

Broadcasting Nov 15



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Western Cable Week
Brinkley At Large

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produced!**

“Card Sharks”

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WFLA Tampa

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WTVX West Palm Beach

KSAF Santa Fe

52 weeks of “Card Sharks” are now available as a first-run original strip.*

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Source: NSI. Jul. 3-9, '82 & Oct. 9-15, '82.

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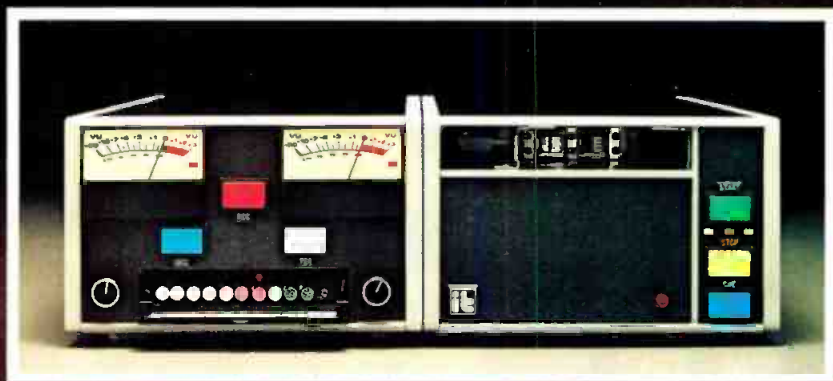


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Broadcasting **Nov 15**

Cable quivers in wake of franchise exclusivity suit □ HBO celebrates its 10th birthday □ The next move from Time's Levin □ At Large with David Brinkley

ROCKY MOUNTAIN LOW □ Mile Hi announced intention to initially build only 55 of 110-channel Denver system in wake of suit challenging franchise award. Move may signal reversal of expansionist trend in cable. **PAGE 35.**

UPSTAIRS CHANGES AT NBC □ Timothy and Walsh now group executive vice presidents and Mapes becomes NBC-TV president. **PAGE 37.**

LONG ROAD HOME □ ITU technical conference in Nairobi most "politicized ever," say observers. U.S. reserves right to decline to comply with specific decisions of conference. **PAGE 38.**

AT THE FAIR □ Public broadcasters gather in Washington to sample programing wares for fall. MacNeil/Lehrer expanded news is hot prospect. Pay cable inroads and children's programing among other topics discussed. **PAGE 39.**

STANDARDS BATTLE AT SMPTE □ Sony and Matsushita announce sales of new machines. Attendance at conference is below expectations but well above last year's totals. **PAGE 40.**

ANA ASSEMBLAGE □ National advertisers gather at Palm Beach for annual meeting. Sessions focus on broadcast television as premiere advertising medium. **PAGE 41.**

HAPPY ANNIVERSARY □ HBO celebrates 10 years that have brought it from 365-home feed at start-up in 1972, to pre-eminence in industry it serves. **BROADCASTING** chronicles that growth in "Special Report" beginning on **PAGE 48.** In wide ranging interview with **BROADCASTING** editors, Jerry Levin, Time Inc.'s group vice president in charge of video, and man credited with guiding hand in HBO's success, reveals his blueprint for telecommunications future. **PAGE 54.**

WESTERN CABLE'S JAMMED AGENDA □ Sessions in Anaheim this week will spotlight regulatory developments, marketing problems, rebuilding deadlines and encroachment by new technologies. **PAGE 69.** Complete rundown of Western Cable Show exhibitors. **PAGES 69-78.**

PROPERTY RIGHTS FOR SPECTRUM USERS □ That is position of Heritage Foundation study that advocates unlimited resale rights for stations, more protection against petitions to deny and legal ownership of frequencies. **PAGE 79.**

CAPITAL DECAPITATION □ FCC law judge proposes to cut off United Broadcasting's WOOK(FM) Washington by denying license renewal and awarding facilities to minority-owned competing applicant. **PAGE 79.**

STV DEREG □ FCC's Jones says move will do no significant harm to pay TV industry, but panelists at Los Angeles convention see it as mixed blessing. **PAGE 87.**

EDITORS FEAR NIBBLES AT FOI □ ASNE documents attempt to erode freedom act through amendments to budget and appropriations legislation. **PAGE 94.**

DOWN THE ROAD WITH BRINKLEY □ After 39 years of broadcast journalism, one of America's most respected reporters talks with **BROADCASTING** editors of times that were and those yet to be. Occasion is first anniversary of his *This Week With David Brinkley* on ABC-TV. **PAGE 95.**

RAISED ON CABLE TV □ Though only 34, Spencer Kaitz has been connected with cable since early 1960's. And in that time, as president of California Cable Television Association, he has raised that state organization to national prominence. **PAGE 119.**

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HOUSE CALLS



THE BEST MEDICAL PLAN A STATION CAN BUY!

When you're looking for insurance to cover slumping Sweep ratings and disappearing young adults—it's time to reach for House Calls!

This is the sitcom that has already demonstrated powerful rerun strength this summer when it rated 2nd among all shows on all 3 networks while delivering a sizzling 33% share. A forecast of the kind of performance you can expect in syndication.

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House Calls is ready to come to your immediate aid this January when few new sitcoms will be available in syndication.

So get the protection you need now! Call for House Calls!

HOUSE CALLS

The right medicine for your May and July Sweeps!
57 hilarious half hours from

MCA TV

Another big one

Executives at both Field Communications and Gannett Broadcasting Group would either confirm or deny, but it is believed agreement has been reached for Field to sell WLVI-TV Cambridge (Boston), Mass., independent on channel 56, to Gannett for about \$50 million. Field announced last summer it would seek buyers for all five of its TV stations, so far has sold WFLD-TV Chicago for \$136 million to Metromedia and KBIH-TV San Francisco for \$23 million to United Television (see "Changing Hands," page 90).

Permanent green light

FCC is slated to repeal guts of its anti-traffic rule, which essentially bars roadcasters from selling stations within three years of acquisition, at open meeting Thursday (Nov. 18). Although proposal drafted by Broadcast Bureau would require roadcasters to retain construction permits for new facilities for one year, it altogether eliminates holding period for sales of existing stations.

On the market

High among priorities of new NBC Radio President Michael Eskridge (see page 37) is acquisition of major-market stations to add to network's present complement of four AM and four FM O&O's. Groundwork for first proposed purchase, top-10-market FM, has been under way since last spring, when Eskridge took over as de facto head of radio division, and purchase, pending approval of FCC, could come as soon as okay from NBC and parent company, RCA, has been obtained. Proposal for additional acquisitions are already in works.

Too hot to handle?

Network TV affiliate boards, getting into all round of meetings with network officials, are taking wary and thus far noncommittal approach to proposed repeal of FCC's network syndication and financial-interest rules. They've been courted both by networks, strongly advocating repeal, and by programmers, strongly opposing it. This week, CBS-TV board may become first to take stand: yes, no or neutral. Board has been surveying other CBS affiliates. Leaders couldn't predict outcome of this week's meeting, at La Quinta in Palm Springs, Calif., but some sources thought it likely board would decide either to remain neutral or take network side.

ABC-TV board is soliciting opinions of all ABC affiliates in preparation for its Dec.

5-10 meeting at Acapulco. And last week, NBC-TV board, meeting at La Quinta, held more discussions with network officials without coming to decision. Board Chairman Fred Paxton, WPSD-TV Paducah Ky., said board wants to sound out entire affiliate body before deciding, probably in early December, whether to adopt pro, con or hands-off approach.

Hooked on Marti

Reagan administration has not given up its effort to secure congressional approval of Radio Marti in current session. Although congressional leaders on both sides are determined to limit work in lame-duck session beginning Nov. 29 to most urgent issues, such as appropriations bills, administration is said to be pressing for Senate completion of work on controversial legislation to authorize construction of station to broadcast news of Cuba to that country. Similar measure has already passed House.

Meanwhile, officials say administration is more flexible than it seems on its plans for transmitting broadcasts. Although 1040 khz—frequency on which WHO(AM) Des Moines, Iowa, broadcasts—is administrations' first choice, officials have told Senate Foreign Relations Committee they are prepared to use other means, if Cubans interfere on that channel. Shortwave and out-of-band 1610 khz are among options that have been mentioned.

Stringing along

CBS and NBC affiliates have been remarkably faithful, considering ratings involved, in clearing substitute sports programming those networks have been offering on Sunday afternoons during National Football League players strike. So, at least, say some affiliates—who add, however, that they wonder how long clearances will hold up if NFL play isn't resumed soon.

Records show lineups lately have had 15 to 20 fewer stations than for NFL games year ago, but in most cases defectors represented loss of only few percentage points in terms of U.S. household coverage. On Nov. 7, for example, four-hour mix of sports on CBS was cleared by 185 stations representing 92% of U.S., as against 198 stations representing 97% that carried first game of NFL doubleheader year earlier (second game: 185 stations, 77%). On NBC, three-hour sports block was carried by 193 stations (96% of U.S.), compared with 213 stations and 99% year earlier. ABC, substituting movies for *Monday Night Football*, seems to have fared well. "Moonraker" couple of Mondays ago, for instance, was cleared by

184 stations with 98% of U.S. coverage, down from 206 stations with 99% coverage for NFL same night in 1981.

International scene

Richard Colino, Washington communications attorney and consultant to number of telecommunications companies, is U.S. candidate to serve as director general of Intelsat. Colino is former vice president of Communications Satellite Corp. and once served as U.S. director on Intelsat board. It was also learned last week that Leonard Marks, one-time head of U.S. Information Agency, is among those being considered to head U.S. delegation to first session of International Telecommunication Union-sponsored conference on high frequency (shortwave) radio, beginning in January 1984. One appointment that seemed sure last week was that of Arch L. Madsen, president of Bonneville International Corp., to Board for International Broadcasting.

Delay at Delco

Release of results of Delco Electronics' test of three of four AM stereo systems seeking to become marketplace's de facto standard will probably not be made until end of month. Hoped-for mid-November release will slip by as Delco engineers continue to analyze tests of Motorola, Magnavox and Harris systems conducted at WIRE(AM) Indianapolis. (Leonard Kahn, proponent of fourth system, declined to participate in tests.) Delco is division of General Motors and maker of radios for all GM cars. Because of its prominence in industry, other receiver manufacturers may follow its lead.

Quandry over EEO

Question before FCC is whether to request another extension from Office of Management and Budget to permit it to continue requiring broadcasters to submit model EEO program forms at renewal time. OMB recommended last year that commission stop requiring routine submission of those forms. Commission, which could reject recommendation with simple majority vote, has twice asked OMB for more time to address matter in rulemaking, but no rulemaking has surfaced thus far.

Current extension runs out at end of January, but deadline for extension request is Nov. 30. Nonetheless, FCC official said commission has not decided whether to ask for further extension. If it doesn't, commission "would have to implement" OMB's recommendation.

Busy week for SSS

Satellite Syndicated Systems Inc., Tulsa, Okla., has entered cable week in Southern California (the National Cable Programming Conference in Los Angeles ends today [Nov. 15] and the Western Cable Show in Anaheim starts Wednesday [Nov. 17]) with three stories to tell. First off, its Satellite Program Network, which reaches five million cable subscribers and another half-million low-power television viewers, will move from Westar IV to Satcom IV on Nov. 29. SSS acquired a transponder of Satcom IV as a result of an out-of-court settlement of a suit SSS filed against RCA Americom, operator of the Satcoms (BROADCASTING, Oct. 26, 1981). In that suit, SSS claimed it was entitled to a spot on Satcom IV based on a reservation it had for a transponder on Satcom III, the satellite RCA lost in space in December 1979.

