, operation and collateral services.

Louis Rudolph, producer, ABC Circle Films, Los Angeles, joins Columbia Pictures Television there in same capacity.

Robert Muller, president, Gold Key Entertainment, Los Angeles, resigns.

William Mechanic, VP-programing, SelecTV, Los Angeles, joins Paramouht Video there as VP-pay TV.

Loren Arbus, VP, program development, West Coast, Showtime, joins Cable Health Network, New York, as VP in charge of programing.

Edward Masket, executive VP, administration, Columbia Pictures Television, Los Angeles, joins Universal Television there as VP-administration.

Jamie Witmer, writer-producer, Satellite Syndicated Systems, Tulsa, Okla., and **Leisha Haworth**, recent graduate, University of Tulsa, join United Video there as marketing sales associates. **Becky Fenwick**, assistant to director of administration, United Video, named EPG (electronic program guide, United's newest satellite delivered service) secretary.

Holly Redell, president, Special Program Sales, joins Group W Satellite Communications, Stamford, Conn., as Eastern regional affiliate manager. **Donald Rasmussen**, Western regional marketing manager, Enterprise Radio, joins GWSC, Chicago, as Midwest regional affiliate relations manager. **Craig Chambers**, director of marketing and sales, Teleprompter Cable Television, joins GWSC, Los Angeles, as Western regional affiliate relations manager. **John Miine**, account executive, Grey Advertising, joins GWSC, Stamford, Conn., as Eastern regional manager-training. **Nancy Jahnel**, from Entertainment and Sports Programming Network, Chicago, joins GWSC Chicago as Midwest regional manager-training. **Barbara Raynes**, director of training, Cable America, joins GWSC, Los Angeles, as Western regional manager-trainer.

William Rogers, attorney in Viacom International's Westwood, Calif., office, named senior attorney. **Roberta Lynn Tross**, attorney in Viacom's New York office, named senior attorney there.

Bob Carlo, director of accounting, USA Cable Network, Glen Rock, N.J., named controller.

Bruce Wolpe, legislative assistant and aide to Representative Henry Waxman (D-Calif.), Washington, joins National Public Radio there as director of national affairs.

Thomas Young, attorney, Woods, Oviatt, Gilman, Sturman & Clark, Rochester, N.Y., joins Gannett Co. there as staff attorney.

Armida Espinoza, human resources manager, KFWB(AM) Los Angeles, named to steering committee for minority communications, Westinghouse Broadcasting Co.

Judith McDonald, on-air promotion director, WKRC-TV Cincinnati, joins WAVY-TV Portsmouth, Va., as creative services director.

Terry Schroeder, business manager, WDSU-TV New Orleans, joins KPX(TV) San Francisco as controller.

Phillip Meyers, director of public relations, 20th Century-Fox Video, Los Angeles, elected VP.

Alma Knott, assistant controller and assistant secretary, Cable News Network, Atlanta, named VP of financial administration.

Phillip Hartman, director-air personality, WKZO(AM) Kalamazoo, Mich., named chief director.

James Marple, from KGO(AM) San Francisco, joins KOIT(FM) there as director, production department.

Sergio Pedroza, news director, KIFN(AM) Phoenix, joins noncommercial KPBS-FM San Diego as associate producer.

Eric Ritter, continuity and commercial production coordinator, KCBD-TV Lubbock, Tex., joins WPHL-TV Philadelphia as assistant production manager.

Yolanda Otero, interviewer and reporter,

KFMB-TV San Diego, joins KNXT(TV) Los Angeles as host of *L.A. Morning*, new public affairs program. Also joining program's staff are: **Carmen P. Phillips** associate producer, KNBC-TV Los Angeles as producer; **Jessica Schukan**, freelance producer/researcher, as associate producer; and **Luis Castillo**, editorial assistant, KNX-AM Los Angeles, as production assistant.

Christopher Lewis, reporter, KTUL-TV Tulsa, Okla., joins KOTV(TV) there as co-host, *P.M. Magazine*.

Greg Mansur, cameraman, KVAL-TV Eugene, Ore., joins KMGH-TV Denver as director of photography.

News and Public Affairs



Mc Curdy

John Mc Curdy, manager, newsgathering operations, NBC News, New York, joins ABC News, Washington, as assistant director, electronic newsgathering-newsfilm.

Gene Pell, Washington correspondent, NBC News, joins Voice of America there as deputy program director for news and current affairs.

Jeanne Edmunds, segment producer, *Tomorrow*, NBC-TV, New York, joins *CBS Morning News* there as associate producer.

Mei Martin, executive news producer, WJXT(TV) Jacksonville, Fla., named news director.

Roy West, news reporter, KDIA(AM) Oakland, Calif., named manager of news and public affairs.

Jim Feltman, news director, WMC(AM) Memphis, Tenn., joins WREG-TV there as assignment editor. **Kathy Thurmond**, anchor, WMC, succeeds Feltman there.

David Walker, news director, KATC(TV) Lafayette, La., joins WRCB-TV Chattanooga in same capacity.

Lois Matheson, assistant news director, KOMO-TV Seattle, named news director.