SSS will also introduce its new multilingual audio service for cable systems at the Western show. The service is a joint venture of SSS and the Nationality Broadcasting Network, which broadcasts a multilingual service in Cleveland on a subcarrier of WZZP(FM). Like the Cleveland service, the new cable service will be a mix of news, sports, music and religious and cultural programming in different languages at different times of the day. The cable service will be transmitted 24 hours a day over a subcarrier of Satellite Program Network's transponder on Westar IV and will shift to Satcom IV with SPN on Nov. 29.

Finally, SSS will officially launch the Keyfax National Teletext Magazine, which is an offering of the joint venture of SSS and Keycom Electronic Publishing, an arm of Field Enterprises. Representatives of some of the 60 cable systems that have signed on as charter carriers of the pay teletext service will join members of the press at a "champagne breakfast" Wednesday morning at the Disneyland hotel.

Numbers game

Prime time ratings for Home Box Office have declined 2.7 points since the beginning of 1982, although overall growth in HBO subscribers since then has all but eliminated any decline in HBO's share of overall TV viewership. According to Nielsen figures cited by NBC-TV, HBO began the year with an 11.7 rating and 16 share of TV viewers who subscribe to its service. Its ratings peaked in June at 13.3/21 but then declined during the summer and September to 9.0/13 by the end of October. Overall growth of HBO's subscriber base from Nielsen-estimated 16% to 20% since January, however, kept the network's rating and share of overall TV viewing almost even with that of the beginning of the year. (Nielsen's estimates of HBO subscribership are much higher than the network's own, and are generally believed, according to a

spokesman for NBC, to be overstated.) In January, HBO's share of the total TV viewing audience was 1.9/3, according to Nielsen. By June, it had grown to 2.4/4, but by the end of October, it had declined to 1.9/3.

Bob Maxwell, HBO vice president, research, disputed the report, saying trends in HBO viewing are difficult to determine because 1982 is the first year in which ratings for the network are being produced. "All TV viewing drops in the summer months," he said, and noted that among HBO subscribers, HBO often draws a prime time audience equal to or slightly larger than that of NBC. In a report of its own issued last Tuesday (Nov. 9), HBO claimed its subscribers watched HBO programming "virtually as much" as they did the three major networks during the Nielsen sweeps last May, averaging an 11 rating against a combined average of 12 for ABC, CBS and NBC.

Looking up

ABC/Hearst Video Service may win the promotional battle among cable programmers at the Western Cable Show in Anaheim, Calif., without spending a dime—thanks to Goodyear Tire and Rubber of Akron, Ohio. One of Goodyear's four blimps (one based in Carson, Calif.) will hover over the convention center on the first two nights (Nov. 18-19) of the show, flashing on its electronic billboard promotional messages for ABC/Hearst's ARTS and Daytime channels. Goodyear sends blimps wherever it feels it can reap some promotional advantage and, according to ABC/Hearst spokesman, an ABC/Hearst executive with contacts at Goodyear sold Goodyear on the idea of coming to Anaheim.

Addressable action

American Television & Communications has reached an agreement with Toshiba Corp. to jointly develop and produce an addressable cable system in which most of the subscriber electronics would remain outside the home. The announcement of the agreement was made last week at ATC's headquarters in the Denver suburb of Englewood.

The Distributed Subscriber Terminal (DST) system was conceived by ATC, but will be designed, developed and manufactured by Toshiba. According to ATC, DST is a response to the growing concern among cable operators about placing highly-sophisticated equipment in the home and

out of company control. Placing the critical electronics outside, ATC said, will provide some protection against subscribers tampering with the hardware and stealing services. DST should also improve such two-way services as home banking and shopping by reducing interference in the home-to-headend signal.

Toshiba expects to have a prototype ready for ATC to field test in the third quarter of 1983 and to offer the system to the entire cable industry by early 1984.

Wants in

The time has arrived to stop protecting the cable industry and to give telephone companies a free hand to own and operate cable companies in their service areas, according to the United States Independent Telephone Association.

In a petition for rulemaking filed at the FCC, USITA has asked the commission to repeal its telco-cable crossownership rule.

Those rules, adopted in 1970, have been "repeatedly demonstrated to be unnecessary and counterproductive," USITA said. Although the rules had been intended to protect the once-infant cable industry from possibly anticompetitive behavior, USIT claimed that such behavior hadn't been demonstrated by those telcos that have been operating cable companies under waivers from the rules. "The cable industry is no longer an infant, but a multibillion dollar industry in which many of the system owners dwarf all but the largest telephone companies," USITA said. "The ultimate loser from the continuation of the telco-cable crossownership rules has been the public, much of which for now 13 long years has been denied the benefit of CAT service," USITA said.

Telephone on hold

Arbitron has suspended its use of the aided telephone recall technique for measuring cable audiences. Specifically, it has stopped marketing its Cable Audience Measurement and Profile (CAMP) report and its Network Cable Audience Report (NCR), both of which are based on that methodology.

Officials said they called the halt because they weren't pleased with the aided telephone recall technique's initial results. Two-way cable validation tests they had been conducting. They said customers weren't pleased with it, either. The aided telephone recall method collects viewer estimates by first providing the respondent with the name and a description of each program service being measured, along with its channel position on the respondent's cable system.

Arbitron undertook validation tests last summer, using two-way cable to establish a benchmark against which to measure the relative effectiveness of three techniques

For your product, there's a right program and a right audience.

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Research shows that 4 out of 5 Americans are interested in seeing television programs on health and medical developments! More than 2 out of 3 people in this country are interested in learning more about health and diet! As consumers continue to take an active interest in improving their health and the quality of their lives, more and more advertisers are taking a closer look at Cable Health Network, the first and only television network that addresses the needs of this broad-based audience 24 hours a day, 7 days a week.

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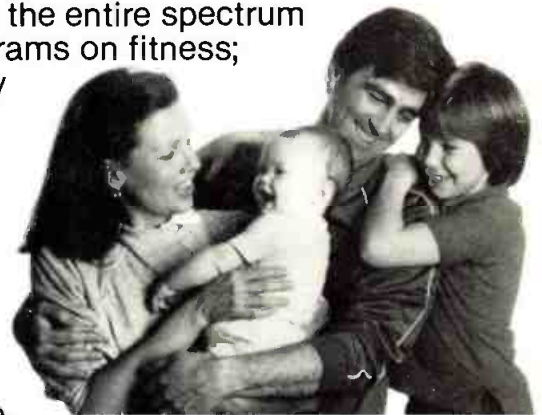
good eating; getting older and growing up. You as an Advertiser benefit from an upscale, prestigious environment and the highly credible nature of the programs.



MATURE AMERICANS

realizing the advantages of advertising on Cable Health Network plus the benefits of getting in on the ground floor of a network with tremendous growth potential and innovative possibilities. Why not join them? Just call Bob Illjes, he'll tell you why Cable Health Network is more than a match for your product, and why more and more advertisers are realizing the benefits of Keeping America Healthy.

More importantly, it enables you to eliminate waste by keying your messages to very specific life-style and demographic groups.



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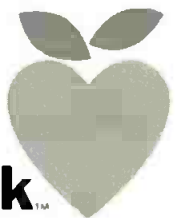
Luvs Diapers, for instance has found that *Mommy, Daddy and Me* is a great place to advertise. The Lederle Labs Division of American Cyanamid is currently running spots for *Stresstabs* on *Crisis Counselor*. General Foods has found that *Weekend Athlete* is a great showcase for its Fruit & Fiber Cereal. Other advertisers such as Chrysler, Pfizer, and Bristol Myers are

Source: Research and Forecasts, Inc., 1982.

‡Source: R.H. Bruskin Associates, 1981.

For more information, contact Robert A. Illjes, Vice President, Director, Market Development & Sales
211 Avenue of the Americas, New York, New York 10036, (212) 719-7332.

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Dr. Arthur L. Ulene, Chairman, Cable Health Network

the telephone recall, Arbitron's standard TV diary and a special cable diary that prelists all channels carried on the system (BROADCASTING, March 22).

The tests have been completed, but officials say complete results won't be available until December. But they've seen enough to rule out telephone recall—at least for now. Presumably, the early findings did not raise similar questions about the standard TV diary or the special cable diary: Officials said they're still compiling cable data from diary-based information.

Arbitron said it will complete any CAMP or NCR reports that are in the field but will undertake no more until all results from the two-way tests have been received and the three techniques evaluated. Arbitron then will determine "its future cable direction"—a phrase that, according to Arbitron officials, means deciding "the way we should go" in researching and marketing cable data in the future.

On the books

The profusion of cable television regulation on the state level is underscored by a new report, released by the FCC last week, summarizing state legislation affecting the industry. The survey found more bills affecting cable were introduced in state legislatures in 1982 than in any previous year. The lawmakers introduced 188 bills and six resolutions in 1982, and another 36 bills and one resolution were carried over from 1981. Twenty-five bills and one resolution have been passed this year with further action possible, according to the FCC, only in

Michigan and New Jersey. The legislation addressed a variety of topics: rate regulation, landlord/tenant rights, municipal ownership, pole attachments, program content, theft of service, antitrust immunity, subscriber privacy and security and fire alarm services.

Perhaps indicative of the effectiveness of the state and regional cable associations, most of the laws that were enacted are beneficial to the cable industry. A new Illinois law prohibits "exclusive leases or purchases of MATV services conditioned on agreements not to deal with cable television companies." Minnesota set a franchise-fee ceiling of 5%. Florida guaranteed tenants of apartment buildings and mobile homes the right of access to cable services. Bills strengthening existing antitheft laws were passed in California and Michigan. And California also established standards for protecting subscriber privacy and extended a law freeing cable operators from rate regulation under certain conditions until 1990.

As important as what passed is what did not. Although several bills proposing regulation of program content were introduced, none made substantial progress.

More Daytime

Despite portents of doom for some of the proliferating basic cable networks, Daytime, one of two services of Hearst/ABC Video Services, plans to lengthen its programing day next January. Speaking at a National Academy of Television Arts and Sciences' luncheon in New York, Hearst/ABC Presi-

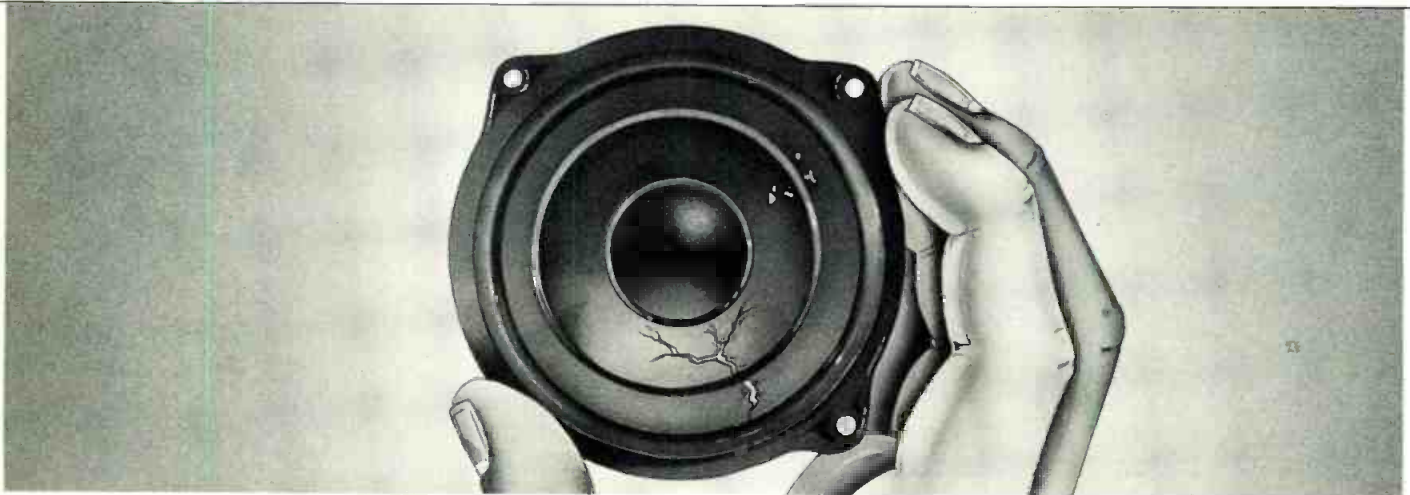
dent James Perkins said Daytime, no transmitted four hours (1 p.m. to 5 p.m. NYT) each weekday, will grow to eight hours a day (1 p.m. to 9 p.m.), seven days a week. ARTS, Hearst/ABC's cultural channel, will continue to be distributed three hours a day (9 p.m. to midnight), seven days a week.