Tom Wayne, from KSTP-TV Minneapolis, joins co-owned WTOG(TV) Tampa-St. Petersburg, Fla., as news director. **Bill McQueen**, WFLA-TV Tampa-St. Petersburg, joins WTOG as assistant news director.

Jack Renaud, news producer, WLEX-TV Lexington, Ky., joins WHAS-TV Louisville, Ky., as producer and reporter-anchor. **John Shumway**, reporter, WHAS(AM) Louisville, joins WHAS-TV as reporter.

Mike McClellan, news anchor-writer, WINZ-AM-FM Miami, Fla., and **Sasha Foo**, reporter, KTUL-TV Tulsa, Okla., join CNN2, Atlanta, as news anchors.

Bill Ryan, bureau chief-reporter, NBC-TV, New York, joins WMCA(AM) there as news co-anchor.

Pat Nilsen, from WNEP-TV Scranton, Pa., joins WSTM-TV Syracuse, N.Y., as news co-anchor.

Meredith Vieira, correspondent, wCBS-TV New York, joins CBS News, Chicago, as reporter.

Andy Fisher, newscaster-reporter for WNEW-FM



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New York, joins NBC News as correspondent assigned to The Source.

Kent Mallowski, from noncommercial KBIA(FM) Columbia, Mo., joins Missouri Network, Jefferson City, Mo., as capitol correspondent.

James Baum, assignment editor, KOTV(TV) Tulsa, Okla., named executive news producer.

Thomas Burke, producer, WNCT-TV Greenville, N.C., joins WCMH-TV Columbus, Ohio, as news producer. **Peg Carver**, reporter, WNCI(FM) Columbus, joins WCMH-TV in same capacity. **Curtis Lee Painter**, photographer, KRGV-TV Westlaco, Tex., joins WCMH-TV as photographer, *P.M. Magazine*.

Larry Hoefling, from KTMC(AM) McAlester, Tex., joins KWEN(FM) Tulsa, Okla., as news anchor.

Marty Aarons, anchor-reporter, WIND(AM) Chicago, joins WFLA-TV Tampa-St. Petersburg, Fla., as weekend co-anchor.

Jim Elliott and **Scott Woodside**, air personalities, WPGC(AM) Morningside, Md., join WRQX(FM) Washington in same capacity.

Becky Jansch, chief photographer, New Jersey Nightly News, Trenton, N.J., joins WNBC-TV New York as news camerawoman.

Jay Scott, reporter-anchor, KXTV(TV) Sacramento, Calif., joins WCAU-TV Philadelphia as reporter.

Gershon Lesser, internist/cardiologist, Los Angeles, joins KTTV(TV) there as medical reporter.

Robert Downey, reporter, WOI-TV Des Moines, Iowa, joins WDTN(TV) Dayton, Ohio, in same capacity.

Ann Conway, from WCSH-TV Portland, Me.; **Jean MacGregor**, from WWLP(TV) Springfield, Mass., and **Sean Daley**, from WDSU-TV New Orleans, join WLNE(TV) Providence, R.I., as reporters.

Technology

James O'Neill, VP and marketing director, Blairsat, New York, elected president, succeeding **Jack Beauchamp**, resigned.

David Large, chief engineer, Gillcable, San Jose, Calif., named VP of engineering.

James Boslough, chief engineer, WFTI-TV Poughkeepsie, N.Y., joins Pierce-Phelps, video systems division, as systems engineer.

David Miles, editor, Video Tape Associates, Atlanta, joins First Communications, post-production facility there, as senior editor.

Michael Cofone, VP, MIS (Management Information System), NBC, New York, named staff VP, corporate information systems, RCA Corp. there.

Curtis Chan, Western regional engineering manager, Sony professional audio division, Los Angeles, named national engineering manager.

Donald Quinn, VP-Alascom relations, RCA Americom, Princeton, N.J., named VP, Alascom services and new business development.

Edmund Habib, assistant VP, American Satellite Co., joins Satellite Systems Engineering, Washington, as VP-engineering.

Harold Bjorklund, Western regional sales manager, Jerrold division, General Instrument, joins Sylvania-CATV division, GTE Products Corp., El Paso, Tex., as national sales manager.

Robert Kallas, market development-contracts administrator, CRT display products group, Zenith Radio Corp., named manager, product marketing and planning. **Richard Kemp**, manager of technical products support for color TV system engineering, named manager, field services operations.

Fred Posner, national sales manager, Javelin Electronics, Torrance, Calif., joins Hitachi Denshi, Los Angeles, as national sales and marketing manager.

Robert Tindle, chief engineer, KIXK(FM) Denton, Tex., named corporate chief engineer for parent Hicks Communications there. **Neil Peden**, assistant chief engineer, KIXK succeeds Tindle.

Allied Fields

John Landreth, executive VP and treasurer, Media Statistics, Silver Spring, Md., elected president, succeeding James Seiler, who died ("Fates & Fortunes," Jan. 11).



Beville

Hugh M. (Mal) Beville, executive director of Broadcast Rating Council and 42-year veteran of TV-radio research, has resigned from BRC after 11 years of service. Before joining BRC, Beville, now 74, had taken early retirement as VP, planning, NBC.