Perkins also announced that Hearst/ABC has reached an agreement to acquire a transponder on Westar V, starting in January, to offer both ARTS and Daytime on single feed from 1 p.m. to midnight. He added that the program services will also be offered to cable on the present Satcom III positions for an indefinite period.

Perkins said that Hearst/ABC is tabulating a research project that examines the demographics of Daytime and ARTS. He said one tentative conclusion is that as much as one-half of Daytime's audience consists of nontelevision viewers. The study, he said, will be released in a few weeks.

He referred to predictions that only four or five programming services will survive and suggested that the casualties may be those with imitative programming. He said one road to success is to offer a wider selection of basic, advertiser-supported service that can appeal to the diverse interests of community.

In response to a question, he said that since the announcement that CBS Cable is suspending operations, Hearst/ABC has had numerous inquiries from cable operators and individuals interested in a cultural service. To other queries, he replied that ART will have more original programming next year, about twice as much as in 1972, and that Daytime is now 93% sold out.



For too many cable TV families, this is the speaker of the house

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Introducing The Dual Beam TVRO Modification

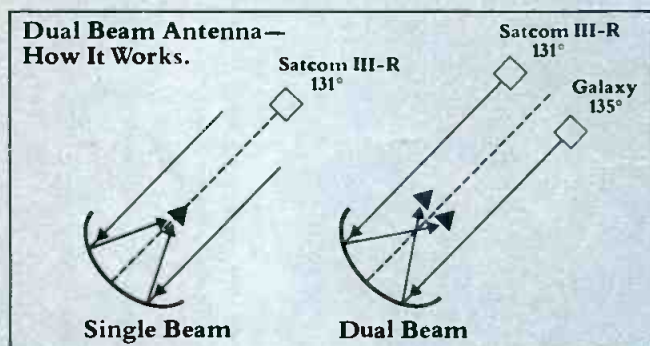
Engineers have long known that a single parabolic dish with two feedhorns can receive signals simultaneously from adjacent satellites. Ten years ago, Hughes Aircraft Company built such an antenna. And as the years went by, the Hughes engineers continued to test and experiment with what came to be called "the dual beam feed modification."

But the modification never received much attention because it had only been used for occasional special projects.

But now there is an opportunity for widespread application.

The FCC assigned the two major cable birds, Galaxy I and Satcom III-R, adjacent slots at 135° and 131°W longitude.

In 1983, there will be 48 channels of quality cable programming available on these two satellites. To receive this programming, cable operators can invest in a second TVRO antenna. Or they can choose an equally effective but far less costly modification of their existing antenna.



The boresight of the dish is pointed between two adjacent satellites, and two feeds are placed off the focus so that signals from the two satellites are received simultaneously. The result is two beams independent of one another, so that signals even on the same frequency and polarization have an adequate amount of isolation.

Since Galaxy I and Satcom III-R are only 4° apart, there will be an imperceptible decrease in the signal to noise ratio on the order of 0.5 db. Such differences are so small they are difficult to measure, and virtually impossible to see in a TV picture. The modification can be used to receive signals from satellites less than 5° apart.

BENEFITS

The dual beam feed modification is important to the cable industry and to each system operator for several reasons:

- There is no perceptible difference in performance between a modified dish and two separate dishes.
- The modification costs a fraction of the total expense of installing an additional dish.
- No new real estate is required for an additional dish.
- Cable operators will be able to provide expanded tiers of service with more diversified programming.
- Galaxy I and Satcom III-R are the only satellites totally dedicated to cable and feature the strongest programmers in the cable industry.
- Even small operators with 12 channel systems will be able to use this low cost modification to maximize profits.



THE LINEUP

Galaxy I is totally dedicated to cable program distribution. 19 of the 24 transponders on the "Cable Shopping Center" satellite have been sold. The remaining transponders will be sold to cable programmers to provide the most attractive mix of quality cable programming possible. The satellite will be launched in June of 1983.

Galaxy I (135° W)

Time Inc.
Group W Broadcasting
Company
Times Mirror Satellite
Programming
Viacom International
Turner Broadcasting System
SIN Television Network
C-SPAN

Satcom III-R (131° W)

Time Inc.
Warner Amex
Times Mirror Satellite
Programming
Viacom International
Turner Broadcasting System
Southern Satellite Systems
PTL
ESPN
Christian Broadcasting
Network
USA Network
United Video
Community Service Network
Reuters
Landmark Communications
Modern Satellite Network
C-SPAN

TECHNICAL FEATURES

Using the new dual beam feed system, an existing parabolic antenna can receive signals from two adjacent satellites which are less than 5° apart in the geostationary orbital arc. Existing mounts and main reflectors can be used as is. All that is required is a modification or replacement of the feed. Reflectors from 4.5 to 7.0 meters in diameter with focal length to diameter ratio (f/d) from 0.3 to 0.5 can be accommodated.

Once modified, the antenna will perform as follows:

Frequency: The dual beam feed will receive signals from 3.7 to 4.2 GHz.

Beam: The modified antenna may receive two conical beams each with horizontal and vertical polarization.

Efficiency: The loss of gain due to production of two beams is on the order of 0.5 db. from the nominal gain of the reflector with a single beam, assuming that the nominal efficiency of the antenna with a single beam is 65%.

Isolation: The isolation between beams will be at least 20 db., in the same polarization.

Mechanical: The feed includes support elements (struts, brackets, etc.) which will maintain structural integrity.

Pointing Adjustments: Adjustment between 3.0° and 5.5° is provided to account for variable geodetic conditions and for satellite spacing of less than 5°.

For additional technical specifications and test data, contact these leading manufacturers:

M/A-COM VIDEO SATELLITE, INC.

Duke Brown
National Sales Manager
32 3rd Ave.
Burlington, Massachusetts 01803
(617) 272-3100

MICRODYNE CORPORATION

Earl Currier
Sales Manager
491 Oak Road
Ocala, Florida 32672
(904) 687-4633

SCIENTIFIC ATLANTA

Pat Miller
Marketing Manager
P.O. Box 105027
Atlanta, Georgia 30348
(404) 925-5000

For additional information contact:

Cindi S. Whalen, HUGHES COMMUNICATIONS
P.O. Box 92424, Los Angeles, California 90009 (213) 615-1000

HUGHES COMMUNICATIONS

HUGHES

HUGHES AIRCRAFT COMPANY

Hughes Communications, Inc., a wholly owned subsidiary
of Hughes Aircraft Company, P.O. Box 92424

TV ONLY

Wiederkehr Wine Cellars □ Campaign for variety of wines begins this week for approximately six weeks. Flight will run in seven markets in all dayparts. Target: adults, 25-54. Agency: Noble & Associates, Springfield, Mo.

Catalina Inc. □ Campaign for women's swimwear and sportswear begins Nov. 29 in 17 markets. Theme is "fashion not fad" and will run through Dec. 12, resuming next March. Spots will run in early fringe, late fringe and prime time. Target is women, 25-44. Estimated dollar figure for campaign is \$250,000. Agency is Keyel/Donna/Pearlstein, Beverly Hills, Calif.

SelectTV □ Campaign for subscription TV service is running through first week in December in Los Angeles and Milwaukee. Spots will run in day and fringe times. Target is adults, 25-49. Agency: Kresser, Robbins & Associates, Los Angeles.

Tomy Toys □ Christmas campaign is currently airing for Bring Along a Song, child's cassette recorder, and Tote Along Train toy in 32 markets. Spots will run through Dec. 5 during day times. Target:

women, 18-49. Agency: Sachs, Finley & Co., Los Angeles.

Arizona Bankers Association and Savings and Loan League of Arizona □ Trade groups have combined forces to sponsor campaign beginning Dec. 1 for credit card holders education program. Awareness campaign stresses importance of consumers reporting lost or stolen credit cards immediately. Campaign will run for four weeks in Phoenix and Tucson, Ariz., in day, early fringe, late fringe, prime, prime access and weekend times. Target: women, 25-54. Agency: Luckie & Forney, Birmingham, Ala.

Warner Cosmetics Inc. □ Campaign begins Nov. 29 for perfume by Gloria Vanderbilt. Flight will run for four weeks on ABC, CBS and NBC and in 16 spot markets. Spots will air during day and fringe times. Target is women, 25-54. Agency: Kurtz & Tarlow Co., New York.

Washington State Apple Commission □ Campaign begins this week for apples in about 80 markets. Four-week flight will



No clinger. D'Arcy-MacManus & Masius Inc. Chicago, has created new TV commercial for Alberto-Culver Co.'s Static Guard anti-static spray. Thirty-second spot will run on prime time network TV, in addition to 32 spot markets. Theme of commercial "stuck on you," incorporates musical number featuring three singers on stage whose performance is cut with humorous scenes of situations where static cling appears on their dresses until Static Guard eliminates wrinkles and cling. Commercial is geared toward women, 18-49, and will run through February 1983. According to agency, media costs total \$1.8 million.

air during news times. Target: adults, 25-54. Agency: Cole & Weber Inc., Seattle.

Jelmar Corp. □ Campaign for Tarn-X silver polish begins this week in about 60 markets. Three-week flight will run in day and late fringe times targeting adults, 18-34. Agency: A. Eicoff & Co., Chicago.

Elias Brothers □ Campaign for Big Boy restaurants begins statewide in Michigan this week for two-to-three-week flight. Spots will run in all dayparts. Target: adults, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

Seruchi Co. □ Campaign for Seruchi sportswear is running through November

FAIR MARKET VALUATIONS



If you're involved in the purchase, sale or valuation of a broadcast station or cable system, you can't afford to speculate. You need the precision only a specialist can provide.

At Frazier, Gross & Kadlec, we've spent more than 35 years sharpening our valuation tools to ensure that properties like yours are assessed accurately. Our valuations are based on sound financial and accounting principles—not on multiples—so you,

your shareholders and your lender can believe in the bottom line.

Whether you're considering a partial liquidation, a sale of total assets

or an updated corporate

balance sheet, call on the specialists—Frazier, Gross & Kadlec.

Contact:

Susan D. Harrison, Vice President
Frazier, Gross & Kadlec, Inc.
4801 Massachusetts Avenue, NW
Washington, DC 20016
(202) 966-2280.