Jerry Bretey, general manager, KGLO(AM) Mason City, Iowa, elected president, Iowa Broadcasters Association.

John Scarpa, general manager, Warner Amex Cable of Avalon, N.J., elected president, New Jersey Cable Television Association.

Elliot Klein, director of engineering, KNIX(AM) Tempe, Ariz., elected vice president, Phoenix chapter, Arizona Broadcasters Association.

Holly Fine, film editor, WJLA-TV Washington, elected president, Washington chapter, National Academy of Television Arts and Sciences.

Steven Zecola, economist, Common Carrier Bureau, FCC, Washington, named special assistant to Commissioner Mimi Weyforth Dawson,

Baraff, Koerner, Olender, Washington communications law firm, becomes Baraff, Koerner, Olender & Hochberg, with addition of **Phillip Hochberg** ("Fates & Fortunes," Jan. 25) as partner.

Victor Biondi, press secretary and special assistant to California state superintendent of public instruction, joins California Broadcasters Association, Sacramento, as executive director.

Charles Gallagher, associate engineer, Edward F. Lawrence & Associates, Washington, opens own consulting radio engineering firm in Lanham, Md.

Avery Gibson, director, radio development, Arbitron, New York, named director, television market development for advertiser/agency sales there. **Claire Kummer**, manager of

special television services, Arbitron, Beltsville, Md., named product manager, Arbitron Radio, Laurel, Md.

John Coughlin, media research specialist, Nielsen Television Index, New York, named client service executive, Eastern region marketing staff.

Deaths



Patricelli

Leonard J. Patricelli, 74, chairman of board, Ten-Eighty Corp., operator of WTIC-AM-FM Hartford, Conn., died of cerebral hemorrhage Jan. 25 at Martin Memorial hospital, Stuart, Fla. Patricelli began his career with WTIC(AM) as continuity writer in 1929. He served on National Association of Broadcasters television board of directors, was former president, Connecticut Broadcasters Association, and past director and president, Broadcast Pioneers Association. Patricelli is survived by his wife, Isabel.

Richard Shaheen, 57, president, Richard A. Shaheen, Inc., Chicago-based media brokerage firm, died of heart attack Jan. 22, at Northwestern Memorial hospital, Chicago. Shaheen is survived by his wife, Mary, son, and daughter.

Joseph Benes, VP and general manager, Coachella Valley (Calif.) Television, former president, Cable Television of Santa Barbara and past director and president, California Cable Television Association, died during heart surgery Jan. 18 at Santa Monica hospital, Santa Monica, Calif. Benes is survived by his wife, Francis, son, and daughter.

Ned Cogswell, 61, former general manager, General Television, Salisbury, Md.; past president, Maryland-Delaware Cable Television Association, and past vice president, National Cable Television Association, died of heart disease Dec. 21, at Deers Head Center, Salisbury, Md. Cogswell is survived by his wife, Josephine, daughter, and three sons.

Theodore Kruglak, 70, former news editor, KSO(AM) Des Moines, Iowa, and professor emeritus and former director of University of Southern California (Los Angeles) department of journalism, died of heart attack Jan. 19, at his home in Oceanside, Calif.

George Rylance, 62, retired officer of U.S. Information Agency, died of heart attack Jan. 18 at Fernando Beach, Fla., hospital. Rylance is survived by wife, Betty, and four daughters.

Dave McLean, 48, editorial director, KRON-TV San Francisco, died of cancer Jan. 18, at Marin General hospital, Marin county, Calif. McLean is survived by his wife, Reini.

Francis Pipes, 49, director of communications services, American Forest Institute, and former news director, WAVA(FM) Arlington, Va., died in crash of Air Florida jet, in Washington, Jan. 13. Pipes is survived by his wife, Lana.

Jane Kessler, 31, film editor for WCBS-TV New York and CBS News there, died of cancer Jan. 18, at New York hospital. She is survived by her husband, Joel Siegel.

Bob Bloom's maxim for agency success: talent and planning

Bob Bloom is a great believer in planning. Next to a strong lineup of talent on the payroll, he says, planning has been the most important contributor to the success of The Bloom Companies Inc., the Dallas-based company of which two advertising agencies—the Bloom Agency in Dallas and, since its acquisition a few weeks ago, the Mathieu, Gerfen & Bresner agency in New York—are the most prominent components.

Talent and planning, yes. And in retrospect, a bout with hepatitis also made a contribution.

Bloom and his bride contracted hepatitis on their honeymoon in Europe in 1962. It was the year he became president of the Bloom Agency, before the Bloom Companies came into being.

"I was laid up for three months," Bloom says, "and during those three months I put together the first new-business plan that the agency had. I made index cards by city and by product category, and attempted to move us more toward the packaged-goods area and away from the exclusively retail area where we were concentrated. And in fact our client roster today is exclusively consumer products and services—it includes an important national retailer but is heavily weighted towards packaged goods."

The Bloom agency was founded some 30 years ago by Bob Bloom's father, Samuel Bloom, a 30-year veteran of the advertising side of the *Dallas Times Herald* who also served on the boards of the newspaper and of its KRLD-AM-FM-TV (and who, at 78, is still on the board of the Bloom Companies but active primarily in one of its typography subsidiaries). Bob Bloom joined the agency in 1957 after college and postgraduate training in engineering and two years as a gunner officer aboard a destroyer escort.

Starting as a messenger and file clerk, he was plunged almost immediately into a six-month intensive training program, established for him by his father and a University of Missouri professor. Their blueprint took him in short order to work with various media and suppliers. Among them: a newspaper, TV station, typography company, photography studio, engraving operation and research company. He learned a good deal, he says, but basically it was "the jargon, the terminology and the speed at which things were done," overcoming "my language barrier" where advertising terms were concerned.

From there he moved into "what would



Robert Hermann Bloom—chairman and chief executive, The Bloom Companies Inc., Dallas; b. March 18, 1934, Dallas; attended Duke University, 1951-52; BS, University of Oklahoma, 1955; graduate work in geological engineering, University of Oklahoma, 1956; lieutenant JG, U.S. Navy, 1956-57; with Bloom Agency (now Bloom Companies Inc.), Dallas, since 1957, starting as file clerk and messenger, later junior account executive, account executive; president, 1962; present post since 1978; m. Mary Wachenheim, 1962; three children—Laura, 18; Donald, 16; Samuel, 13.

now be called account services," except that "when you had only a dozen people, you did everything." The 12 people then on the Bloom payroll handled about 90 clients, all retail, and it soon became apparent "that the agency had to evolve into a different kind of place."

Over time, he and some of his associates began recruiting people with more traditional agency experience. Recruiting wasn't easy, he recalls, for several reasons: The agency had a local and regional reputation as a retail creative shop, albeit a good one, and no national reputation at all. Moreover, Dallas then wasn't the city it is now, and certainly was not an advertising center. "Finally," Bloom says, "we didn't pay an awful lot."

But he gradually managed to put together a more professional staff. Then "we attempted to do some early planning about where we wanted to go and what we wanted to do,

Then came the hepatitis and the agency's first new-business plan.

The Bloom Companies Inc. has evolved in the last 10 years to encompass eight companies, all concerned with "communications services." They range from advertising agencies to sales promotion, graphic design, public relations and reproduction materials firms. In addition to The Bloom Agency and Mathieu, Gerfen & Bresner, the group includes

Bloom Advertising Too, an agency for specialized and smaller clients, and Bloom Industrial Advertising. Except for MG&B, all were founded by the Bloom organization, and all are based in Dallas except MG&B and the industrial advertising unit, based in Houston.

The decision to acquire MG&B, Bloom says, "came directly out of long-range planning. We attempt to look at each company that we have, and look at voids in the marketplace." Although the Bloom Agency in Dallas serves a number of national clients based elsewhere, including Liggett & Myers; Libby, McNeil & Libby, Block Drug and Schering-Plough, Bloom says, "there are categories that in our view would be difficult if not impossible to persuade to hire an exclusively Dallas-based agency—such as cosmetics, fragrances, cameras and consumer electronic equipment. All of the household product companies are headquartered in the Northeast. Those were categories that were very attractive to us, and we felt we needed a New York base as well as a Dallas base."

Others had tried to enter the New York market from outside and had failed. Bloom thinks they were too "timid" about it. He and his associates elected to buy their way in, and drew up "very rigid criteria": An agency no larger than one-third the size of Bloom, then billing \$90 million; an agency in consumer products and services, with a small client roster but a big creative product, and one whose principals were talented, were "about my age—I'm 47"—and who wanted to remain in the business and whose "standards and values were compatible with mine."

A list of 40 to 50 prospects was drawn up; detailed dossiers were prepared on about 20, and Bloom went interviewing. One refused to talk, some talked only out of curiosity "and some people I was turned off to, and I'm sure some were turned off to me." He says he narrowed the list down to "literally a handful" and "aggressively" pursued only one, MG&B, "because they fit our list of criteria as if it had been written for them."

The acquisition, he says, has given him what he wanted: a strong New York-based agency and a strong Sunbelt-based agency. "I don't want a lot of branches and I don't want a lot of clients," he says. The Bloom Agency had 90 clients when he got there, he points out, but "in the whole Bloom Companies we have less than 30 now," because "we like to be very deeply involved with our clients, make a strategic contribution to their success, not just produce advertising." The dozen employees have grown to 350, and annual billings to \$115 million. And Bloom is still setting goals. One of the current targets: "to double our size in the next three years."

Report compiled by FCC Common Carrier Bureau, and memo written by Commissioner Joseph Fogarty, have urged FCC to make its voice heard on proposed AT&T antitrust settlement. In memo circulated to commissioners, Fogarty, contending that all major aspects of decree appeared to affect FCC's jurisdiction and authority, said that "in instances of apparent conflict we should be mindful that our first duty is to preserve the FCC's existing congressional mandate for the formulation and execution of communications policy in the public interest." Bureau report intended to brief commissioners on agreement's impact, lists those FCC proceedings settlement could affect and legislative changes FCC should request, including continued jurisdiction over separations process, all interexchange services and authority to deregulate and exempt carriers. Report criticizes decree for forever barring divested operating companies from offering services such as data processing, electronic news and advertising, services AT&T would be able to offer under settlement. Report urges FCC to ask court to insist on provision requiring judicial review of decree every 10 years, to reassess what restrictions could be dropped in public interest. Report also urged FCC to seek modification of settlement affirming FCC's authority to override any provisions necessary to carry out its responsibilities.