**FRAZIER
GROSS & KADLEC**

Broadcast and Cable Management Consultants

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Rep Report

WBCS-AM-FM Milwaukee: To Torbet Radio from RKO Radio Sales.

□

WCNN(AM) Atlanta: To RKO Radio Sales from Major Market Radio.

□

WYNG(FM) Evansville, Ind., formerly WVHE(FM): To Eastman Radio from Radio Spot Sales.

□

WSAN(AM) Allentown, Pa.: To Eastman Radio from Christal (no previous rep).

KATZ AMERICAN TELEVISION

People Make The Difference

Maximizing revenues for a select list of 30 major market affiliates takes an organization structured for high intensity sales, a strong management team and an aggressive sales force. Katz American Television has them all.

Katz American's 21 offices are staffed by the most effective management team and sales force in the business backed up by specialized sales research, management and information systems.

Katz American is the best because we have the best people—people who are specialists in selling major market affiliates. Goal oriented people fully equipped to deliver maximum sales effort for our strong list of client stations.



Katz American Television. The best.

KATZ AMERICAN TELEVISION / A DIVISION OF KATZ COMMUNICATIONS INC.

Radio no-names. American Express Co., and 75 restaurants in Los Angeles, San Francisco, San Diego and Orange county, Calif., are participating in new radio advertising campaign entitled, "Do you know me?" Campaign is first wave of national effort of restaurant owners inviting customers to visit their restaurants and bring American Express card with them. According to Victoria Smith, director of marketing at American Express Western region, commercial was designed to make American Express card users more aware of restaurants that accept card as well as uniqueness of each restaurant. In addition to "Do you know me" theme, commercial emphasizes that restaurants "know what you expect." Commercials were written and produced by Ogilvy & Mather, Los Angeles, with their New York, Chicago and Atlanta offices participating. Commercials are currently running in about 20 California markets.

Radio poetry. For first time in U.S., poetry will be advertised for sale on radio beginning this week, compliments of Mid-Atlantic Coca-Cola Bottling Co. Coke has donated 25% of its five-week advertising budget on three Washington stations, WOL(AM), WYCB(AM) and WHUR(FM) to the Watershed Foundation, largest producer and distributor of contemporary poetry on tape in America. Watershed cassettes of three black poets reading their work have been selected for advertising and will run for five weeks. Radio listeners will be asked to call Watershed at (202) 347-4823 for cassettes. Price is \$8.95.

Good—but no good? The abundance of commercials, television and radio, during the 1982 political campaigns was a financial boon to networks and stations. But was the content of political commercials a plus or minus for the advertising industry?

A number of advertising agency officials said last week that television and radio commercials during 1982 sank to a new low. Included among the sharpest critics of this year's crop of commercials were Edward N. Ney, chairman and chief executive officer of Young & Rubicam, New York, and Don Johnston, chairman and chief executive officer of the JWT Group, New York, the two largest advertising agency organizations in the U.S. Supporting their stand was Kenneth L. Robbins, vice chairman and chief operating officer of SSC&B, New York, who said:

"I don't like what I see on television in terms of political advertising. Today, the attitudes of many candidates and campaign organizers appear to be, 'anything goes'. Unfortunately, in the process it does not result in advertising with a compelling point of view.

"What it boils down to, in my opinion, is disparaging, comparative advertising—nothing more than one candidate knocking another candidate's credentials. It is hard to make it work in product advertising and with political advertising; it's confusing, with the viewer being the loser.

"I would recommend taking paid political advertising off the air, rather than trying to regulate it."

Neither Ney nor Johnston would go that far, but Ney used such words as "terrible," "disgraceful" and "revolting" to describe this year's output of broadcast political advertising. Another Y&R official later said that the agency is "going to do something about this situation but we're not sure now what direction we will take." He noted that Ney in the past has blasted the quality of political advertising on television and made numerous speeches on the subject.

An official at Thompson said Johnston had instructed that political advertising, especially on television, be monitored and taped this year. He said Johnston felt that much of the political advertising was "outrageous" and was eager to work out some form of self-regulation after consultation with the media and other agencies and advertisers.

in Philadelphia, Pittsburgh, Chicago and New York. Spots will run in prime, prime access, day and fringe times. Target: women, 18-24. Agency: Corinthian Communications, New York.

Nissan Motor Corp. Campaign is currently under way for Datsun automobiles. Flight will run through first week in December in 60 markets, and resume Dec. 13 for additional two weeks. This week also will mark introduction of newest line of car—Pulsar—for which spots will run in same markets and weeks. Spots will air in early fringe, late fringe, prime access and prime times. Target is men, 18-49. Agency: William Esty Co., New York.

RADIO ONLY

Washington State Lottery New scratch card game will run statewide in Washington beginning this week and running through fourth quarter. Spots will air Monday through Friday, 6 a.m. to 7 p.m. Target: adults, 25-49. Agency: The Stimpson Associates, Seattle.

Air Canada Campaign for full-fare flight begins this week in Dallas, Houston Phoenix and New Orleans. Four-week flight airs daytime, Monday through Sunday. Target: men, 35-54. Agency: McCaffrey and McCall, New York.

County Seat Inc. Retail specialty clothing stores have scheduled holiday campaign for Lee and Levi products. Three flights are: Dec. 7-10 in 12 markets Dec. 13-17 in 20 markets and Dec. 20-23 in 35 markets. Stores total 275 in 40 states and specialize in clothing for teenagers. Target is ages 12-24. Spots will run during 10 a.m. to midnight, Monday through Friday. Agency: Campbell-Mithun Minneapolis.

Peoples Stores One-day department store sale campaign airs Nov. 17 in Seattle and Tacoma and five other Washington markets. Theme of pre-Christmas sale is "clear the deck" and will run in all dayparts. Target is women, 18-49. Agency: Evergreen Media, Seattle

RADIO AND TV

New York Telephone Holiday campaign for Phone Center stores begins Nov. 22 in eight markets. Five-week flight will air in prime and fringe times. Target: adults, 25-49. Agency: Young & Rubicam, New York.

Florists' Transworld Delivery Association Thanksgiving campaign for FTD's "Thanksgiver" bouquet begins Nov. 18 and will run through Nov. 23. Spots will run in top 40 radio markets during daytime and will also run in network TV on ABC, CBS and NBC during early morning news, evening news and late fringe times. Target: adults, 25-54. Agency: D'Arcy MacManus & Masius, Bloomfield Hills, Mich.

A Call for Applications

National Fellowships in the Humanities for Journalists

A non-degree, non-credit Fellowship Program with grants of \$18,000 for the nine-month academic year, plus tuition and \$300 in travel and book allowances. Completed applications due March 1, 1983. For applications, or information, write Director:

C-14 Cypress Hall
Stanford University
Stanford, CA 94305
(415) 497-4937

2072 Frieze Building
The University of Michigan
Ann Arbor, MI 48109
(313) 763-2400

Fellowship Program funded by the National Endowment for the Humanities

KATZ TELEVISION CONTINENTAL

People Make The Difference

Meeting the special needs of medium and smaller television markets takes efficient and effective use of personnel, targeted sales and marketing information plus resources geared to increasing station revenues. Katz Television Continental has them all.

Katz TV Continental has the most sophisticated sales organization, management systems and information services in the business.

Katz TV Continental is the best because we have the best people—people who aggressively respond to changing market conditions. People who pursue new business opportunities for the television stations we represent.



Katz TV Continental. The best.

KATZ TELEVISION CONTINENTAL / A DIVISION OF KATZ COMMUNICATIONS INC

This week

Nov. 13-16—*Canadian Association of Broadcasters, Central Canada Broadcast Engineers and Central Canada Broadcasters Association Convention*. Toronto Sheraton Center hotel, Toronto.

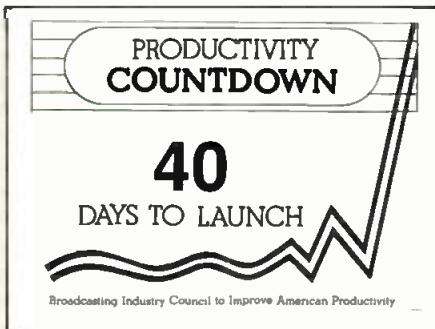
Nov. 14-16—*Institute for Graphic Communication conference*, "Integration of High Fidelity Audio and Video." Speakers include Thomas Keller, National Association of Broadcasters' senior vice president for science and technology; Renville McCann Jr., CBS Technology Center vice president, advanced research, and Daniel Wells, former senior vice president of engineering and operations, Public Broadcasting Service. Radisson Ferncroft hotel and country club, Danvers, Mass.

Nov. 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Guests: Ed Asner, actor, and Edwin Newman, NBC News. Copacabana, New York.

Nov. 15-17—Videodisk seminar sponsored by *Meckler Communications with Sony, Pioneer and J.M. New York Statler*, New York.

Nov. 16—*Academy of Television Arts and Sciences seminar*, "Cable Channels—Open for Business." Panelists include Kay Koplovitz, USA Network; Arnold Huberman, Entertainment Channel, and Dr. Art Ulene, Cable Health Network. Directors Guild Theater, New York.

■ Indicates new or revised listing



The news this week. At least one broadcaster isn't waiting for the Christmas Day start of the five-year campaign by the Broadcasting Industry Council to Improve American Productivity (BROADCASTING, Oct. 25 et seq.). He's Richard W. Osborne, president and general manager of WKXL-AM-FM Concord, N.H. On hearing of the BICIAP's formation and its goals, he started revamping his staff's procedures for greater productivity and simultaneously told WKXL-AM-FM advertisers that they were welcome to join in the drive. In his letter to clients, Osborne promised the stations would hold the line against rate increases through 1983 and institute measures to increase and enhance the stations' output. He then added: "We will be joining with other broadcasters nationwide in an unprecedented on-air campaign of donated time to orient and educate the public about this tremendously important topic ... [and] we invite you to join us in the effort to improve productivity in your place of business." In another letter, to the BICIAP, Osborne lauded the campaign and expressed happiness "to know that our industry will be

■ **Nov. 16**—*Cable Television Administration and Marketing Society seminar*, "Developing the Marketing Plan." Disneyland hotel, Anaheim, Calif.

Nov. 16—*Independent Media Producers Association breakfast seminar*: "Can Producers Really Do Business with Cable Television?" Gangplank Restaurant, Washington.

■ **Nov. 16**—*Media Institute business/media luncheon*. Speaker: Norman Black, AP, on "Are We Doing Our Job—Media's Coverage of Telecommunications." Mayflower hotel, Washington.

Nov. 16-17—*National Association of Broadcasters collective bargaining seminar*, sponsored by station services department. Luncheon speakers: John Irving, Kirkland & Ellis, Washington, and Betty Southard Murphy, Baker & Hostetter, Washington. NAB headquarters, Washington.

Nov. 16-18—*Washington Journalism Center's Conference for Journalists*, "Changing Population Patterns: Immigration, Race and Equality." Watergate hotel, Washington.

■ **Nov. 17**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Bud Carey, vice president and general manager, WNBC-TV New York, on "A Standard of Performance." Copacabana, New York.

Nov. 17—Public relations seminar on working with broadcast media sponsored by *Public Relations Soci-*

launching this major effort."

The council last week started a mass mailing to 8,000 radio and television stations outlining the organization's goals and urging recipients to commit themselves to air the project's spot messages beginning Dec. 25. Don LeBrecht, BICIAP executive director, said the mailing included a reply card for stations to indicate their participation. LeBrecht emphasized that return of the cards is all-important for the distribution of the press kits and spots that are being prepared.