For first time ever in 1981 cable television produced more revenue than broadcasting for Cox Broadcasting. Cable revenues topped \$188,492,000, up 50%; broadcasting was \$181,664,000, up 17%. Operating income of broadcast operations was still higher, \$66,562,000, up 16%, versus cable's \$30,520,000, up 40%. It should be noted that Cox accounts cable depreciation and amortization and interest expense for cable borrowings at corporate level, and not against cable operating income. Depreciation and amortization rose 39% in 1981, corporate interest expense 75%—both due primarily to cable construction and expansion. Company's income from continuing operations rose 19% in 1981 to \$55,490,000, \$2.04 per share. That's also 1981 net income. Year-earlier net, \$2.09 per share, included 37 cents per share gain from sale of publishing operations. Cox 1981 operating revenues rose 30% to \$403,497,000. Company also announced closing of its purchase of KDNL(TV) St. Louis (BROADCASTING, Nov. 25, 1981), which it intends to use for STV operation, starting in midyear.

Year-end figures released last Thursday by Time Inc. put Video Group as top contributor to income from continuing operations, first time in company's history. Video profit rose 32.7% in 1981, to \$123.4 million, topping combined profits of books and magazines by \$300,000. Net income of Time rose to \$148.8 million,

Lobbying for shorter renewal. A delegation from the Radio Advertising Bureau called on members of the FCC last Thursday and Friday to urge support of RAB's proposal for simplifying the commission's financial reporting form. Form would include only five questions—dealing with trade and barter, local, national, network, and total revenues—rather than the 65 in the present form 324. RAB's proposal would also exempt 2,400 small-market stations—those in one- or two-station markets for which market-by-market information is not released. But RAB urges continuation of some form of financial reporting for two reasons: The commission needs data for its broad policy decisions, and reliable information is "vital to the efficient operation of the radio marketplace." The RAB delegation included Fred Walker, president of Broad Street Communications; Wayne Hudson, president of Plough Broadcasting, and Art Carlson, senior VP of Susquehanna Broadcasting. They met with Chairman Mark S. Fowler, Commissioners James H. Quello and Mimi Dawson, James Graf, legal assistant to Commissioner Joseph Fogarty, and Edmund Cordona, special assistant to Commissioner Henry Rivera.

\$2.43 per share in 1981; versus \$141.2 million, \$2.51 per share year earlier. (Sale of convertible preferred stock diluted earnings per share.) Revenues were up 17.7% to \$3.3 billion; income from continuing operations rose 13.9% to \$184.6 million, while operating losses and close-down costs of *Washington Star* and Time-Life Films totaled \$35.7 million post tax in 1981, \$20.9 million in 1980.



Taped interview between Phil Donahue and former *Washington Post* reporter Janet Cooke will air on *Today* show today and Tuesday (Feb. 1-2). Interview is Cooke's first television appearance in which she discusses her Pulitzer-prize winning story, "Jimmy's World," about 8-year-old heroin addict, which she subsequently admitted was "composite" sketch, largely devoid of facts. Pulitzer prize was returned. At one point during interview, Cooke tells Donahue, "I think it was wrong; I should not have done it." But, she explained, "I spent two months looking for [Jimmy] and if I did not produce a story, then how was I to justify my time?" She also said she received no pressure from editors to reveal her sources.

Turner Broadcasting System, hoping to build network of broadcasters to use half-hour segments of CNN2 as well as material from original CNN, last week said it sent formal invitations to all local TV stations for March 3-4 meeting in Atlanta. Mailgram teasers went out earlier. Turner Program Sales is handling effort.

Thursday's stock market rally gave boost to most broadcasters, and many media-related issues benefited as well. ABC and CBS, traded up \$1.375 to \$32.625 (ABC) and 75 cents to \$42.75 (CBS). Capacities rose \$1.25 to \$71.25 though Taft slid 12 1/2 cents to \$29.125. Metromedia shares were up \$7 to \$171.25. Time Inc. closed up \$1.25 at \$35.625; Times Mirror was up \$1.25 to \$45.50 and Warner Communication hit new high, up \$4.125 to \$61.125.

Ten public broadcasting TV stations were selected last Friday (Jan. 29) to participate in proposed advertising experiment. Stations were chosen by Corporation for Public Broadcasting, which in turn recommended choices to Temporary Commission on Alternative Financing for Public Telecommunications. Stations are: WNET(TV) New York; WTTW(TV) Chicago; WHYI(TV) Philadelphia; WQED(TV) Pittsburgh; WPBT(TV) Miami; WYES(TV) New Orleans; WQLN(TV) Erie, Pa.; WKPC-TV Louisville, Ky.; WSKG(TV) Binghamton, N.Y., and WIPB(TV) Muncie, Ind. Station representatives assured commission members that labor unions are "reacting very positively," and think problems can be minimized. Experiment's future had been in jeopardy from potential union and copyright problems. Commission, concerned about adverse effect of experiment on public stations not participating, formed subcommittee to oversee and give final approval to stations in experiment. Subcommittee comprises temporary commission members: Edward Pfister, president, CPB; FCC Commissioner James Quello, chairman of TCAFP, and Ken Robinson, National Telecommunications and Information Ad-

ministration. Temporary commission, however, is limiting experiment to TV stations. Only three radio stations remained interested, and because radio faced more difficulties with unions, commission decided to limit experiment.

Some 35 leading TV journalists, communications lawyers and educators were scheduled to gather at Harvard's Kennedy School of Government Friday evening (Jan. 29) to participate in two-and-a-half day conference on "Television and the Presidential Elections." Conference is sponsored by school's Institute of Politics, with support from ABC, CBS and NBC. Participants were to include Presidents Roone Arledge of ABC News, Bill Leonard of CBS News and Bill Small of NBC News; Washington Bureau Chief Stuart Loory of Cable News Network; several network newsmen; former FCC Commissioner Tyrone Brown.

Group ownership of VHF stations in top 100 markets has increased from 76% in 1975 to 85.9% in 1982, according to study for National Association of Broadcasters by Herbert H. Howard, assistant dean at University of Tennessee's College of Communications. Group ownership of UHF stations in same markets has gone from 57.4% in 1975 to 67.5% in 1982. Of 420 UHF and VHF stations in top 100 markets, 332 (79%) are group-owned. Although newspaper-broadcast crossownership in top 100 markets increased from 28% in 1973 to 33.3% as of first of this year, local crossownership decreased from 16.1% to 8.3%.

National Cable Television Association has solved problems of where to put its cable software symposium in industry's crowded convention schedule. Show, which had its debut in New Orleans last October, will take place just prior to Western Cable Show, which begins Nov. 17 in Anaheim, Calif. Exact dates have not been finalized.

There were no bidders for share of transponder satellite held by bankrupt Enterprise Radio, Avon, Conn., during public auction last Thursday (Jan. 28) in Hartford, Conn. (BROADCASTING, Jan. 25). Associated Press, which holds rights to transponder 1 on Westar II and shared it with Enterprise and others, objected to sale, saying it felt its contract with Enterprise had ended. At hearing on this issue on Wednesday (Jan. 27) in U.S. Bankruptcy Court in Hartford, Judge Robert L. Krechevsky denied AP's motion. Martin W. Hoffman, trustee in bankruptcy for estate of Enterprise, said private sale of shared channel might still be arranged.

Pabst Brewing Co., Milwaukee, has assigned spot broadcasting buying for all brands, estimated at \$30 million annually, to McCann-Erickson U.S.A.'s Media Investment Service (MIS).

CBS Inc. announced sale last week of "substantially all" assets of troubled Fawcett paperback book business to Random House, and said it's proceeding separately with sale of Popular Library to satisfy Justice Department. Discontinuation of both businesses will cost 72 cents per share in 1981 earnings, company said, while application of revised foreign exchange accounting rules will add 42 cents per share. Net effect isn't changing analysts' estimates of \$6-\$6.50 in 1981 per share earnings for company. CBS said its figures will be out shortly.

Senate and House of Representatives approved and sent to White House last week resolution to permit International Communication Agency to broadcast program on Polish situation via Public Broadcasting Service. ICA, which needs congressional approval to broadcast within United States, used \$500,000 Heritage Foundation grant to purchase unused satellite time from PBS and planned to feed 90-minute program to stations Sunday afternoon (Jan. 31). Stations, which simultaneously received regular PBS programming, had option of

carrying it or ICA program, which was to feature House Speaker Thomas P. (Tip) O'Neill, President Reagan, British Prime Minister Margaret Thatcher, two former Polish ambassadors and entertainers Frank Sinatra and Barbra Streisand.



ABC Chairman Leonard H. Goldenson and wife, Isabelle, were awarded N. Neal Pike Prize for Service to the Handicapped by Boston University. Goldensons are co-founders of United Cerebral Palsy Association. Goldenson was presented award by N. Neal Pike (l), lawyer and Boston University law school graduate, who has been blind since birth.

At open meeting last week, FCC found aspects of AT&T's tariff to raise rates and restructure its domestic terrestrial television program distribution service to be unlawful and has called for further comments on AT&T's alternative proposal for interexchange channels and station connections. FCC said it would invite AT&T to submit modified proposal and seek comments before it would attempt to prescribe interexchange and station connection rates. ABC, CBS and NBC, contending that tariff would have imposed "immediate additional \$20 million increase in charges to television broadcasters," had asked commission to defer effective date of tariff until impact of AT&T settlement with Justice Department on tariff rationale could be evaluated (BROADCASTING, Jan. 25).