Those spots are in the final stage of preparation following approval of storyboards at a meeting of representatives of BICIAP and Trout & Ries two weeks ago (BROADCASTING, Nov. 8).



Jack Trout of Trout & Ries

ety of America, New England chapter, and School of Public Communications, Boston University. Women City Club, Boston.

Nov. 17—*Cox Cablevision of Cleveland and Nationwide Cable Rep "Cable Advertising Clinic"*. Reaching Your Target Audiences." Sheraton Hopkins Airport hotel, Cleveland.

Nov. 17—*National Press Club luncheon*. Speaker: Charles Z. Wick, director, U.S. Information Agency. National Press Club, Washington.

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.

Nov. 17-19—Sixth annual International Rehabilitation Film Festival, sponsored by *Rehabilitation International U.S.A. American Red Cross Building*, New York.

Nov. 17-23—Fourth annual *New York World Television Festival*. Carnegie Hall Cinema, New York. Information: Harvey Chertok & Co., 40 West 57th Street New York, N.Y., 10019.

Nov. 18—*George Washington University Center for Telecommunications Studies telecommunications forum series lecture* with Philip Verveer, partner in Washington law firm of Pierson, Ball and Dowd. Topic: "Look at the AT&T Settlement and its Consequences." Lloyd Heck Marvin Center, G.W. campus, Washington.

■ **Nov. 18**—*Southern California Broadcasters Association annual membership meeting*. Hollywood Brown Derby, Los Angeles.

■ **Nov. 18**—*American Women in Radio and Television, Washington chapter*, seminar. "Videotext/Teletext: Electronic Publishing Comes of Age." Moderator: Howard Liberman, founder and secretary of Videotext Industry Association. Panelists: Kathleen Criner, American Newspaper Publishers Association; David Fisk CBS; Eric Smith, copyright specialist with Paskus, Gordon and Hyman, law firm, and Richard Neustadt, partner, Kirkland & Ellis. CBS, Washington.

Nov. 18—*Federal Communications Bar Association luncheon*. Speaker: Irving Goldstein, executive vice president, Communications Satellite Corp. Touchdown Club, Washington.

Nov. 18-19—*Practicing Law Institute's 10th annual "Communications Law 1982" program*. New York Hilton, New York.

Nov. 18-19—*Global Village seminar on cable television*. Global Village headquarters, 454 Broome Street New York. Information: Bob Iverson, (212) 966-7526.

Nov. 19—*Louisiana Association of Broadcasters luncheon* with Congressman Buddy Roemer (D). Firenze Restaurant, Shreveport.

Also in November

Nov. 22-23—Conference on "The Responsibilities of Journalism," sponsored by *University of Notre Dame's Center for Study of Man in Contemporary Society* with grant from Gannett Foundation. University Center for Continuing Education, Notre Dame, Ind.

Nov. 23—*International Radio and Television Society* newsmaker luncheon. Speaker: Dan Rather, CBS. Waldorf-Astoria, New York.

Nov. 23—*Advertising Research Foundation workshop*. New York Hilton, New York.

■ **Nov. 23**—*Philadelphia Cable Club luncheon*. Speaker: Steve Effros, executive director, Community Antenna Television Association. Spectrum, Philadelphia.

Nov. 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tony Malara, vice president and general manager CBS-TV, Copacabana, New York.

KATZ INDEPENDENT TV SALES

People Make The Difference

Selling independent stations effectively takes the concentrated efforts of strong management, sales, marketing, research and programming specialists. Katz Independent Television Sales has them all.

Katz Independent has the most experienced management team, the most aggressive sales force and the most sophisticated independent sales support and marketing operation in the business.

Katz Independent is the best because we have the best people—people who are committed to maximizing sales opportunities. People who are dedicated to the growth of independent stations.



Katz Independent TV Sales. The best.

KATZ INDEPENDENT TV SALES / A DIVISION OF KATZ COMMUNICATIONS INC.

We're doing what has to be done.

Danger- Handle With Care!

Love Canal dramatized the dangers of hazardous wastes. Business, government, and the insurance industry are showing that today's dumps need not be tomorrow's disasters.

In a modern, heavily-industrialized society, waste materials are abundant and, in some cases, dangerous. Toxic leftovers from many industrial processes can pollute the environment, contaminate the water, and threaten the public safety. And, let's face it, serious accidents have occurred.

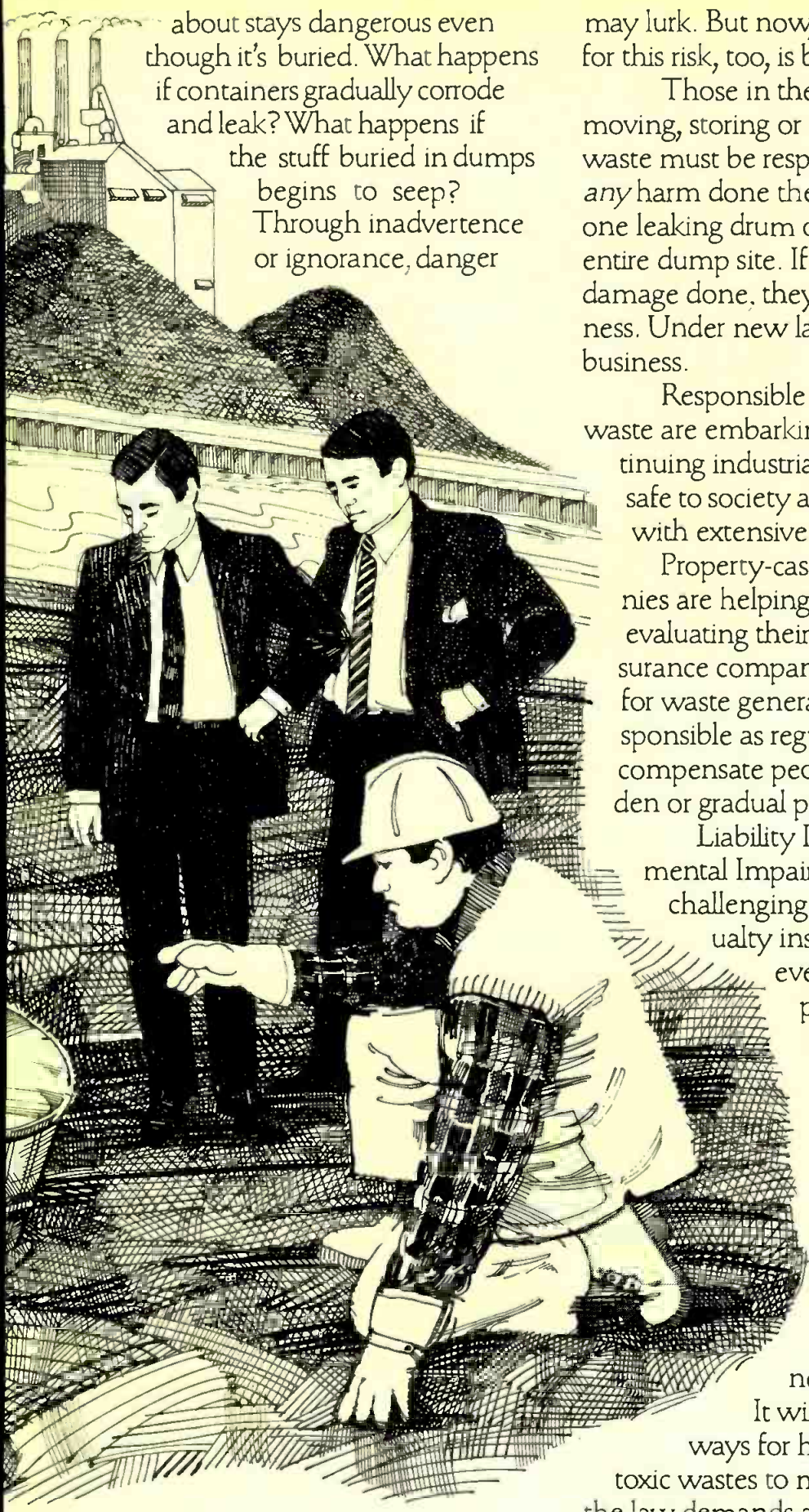
Today, the combined efforts of legislators, regulators, responsible waste-generating companies, the insurance business, and a concerned public are being felt.

New laws and standards go a long way toward making sure that firms that produce, move, store, or dispose of dangerous substances do so with care. Government tests and inspections are meant to assure compliance and minimize risk. Concerned

industries have developed new technology and methods for safe waste disposal. But with materials this potentially dangerous, the best of care may not prevent every accident.

Although any accident with hazardous substances is bad news, some accidents are worse than others. And more insidious. Sudden spills and fires are quickly found and remedies quickly applied. Liability insurance for those accidents has been available for some time. But the material we're talking





about stays dangerous even though it's buried. What happens if containers gradually corrode and leak? What happens if the stuff buried in dumps begins to seep? Through inadvertence or ignorance, danger

may lurk. But now, liability insurance for this risk, too, is becoming available.

Those in the business of producing, moving, storing or disposing of dangerous waste must be responsible to the public for *any* harm done them—sudden or gradual—one leaking drum or the slow leaking of an entire dump site. If they can't pay for the damage done, they shouldn't be in the business. Under new law, they *can't* be in the business.

Responsible handlers of hazardous waste are embarking on a difficult path—continuing industrial activity in a manner as safe to society as possible and in compliance with extensive governmental regulation.

Property-casualty insurance companies are helping those waste generators by evaluating their risk potential. And now, insurance companies have devised a way for waste generators to be financially responsible as regulations require, able to compensate people harmed by either sudden or gradual pollution.

Liability Insurance for Environmental Impairment is one of the most challenging coverages property-casualty insurance companies have ever been asked to provide. The potential for loss to both people and property is large and little known. But if proper safety standards are issued and enforced by either federal or state government, and if insurance companies are allowed to administer the coverage with some sense of certainty, this new insurance can do a job.

It will be one of the best ways for handlers and disposers of toxic wastes to meet the responsibility that the law demands and the public deserves.

We're working to keep insurance affordable.

This message presented by the **American Insurance Association**, 85 John Street, New York, NY 10038

December

Dec. 1—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Brandon Stoddard, president, ABC Motion Pictures. Century Plaza hotel, Los Angeles.

Dec. 1—Fifth annual Frank E. Gannett lecture, sponsored by *Washington Journalism Center*. Speaker: Austin Kiplinger, president, Kiplinger Washington Editors, Capital Hilton hotel, Washington.

Dec. 2—George Washington University Center for Telecommunications Studies telecommunications forum series lecture with Thomas Wheeler, president, National Cable Television Association. Topic: "The Changing Regulatory Environment for Cable TV." Cloyd Heck Marvin Center, G.W. Campus, Washington.

Dec. 2-3 Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Radisson Resort, Scottsdale, Ariz.

Dec. 2-5—California Chicano News Media Association national Hispanic media conference. Town and Country hotel, San Diego.

Dec. 5-10—Sixth videodisk design/production workshop sponsored by *University of Nebraska-Lincoln's KUDN-TV*. Nebraska Educational Telecommunications Center, Lincoln.

Dec. 6-9—Arbitron Radio Advisory Council meeting. Sheraton Plaza, Palm Springs, Calif.

Dec. 7—"Issues in International Information" seminar on impact of "New World Information Order," sponsored by *International Communications Committee of American Bar Association Section of International Law and Practice*, in cooperation with *Media Institute*. House of the Association of the Bar of the City of New York, New York.