Massachusetts officials continuing probe into allegations of cable franchise payoffs as lawyer Charles O'Donnell last week received 18-month prison sentence for offering \$50,000 bribe to guarantee that Rollins Cablevision would be awarded 8,000-home Danvers, Mass., franchise. Rollins has denied knowledge of or participation in O'Donnell's activities (BROADCASTING, Jan. 4). Grand jury is investigating reports of payoffs for other state cable franchises.

With 49.1 rating and 73 share, CBS Super Bowl XVI telecast on Jan. 24 (4:17-7:50 p.m.) became highest-rated live TV program ever and third highest-rated program overall, beaten only by Dallas episode (53.3/76) and Roots conclusion (51.1/71). CBS Research estimates 105 million people watched at least part of 49ers/Bengals game, with 84 million per average minute.

Up Coming

On Capitol Hill: House Telecommunications Subcommittee will hold hearing on common carrier bill (H.R. 5158) in room 2123 Rayburn House Office building, at 9:30 a.m. Tuesday. Senate will begin considering resolution to permit radio-TV coverage of proceedings on Tuesday. Senate Commerce Committee will hold hearing on AT&T antitrust settlement in room 235 Russell Senate Office Building at 9:30 a.m. Thursday. Also in Washington: National Religious Broadcasters convention opens Sunday at Sheraton Washington (see page 72). In Greenville, S.C.: FCC Chairman Mark Fowler will address South Carolina Broadcasters Association winter conference that opens Thursday at Hyatt Regency Greenville. In Baton Rouge: NAB Joint Board Chairman Edward Fritts will be keynote speaker at Louisiana Association of Broadcasters convention opening Sunday at Sheraton hotel. In Nashville: Society of Motion Picture and Television Engineers 16th annual conference starts Sunday at Opryland hotel. In Jacksonville, Fla.: FCC Commissioner Anne Jones will be luncheon speaker at governors conference at Sheraton St. Johns Place, Thursday.

Editorials

Equal opportunities

If FCC Chairman Mark Fowler has his way, the commission will eliminate from its television regulation the same requirements it removed from radio a year ago. In Fowler's scheme, there would be no more quotas on nonentertainment programming, no more limits on commercial load, no more detailed log keeping for the FCC's bureaucratic amusement, no more formal ascertainment of community interests and needs. Fowler was applauded when he talked of such deregulation to the Association of Independent Television Stations last week. Other broadcasters would also have applauded if they had been there.

It is not, of course, an emancipation proclamation that Fowler has decreed. Television broadcasters, like their radio colleagues, will still be subject to bookshelves of regulation that the FCC cannot remove without changes in the law.

The FCC deregulated radio on a showing that broadcasters in general were operating at higher standards than the FCC required and on the assumption—which has since been proved correct—that the profusion and variety of radio programming would be stimulated more by the marketplace than by federal rules.

The same showing and assumption may be made on behalf of television. Surely three more votes can be found on the FCC to get deregulation under way.

Rerun

What was advertised two months ago as a compromise among cable, broadcasting and programming interests on legislation to repair the Copyright Act of 1976 is unraveling amid shrill controversy. The dispute was on public display again last week at the convention of the Association of Independent Television Stations, in Washington, reported elsewhere in this magazine.

At this point the principal focus of dissension is on the must-carry provisions of the bill that the House subcommittee that drafts copyright law passed, 4-to-3 (BROADCASTING, Dec. 21, 1981). A good many broadcasters have objected to the provisions that their trade association, the National Association of Broadcasters, negotiated in the belief that it was getting all the protection that its members could expect.

Earlier the dissension was within the ranks of the National Cable Television Association, which originally negotiated conditions of distant-signal importation that its members vociferously denounced. Those conditions were substantially modified to let superstations, such as Ted Turner's in Atlanta, go on delivering their signals by satellite without significant impairment.

As matters now stand, the NCTA says it wants the adoption of the bill that the subcommittee, headed by Representative Robert W. Kastenmeier (D-Wis.), cleared last December. The NAB is demanding enlargement of the must-carry protection. A third party that has been in the thick of copyright agitation from the start, the Motion Picture Association of America, is on the NCTA's side, but for the MPAA's own reasons. As candidly explained last week by its president, Jack Valenti, the MPAA dreams of total copyright liability for cable but thinks the Kastenmeier bill is the best it can get. It couldn't care less about the dispute over must-carry provisions. Movie interests are far more concerned about getting new legislation enforcing their copyright protection against videocassette recording in the home.

At the same INTV convention where NAB, NCTA and MPAA presidents were arguing over a bill that would merely amend the conditions of the compulsory license granted cable in the current copyright law, Bernie Wunder, head of the National Telecom-

munications and Information Administration, repeated his earlier advocacy of full copyright liability for cable, and Mark Fowler, chairman of the FCC, went on record with the same view. Neither seemed to be in touch with the times.

It says something about the relative effectiveness of negotiating talents at the NAB and NCTA that little more than two months ago, Tom Wheeler, president of the NCTA, was telling members that the first compromise was the best they could get in a climate favoring exposure to full liability. As of last week, the NAB was fighting a rear-guard action to get less than it bargained for two months ago.