Dec. 8—American Advertising Federation's sixth annual "Advertising Law Conference." Panelists include Richard Wiley, Kirkland & Ellis, Washington; Erwin Kras-

now, National Association of Broadcasters; Brend Fox, National Cable Television Association, and Ke Cox, National Advertising Review Board. Loew's L'Er fant Plaza hotel, Washington.

■ **Dec. 8—National Academy of Television Art and Sciences, New York chapter**, drop-in luncheon. Speaker: Paul Klein, president, Playboy Cable Network. Copacabana, New York.

Dec. 9-10—Federal Communications Bar Association/Practicing Law Institute conference, "The New Telecommunications Era After the AT&T Settlement." Shoreham hotel, Washington.

Dec. 10—Broadcast Pioneers Washington area chapter third annual awards banquet, Kenwood Country Club, Bethesda, Md. Information: (202) 737-6363.

Dec. 10—International Radio and Television Society, Christmas benefit. Entertainment: Rich Little, impres- sionist. Waldorf-Astoria, New York.

Dec. 12-14—Institute for Graphic Communication conference, "Videotext and Teletext." Andover Inn, Andover, Mass.

■ **Dec. 14—Southern California Cable Club** luncheon meeting. Speaker: Greg Liptak, Times Mirror Cable, on "Cooperation in the Cable Industry." Century Plaza, Los Angeles.

Dec. 14-16—Washington Journalism Center's Conference for Journalists, "Economic Outlook for 1983." Washington Hilton, Washington.

Dec. 15—Advertising Research Foundation conference, "Researching the New Electronic Media." New York Hilton, New York.

Dec. 16—Advertising Research Foundation conference, "The New Advertising Research Technologies." New York Hilton, New York.

Dec. 16-19—Audio Independents conference, "Dialogue '82: Radio . . . The Sound of Creativity." Asilomar Conference Center, Pacific Grove, Calif.

January 1983

Jan. 6-8—Arbitron Television Advisory Council meeting. Doral, Miami Beach, Fla.

Jan. 7—Deadline for entries in *Alpha Epsilon Rho's* national student production awards competition. Information: David Guerra, department of radio, TV, film University of Arkansas, Little Rock, 72204, (501) 569-3376.

Jan. 7-11—Airtel IV conference, sponsored by *The Radio Foundation*. Barbizon Plaza hotel, New York.

■ **Jan. 13—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Bill Scott, president and chief operating officer, Satellite News Channels, Copacabana, New York.

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

Jan. 16-19—Pacific Telecommunications Council's fifth annual conference. Sheraton-Waikiki hotel, Honolulu.

Jan. 17-22—National Association of Broadcasters joint board meeting. Posada Vallarta hotel, Puerto Vallarta, Mexico.

Jan. 20—Academy of Television Arts and Science "forum series" luncheon. Speaker: Peter Ueberroth, president, Los Angeles Olympic Organizing Committee. Century Plaza hotel, Los Angeles.

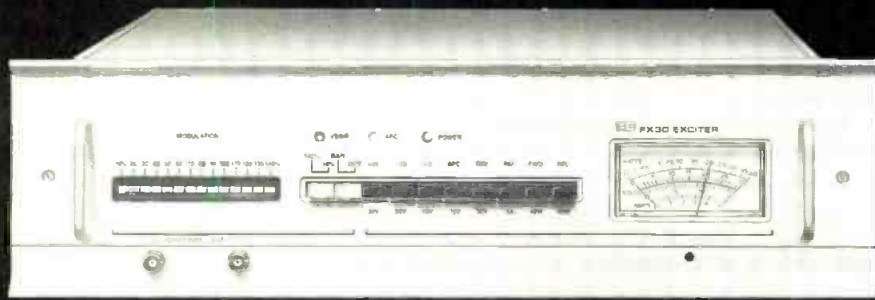
Jan. 24-26—LPTV West, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Disneyland hotel, Anaheim, Calif.

Jan. 25-27—Washington Journalism Center's Confer-

Here's What Customers Say About Broadcast Electronics' FX-30 Exciter.

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Errata

Paul H. Evans is administrative secretary and treasurer, not president, of National Translator Association, as reported in BROADCASTING, Nov. 1. Milton L. Davis is president.



Which radio network is the only one to bring you the National Symphony LIVE?

Only the Mutual Broadcasting System offers you weekly classical music programming: a brilliant radio concert series with the National Symphony Orchestra, under the musical direction of Mstislav Rostropovich. Mutual, alone, brings you the National Symphony from the Kennedy Center for the Performing Arts and other concerts from the Symphony's recent European Tour. And with Mutual's new satellite multicasting capabilities, some of these concerts will be coming to you live, in stereo.

For radio stations, it means that Mutual, the full-service network, is now the one and only source of network fine arts programming. For advertisers, it offers a new way to reach a more affluent audience, coast-to-coast.

And to make sure those upscale listeners won't miss a performance, Mutual is backing the National Symphony concert series with national consumer advertising.

With the addition of exclusive, weekly classical concerts to its popular rock and country programs, Mutual now presents you with a full range of music. And with the National Symphony, the answer to fine arts programming is Mutual.

**The answer
is Mutual** 

MUTUAL BROADCASTING SYSTEM

Blair's Sales Leadership Team:

'THEIR PERSPECTIVE ON SELLING SPOT TELEVISION HELPS BLAIR STATIONS GROW



(left to right)
William E. Breda, Jr., Vice President/National Sales Manager
James R. Kelly, Senior Vice President/General Sales Manager
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Pat Devlin, Jim Kelly and Bill Breda share a tough, realistic approach to management. That's what it takes to successfully direct the efforts of the industry's biggest and best sales organization—and to work with the country's most successful stations and station groups.

Blair's sales leadership team has the experience and skill to guide a 400-plus, strong sales organization that is involved in virtually every national spot buy that is made.

They work with another special advantage. Because Blair represents stations in more major markets than any other rep firm, they have access to a wealth of information unrivalled in the industry. Blair's Donovan Data Management Information System, which parallels the media operations of over 50 of the top advertising agencies in the country, gives them an extraordinary overview, a unique perspective. These are some of the things that enable them to see trends as they develop, to know what's working for stations competing in all kinds of markets. They are best positioned to anticipate and guide client stations in making realistic sales decisions.

The sales leadership team oversees selling efforts for client stations in ADI's covering 80% of all TV households in the United States. And supervises seventeen sales offices in major cities throughout the country.

Devlin, Kelly, and Breda represent what Blair stands for in selling: honesty, integrity, knowledge, reliability... tough, but fair negotiations. That's why, when agencies think of the leading television representative, the one they think of and turn to first is Blair. Because Blair delivers... for both buyer and seller.

**Blair Television**
A division of John Blair & Company

Our perspective helps our stations grow.



Stay Tuned

A professional's guide to the intermedia week (Nov. 15-21)

Network Television □ PBS: *Nuclear War/A Guide to Armageddon*, Wednesday, 9-10 p.m.; CBS: *The Blue and the Gray*, Tuesday, 8-10 p.m., Wednesday, 7-10 p.m.; *For Our Times*, part 3, Sunday, 10:30-11 a.m.; NBC: "Dressed to Kill," Monday, 9-11 p.m.; *Bob Hope's Pink Panther Thanksgiving Gala*, Sunday, 9-11 p.m.

Cable □ WTBS: *The American Professionals*, Monday, 7:35-8:05 p.m.; *ACE Awards Ceremonies*, Monday, 8:05-10:05; HBO: *Consumer Reports Presents: The Dollars and Sense Show*, Monday, 7:30-8 p.m.; *Father Figure*, Saturday, 5:30-6:35 p.m.; "Ragtime," Sunday, 8-11 p.m.; USA English Channel: *The Fifth Estate: The Cole Case*, Saturday, 9-11 p.m.; *Stars of the Russian Ballet*, Sunday, 2-4 p.m.; *The Barren Rock* (history of Hong Kong), Sunday, 9:30-10 p.m.; *Alfred Nobel: The Merchant of Death?*, Sunday, 10-10:30 p.m.; USA: *A Tribute to Nam June Paik* (video) Saturday, 11 p.m.-3 a.m., Showtime: Simulcast with NBC's *The Source* radio network; *Rick Springfield in Concert*, Sunday, 8-9:30 p.m.; The Entertainment Channel: *Target** (police series), Saturday, 8-9 p.m.; Cable Health Network; *Heartline** (health care information and phone-in), Wednesday, 7-11 p.m.

Radio □ NBC Radio: *Johnny Carson's Half Century of NBC Comedy*, Sunday, 8-10 p.m. (NYT); NBC's *The Source*: simulcast of *Rick Springfield in Concert* with Showtime, Sunday, 8-9:30 p.m.; Mutual: *Basie, Herman & Fountain in Concert*, Saturday, 10-midnight.

Museum of Broadcasting □ (1 East 53d Street, New York) *Bill Hanna and Joe Barbera . . . Animation for TV*, a seminar, Wednesday, 12:30-2 p.m.; *Sid Caesar: Highlights of his Television Career*, an exhibit, now through Dec. 31.

* indicates a debut episode.

ence for Journalists, "Can the Crime Wave Be Stopped?" Watergate hotel, Washington.

Jan. 29-Feb. 1—Radio Advertising Bureau's Managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 30-Feb. 2—National Religious Broadcasters

40th annual convention. Sheraton Washington, Washington.

Jan. 31—Deadline for 1982 Religious Public Relations Council Wilbur Awards sponsored by RPRC. Awards go to radio and TV stations and producers for excellence in presenting religious values. Forms available from Martin Neeb, Box 71, Tacoma, Wash. 98447.

February 1983

Feb. 2-4—Texas Cable TV Association's annual trade show and convention. San Antonio Convention Center, San Antonio, Tex.

Feb. 6-8—Louisiana Association of Broadcasters convention. Lake Charles Hilton, Lake Charles, La.

Feb. 15—Association of National Advertisers television workshop. Speaker: Andy Rooney, CBS News's *60 Minutes*. Plaza hotel, New York.

Feb. 16—Association of National Advertisers media workshop. Plaza hotel, Washington. Speaker: Tom Brokaw, NBC News.

Feb. 17—Fourteenth annual Abe Lincoln Awards presentation, sponsored by Southern Baptist Radio and Television Commission. Fort Worth.

■ **Feb. 17-19**—14th annual Country Radio Seminar, sponsored by Organization of Country Radio Broadcasters. Information: (615) 327-4488. Opryland hotel, Nashville.

March 1983

March 1—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Jeff Greenfield, CBS journalist/commentator on politics and media. Century Plaza hotel, Los Angeles.

March 7-9—Advertising Research Foundation's 29th annual conference and research exposition. New York Hilton, New York.

March 13-15—Ohio Cable Television Association annual convention and trade show. Hyatt Regency hotel, Columbus, Ohio.

March 17—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Ed Ney, chairman, president and chief executive officer, Young and Rubicam, Century Plaza hotel, Los Angeles.

March 23-26—Alpha Epsilon Rho, National Broadcasting Society, 41st annual convention. Sheraton hotel, Atlanta.

March 24-25—Fifth International Conference and Cul-

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

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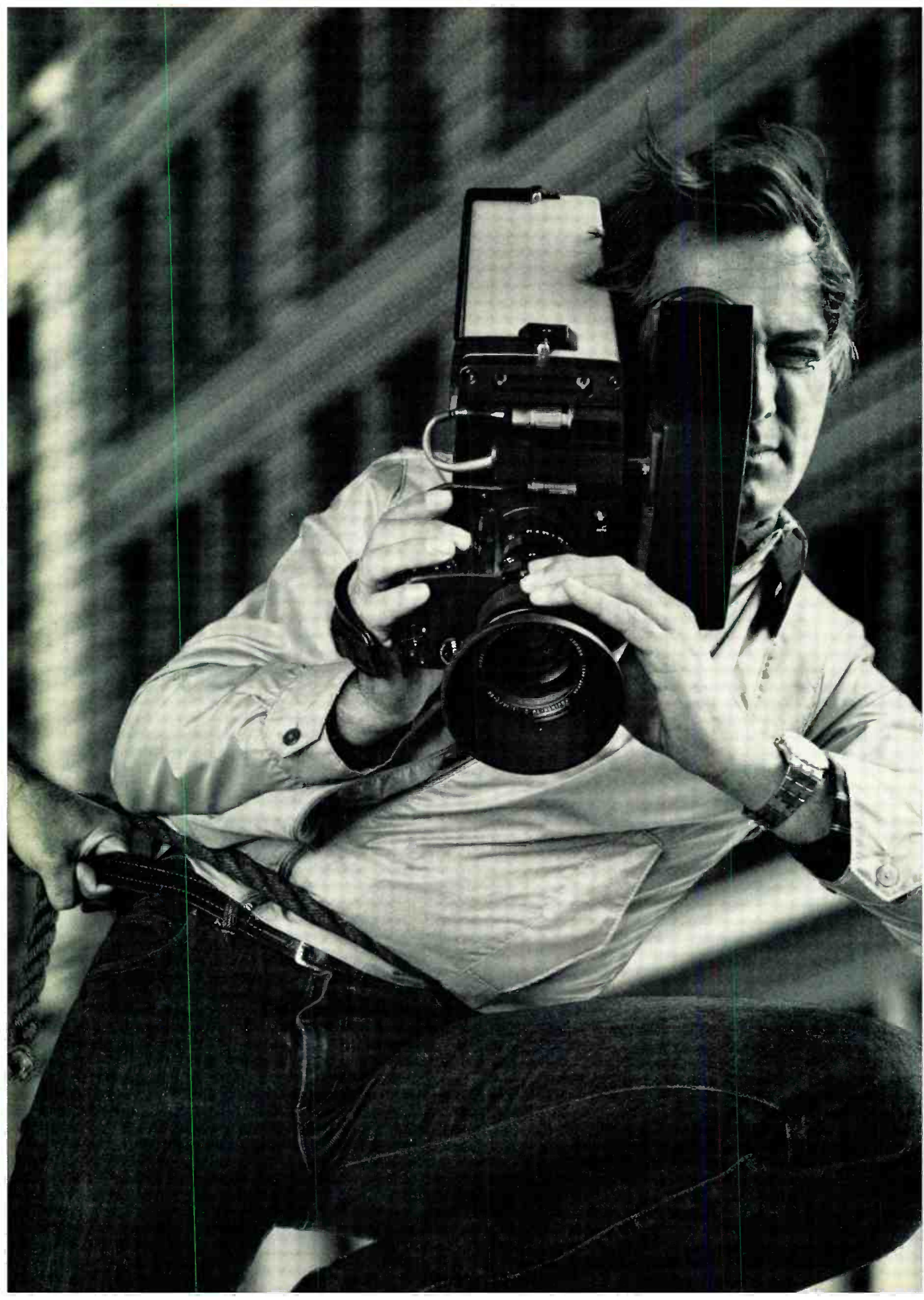
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“provocative”
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best news programs”



With Linda Ellerbee
and new co-host
Bill Schechner

THAT'S HOW THE CRITICS HAVE RE-
SCRIBED OUR OVERNIGHT SUCCESS.

NBC NEWS
OVERNIGHT



Harris TC-90. The new ENG/EFP camera built for the way you use them.

Now there's an ENG camera designed for the real world of a news cameraman.

A *super-light* camera you can float on your shoulder hour after hour without fatigue. An ENG camera with *balance* for sure-footed shooting from impossible angles. With *low power consumption* that lets you keep rolling after others quit.

It's the new Harris TC-90.

The lightest, best balanced, least power-hungry, most rugged, low-profile three-tube prism ENG/EFP camera you can buy.

Only 7.9 pounds.

The basic TC-90 body weighs only 7.9 pounds, less lens, viewfinder, and battery. To realize just how light that is, the Ikegami HL-79 body weighs 13 pounds; the Philips LDK-14S is 11.9; and the Hitachi FP-22 weighs in at 11.7.

When you average the weights of the six cameras closest to the Harris TC-90, you'll find ours is 25 percent lighter.

The TC-90 is one of the smallest. But we deliberately made it a bit bigger than it had to be, to add balance and stability. A little longer, to let the cameraman grasp the lens in a natural, comfortable, controlled way. And we carefully shifted extra weight to the tail, so that the weight of the lens is counterbalanced for easy, smooth handling.

No blind-siding to the right.

The height of conventional ENG cameras blocks the sightline to your right. But the TC-90 has a low profile for peripheral viewing no other camera can equal. So you won't miss the action no matter where it happens.

That low-profile TC-90 body is built of graphite Nylon plastic, the same kind of material used for high-stress components in jet aircraft. Its strength-to-weight ratio is ideal for resisting damage from bouncing in the back of the van, from heavy weather, hostile newsmakers, inevitable accidents. The TC-90 housing should never need repair, which saves a lot of shots and a lot of money.

Inside that awesomely strong housing are, among other components, 14 LSI chips. They not only substantially reduce weight, but greatly reduce power consumption. You can keep on shooting with the TC-90 long after a conventional camera's batteries would run down. More than two hours on a fully charged 4-ampere/hour battery.

Built-ins, not add-ons.

Features that make the TC-90 a high-performance ENG/EFP camera are tucked inside, not plugged in or dangling from the outside. TC-90 on-board components include gen-

lock, microphone and amplifier, intercom amp, and CCU interface. And they're built into the price, too.

Also built in are the 24-hour Harris Hotline and service network.

Get all the specs on the new Harris TC-90 ENG/EFP camera. Fill in and mail the coupon today. Or phone. Ask for your own hands-on demonstration. You owe yourself a look at the camera somebody should have built for you a long time ago.



Please call me to arrange a demonstration of the TC-90, lightest, best-balanced, lowest power consumption ENG/EFP camera.

Please send me your latest brochure.

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Harris Corporation
Broadcast Products Division
P.O. Box 4290, Quincy, IL 62305
(217) 222-8200

 **HARRIS**

Major Meetings

Nov. 13-15—National Cable Television Association's national cable programming conference, featuring Awards for Cablecasting Excellence (ACE) presentation. Biltmore hotel, Los Angeles.

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

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

Jan. 15-19, 1983—Association of Independent Television Stations 10th annual convention. Century-Plaza hotel, Los Angeles.

Jan. 29-Feb. 1, 1983—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 30-Feb. 2, 1983—National Religious Broadcasters 40th annual convention. Sheraton Washington, Washington.

Feb. 17-19—14th annual Country Radio Seminar sponsored by Organization of Country Radio Broadcasters. Opryland hotel, Nashville. Information: (615) 327-4488.

March 17-22, 1983—NATPE International 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

April 10-13, 1983—National Association of Broadcasters 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

April 22-28, 1983—MIP-TV international TV program market. Palais des Festivals, Cannes, France.

May 3-7, 1983—American Women in Radio and Television 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 9-11, 1983—ABC-TV affiliates annual meet-

ing. Century Plaza hotel, Los Angeles.

May 15-18, 1983—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 18-21, 1983—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif.; and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

May 22-25, 1983—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 28-June 2, 1983—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

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

June 23-27, 1983—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

Aug. 28-31, 1983—National Association of Broadcasters' Radio Programming Conference. Westin St. Francis, San Francisco.

Sept. 8-10, 1983—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984, and Aug. 25-27, 1985, both Georgia World Congress Center.

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

Oct. 2-5, 1983—National Radio Broadcasters Association annual convention. New Orleans.

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Larry Spiegel on Buying Broadcast.

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

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



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

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

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

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

Gaylord Broadcasting



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ture and Communication, Sponsored by Temple University. Bellevue Stratford, Philadelphia.

■ **March 24-27—Alpha Epsilon Rho**, National Broadcasting Society, 40th annual convention. Key-note speaker: Av Westin, vice president, program development, ABC News.

April 1983

April 5-8—Communications Tokyo '83, sponsored by *Communication Industries Association of Japan*. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Poliak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

April 10-13—National Association of Broadcasters 61st annual convention. Convention Center, Las Vegas.

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

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

May 1983

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

Convention Center, Dallas.

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

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

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

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

■ **May 30-June 4—25th American Film Festival** sponsored by *Educational Film Library Association* Roosevelt hotel, New York.

Monday Memo

An FM SCA commentary from Richard H. Harris, Group W Radio, New York

SCA's: FM's forgotten revenue resource

Here is a fable for broadcasters, but, amazingly enough, it has its real-life parallel within a segment of our industry today.

The story is of an eccentric licensee who won't allow his transmitter to be operated for more than six-and-a-half hours per day. He conducts business less than 30% of the time because, he recollects, that's all his station's previous owner ever chose to operate. Secure in his ignorance, he further allows as how full use of his equipment might prove harmful: Just as added furrows tax a plow horse, so would lengthier broadcasts surely dilute his signal strength. He'd rather be safe than sorry.

With about the same logic—and in roughly the same proportion—FM broadcasters are squandering a valuable asset entrusted to them: SCA's (Subsidiary Communications Authorizations). In the early days of FM, the FCC granted FM stations the exclusive privilege of transmitting programing that was ancillary to their main channel service. Subchannel franchises were intended to help a fledgling industry earn added revenue and gain an edge in the face of strong competition from AM radio. Since the SCA subcarrier is only accessed by SCA receivers leased by a supplier (on a monthly basis), SCA services offer revenue that is exclusive to FM stations.

Yet the most recent FCC figures available indicate that of 3,573 FM stations operating in America, 73% make no use of SCA's. That adds up to something like 100,000 hours of dead air time on FM subchannels per day. Currently authorized services such as background music, farm programing, and stock market indices thus have that much less access to potential listeners. Equally to the point, a potential revenue source is being widely ignored.

Why the resistance to utilizing SCA's? The aloofness among licensees is clearly a carry-over from a time when the technique of "multiplexing"—or signal layering—was much less refined than it is today.

SCA usage has long been thought to degrade the quality of main channel service by affecting modulation level, or loudness, and by intro-



Richard H. Harris is president of Group W Radio, a unit of Westinghouse Broadcasting and Cable, Inc., New York. Group W Radio is one of the nation's leading group operations, with 11 stations in major markets throughout the country. It also includes Muzak, the world's leading supplier of functional music, and Radio Advertising Representatives, a national radio sales organization. Harris's experience encompasses all phases of broadcasting, from programing and news, to sales and station management in both radio and TV. Prior to joining Group W in 1964, he was part owner of a radio group located in the Midwest and Southwest. He served as general manager of Group W's WBZ(AM) Boston, WIND(AM) Chicago, KYW(AM) Philadelphia and KPX(TV) San Francisco. In 1969, Harris was appointed president of Radio Advertising Representatives, and in 1973 assumed the position of president of the Radio Group.

ducing extraneous noises. In fact only the latter consideration ever had any real merit. In recent years, technological improvements have virtually eliminated the problem of extraneous noises.