In the midst of internal disputation at the NCTA last December, former FCC Chairman Charles Ferris, whose law firm was then on retainer to the NCTA, advised officials of the association that they needn't worry about amending the copyright law. With appropriate representations to the Congress, Ferris said, they could keep the 1976 law and its cherished compulsory license untouched.

Ferris just may turn out to be right.

Passing fancy

The Rev. Donald E. Wildmon announced last week that he would emerge from the long winter in Tupelo, Miss., to cast a shadow on American television from Washington March 2. Nobody seemed to pay any attention.

Wildmon heads, and for all we know is, the Coalition for Better Television. A year ago when he and Jerry Falwell, head of the Moral Majority, joined forces to threaten a boycott of advertisers whose messages appeared in television programs that the coalition disliked, television broadcasters and advertisers reacted with alarm bordering on panic. Speeches were made; surveys were ordered; conferences were held. The Academy of Television Arts and Sciences and the Caucus of Producers, Writers and Directors even went into a retreat to meditate over creative liberties for two days among the bleak and forbidding orange groves and golf holes of Ojai, Calif.

"The attention," it was said on this page at the time, "only magnifies a crusade that has been exaggerated from the outset."

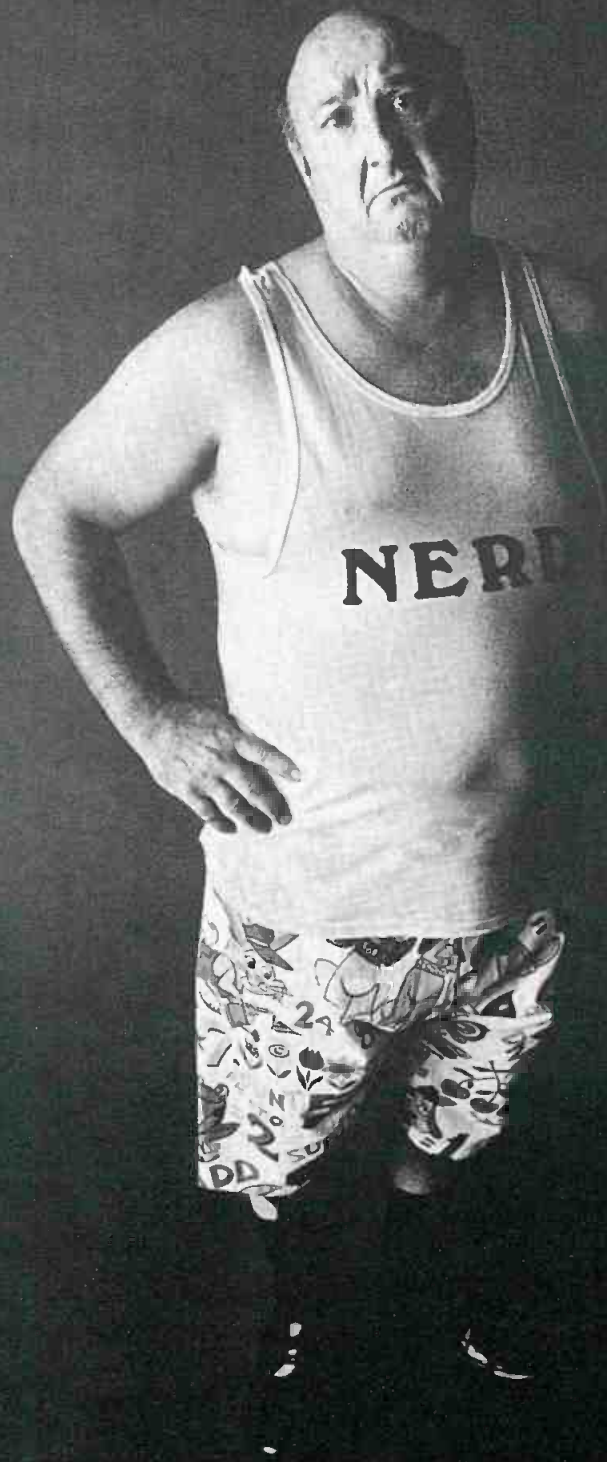
Times, it is agreeable to note, have changed. Falwell, it is said, has disassociated himself from Wildmon's latest boycott. Whatever else is said of him, nobody calls Falwell dumb.



SCHMIDT

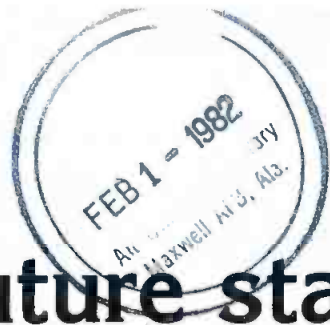
Drawn for BROADCASTING by Jack Schmidt

"... And the drifts on Roberts Hill are deeper than we first thought. This is WJAS mobile one."



The judging took place in court. This town councilman wouldn't allow wet t-shirt contests in a local pub. So a local D.J. called him a nerd. The councilman sued for libel. But the D.J. won. And ERC paid the contest fees. Because for just this kind of unforeseeable event, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. Employers Reinsurance Corporation.

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