A recent two-month experiment at WETA-FM Washington, attests to how far SCA technology has advanced. WETA-FM successfully operated not one but two SCA's while maintaining main

channel stereo programing. SCA subchannels at 67 khz and 92 khz were authorized for purposes of the experiment. The station reported no degradation of signals due to SCA usage.

Group W Radio's experience has been similarly reassuring. We currently lease SCA's on four of our five FM beautiful music stations. Two of the four are overall market leaders and all four lead their respective market areas. By coincidence, only our FM station currently not using its SCA is experiencing ratings difficulties. We have detected no loss of main channel quality where SCA's are employed.

In moving to improve SCA spectrum use, the challenge now before us is attitudinal, not technical. Misgivings about the leasing of SCA channels run deep through the ranks of station management and operations personnel.

Chief engineers, for one, often don't realize the positive effects improved technology brings to this service. Some are therefore reluctant to assume responsibility for installing and maintaining the necessary hardware.

Contract engineering staff may also feel put upon if it's proposed that SCA-related duties be added to their work at existing rates of compensation. The fact is that very little additional technical effort is required. Only the most antiquated and poorly maintained transmitter plant would require extensive modification before SCA use.

Many sales and programing people fear that use of SCA channels will make their jobs more difficult—again due to loudness reduction or signal loss. Group W sales and program managers have learned that the presence of an SCA on the station carrier affects neither sales nor ratings performance.

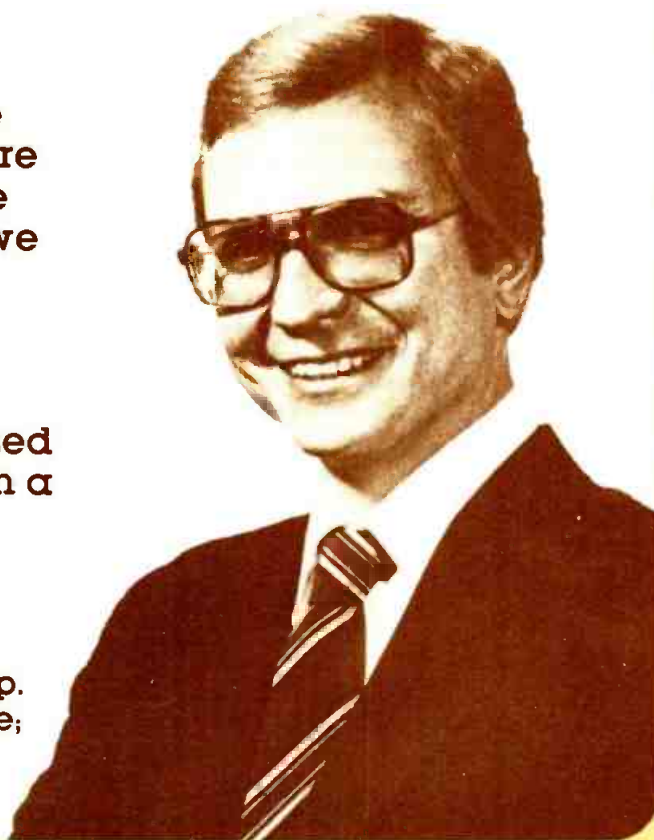
A new FCC rulemaking on SCA operations is now pending (Docket 82-536). By eliminating SCA program logs and certain filing requirements, by removing time and use restrictions and widening technical operating parameters, the proposed FCC action would make an already simple service to operate even simpler.

Clearly, the time has come for SCA's to take their place as an integral part of the widening communications spectrum of the '80's. For those willing to challenge past assumptions, there's a beckoning new business to be exploited—practically cost free.

John Engelbrecht deserves the best... and got it!

"Torbet Radio's salespeople and research department are the finest in the industry. We get buys in demographics we previously weren't even considered for and the research support Torbet provides is tremendous. It's sophisticated, well-showcased and has helped us locally in a big way."

John Engelbrecht
President
South Central Broadcasting Corp.
WEZK, Knoxville; WZEZ, Nashville;
WROZ/WIKY, Evansville



In today's competition, every station manager must look for new ways to build audience and sales, to seize every advantage and expect the most from the people who serve you.

Torbet Radio understands and shares this belief and is committed to increasing your national sales through superior sales data, stronger sales techniques and motivated people.

We do more because you deserve more!



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

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Home Box Office, Inc.

Broadcasting Nov 15

Vol. 103 □ No. 20

TOP OF THE WEEK

Signals checked on all-out cable expansion

Denver suit has chilling effect on construction plans; Mile Hi's 110-channel ambitions cut by half as industry realizes jeopardy it's under on nonexclusive bids; multichannel front runners may be forced into new fiscal realism they may find welcome in the long run

The expansionist movement in cable television that promised to carry that medium to upward of 100 channels in a number of major American cities may be about to undergo an abrupt reversal. The bellwether is Denver, Colo.—the capital of the industry in many respects—where Mile Hi Cablevision announced last week that it intends to defer building its newly awarded 110-channel system and, instead, proceed with a 55-channel plant. The reasons that Mile Hi reversed course—and that other major cable MSO's may shortly follow suit—take a little explaining.

It began when the Mountain States Legal Foundation, a conservative group headed by James Watt before he became the Reagan administration's secretary of the interior, filed suit last month against the City of Denver and Mile Hi (BROADCASTING, Nov. 1), challenging the franchise award. (Mile Hi is a joint venture of Daniels & Associates [42 1/2%, American Television & Communications [42 1/2%] and 22 local residents [15%].) Two principal grounds were cited: (1) that the award violated the First Amendment in granting a "de facto exclusive" franchise and (2) that the city had no right to establish local cable regulations beyond matters concerning public health and safety. (Technically, the Mile Hi franchise is non-exclusive, but the basis of Denver's franchise contest was that only one non-exclusive franchise would be let.)

The suit is considered by Mile Hi, and by an increasing number of industry leaders, as far more than a nuisance. Should it be successful—after running a legal gamut that could take years—Mile Hi could find itself having invested \$100 million in building a state-of-the-art plant replete with access channels and a number of other nonrevenue-producing elements and then having to face a "lean and mean" competitor that could enter the market offering only cream-of-the-crop services and, competitively speaking, beat

Mile Hi to a pulp.

Not only are Mile Hi and other major MSO's concerned; so are the bankers whose dollars would finance that building. In Denver, for example, the consortium of lenders headed by Bankers Trust has demanded a modification of its loan agreement because of the suit. It is expected that similar caution could infect other lenders as they realize the implications of the Denver situation.

Thus Mile Hi's decision last week to hold back. The partners considered three options: stopping altogether, going ahead with the original proposal or "reprioritizing" the system design. It elected the third course and now plans to proceed with a single-cable, 55-channel system that would provide most of the major services cable customers desire, while at the same time constructing—but not activating—a second cable that could carry the other 55 channels. (Indeed, many authorities believe even 55 channels to be more than enough to carry all existing basic and pay services plus access and community services. In the second 55-channel tier of the original Denver proposal are some 30 channels for which no programming plans are in sight. And considering that a shakeout of existing basic services is expected in the next few years, few operators are anxious to rush into building excess capacity.)

Mile Hi said it would proceed with activation of the second 55 if the city is successful in defending against the Mountain States suit. Should Denver lose, and other competitors be allowed into the market,

Mile Hi believes it could still be competitive with the 55-channel plant.

All this is good news and bad news for the cable industry. The bad news, presumably, is that some of its grander ambitions would be curtailed. The good news could be that some cable operators who may find themselves uncomfortably far out on a fiscal limb because of the promises they've made to win major franchises—for example, Warner's 100-channel system in Dallas, Cablevision's 106-channel system in Boston, United-Tribune's 120-channel system in Montgomery county, Md. (suburban Washington), United's 120-channel system in Sacramento, Calif.—may see an opportunity to cut back in the same way Mile Hi did last week. Should the Mountain States suit be successful, its ramifications would be nationwide, as cities, MSO's and bankers all realize.

Whether Denver will accept Mile Hi's new plan is not known. One councilman was quoted in a local newspaper last week as saying the proposal "sounds reasonable." Another, however, said he was prepared to hold Mile Hi to its original promises. It is expected that some type of city ordinance would have to be passed to permit the franchise alteration.

The cable industry finds itself torn over this new development. On the one hand, many of its leading lights have made deals that depend upon the stability of municipal regulation. On the other, the industry would prefer a federal pre-emption that would take it out from under the gun of the local political process. The National

It's official. Senator Ernest Hollings (D-S.C.) last week ended speculation over his future (see page 81) with the announcement that he will assume the position of ranking minority member on the Senate Commerce Committee. Hollings will give up his ranking minority role on the powerful Budget Committee to replace Senator Howard Cannon (D-Nev.), number-one Democrat on Commerce. Cannon was defeated for re-election. Hollings, who served as chairman of Commerce's Communications Subcommittee before the Democrats lost control of the Senate two years ago, will be welcomed by broadcasters to a role that is critical in the formulation of legislation. John Summers, executive vice president and general manager of the National Association of Broadcasters, said: "We're very comfortable with Hollings." He acknowledged that the South Carolinian is adamantly opposed to repeal of the equal-time law and the fairness doctrine. But, he said, broadcaster success on those matters is not likely in the next Congress in any event. "On deregulation generally, though, Hollings has been with us. So he's a plus on legislation in the immediate future," Summers said.



Cable Television Association, for example, supports the Goldwater bill (S. 2172) that would limit city and state regulatory authority over cable TV. However, the measure which has cleared the Senate Commerce Committee is unlikely to be scheduled for full Senate vote during the lame-duck session.

Key provisions in the measure would establish the FCC, rather than cities and states, as the primary regulatory authority over cable TV.

S. 2172 has become a controversial bill because it is being hotly opposed by the National League of Cities. It is doubtful

that such a controversial measure will be brought to the floor during lame-duck session.

Financial analysts who follow the cable industry have long been concerned about the "two industries" they see developing in the United States: one a traditional, reasonably conservative and profitable industry that feels 50 or so channels are a comfortable upper limit for growth in the 1980's, the other a hell-bent-for-expansion industry whose ambitions could jeopardize profitability. What's happening in Denver could bring those two industries far closer together. □

news, sports and other specialty programming. "This evidence could indicate that theoretical expectations aside, television viewers have very little appetite for such services. On the other hand, it may simply be that these relatively new entrants are still unfamiliar or unavailable to many cable subscribers."

Although the findings are cause for concern among broadcasters, BRC said, the threat cable poses should not be overstated and broadcasters should not lose sight of cable's benefits. "After all," it said, "early cable systems helped broadcasters by increasing the reach and clarity of their signals. That is still true today. The data suggest that UHF stations, especially those in intermixed markets, lose their 'handicap' in cable households."

The long-range impact of cable on local broadcasting depends on the answers to some difficult questions, BRC said. Chief among them, it said, is whether cable will be able to sign up the 45% of homes that could subscribe to cable but do not. Technology may help, BRC suggested. "As the capacity and reach of cable systems increase, so too will the incentives and opportunities for new program services," BRC said. "Might such changes induce homes now passed by cable to subscribe?"

It is also unknown whether future cable subscribers will behave like the present ones, BRC said. "Perhaps the pay cable households studied . . . were innovators or special fans of the medium who use television differently from their basic cable and broadcast counterparts."

Finally, BRC said, the impact of cable will be determined by how broadcasters respond to the cable challenge through programming and promotion and by the freedom broadcasters are given through

Affiliates hurt most by cable

NAB-commissioned study finds TV viewing drops 15%, 29%, respectively, in basic and pay cable homes

A study commissioned by the National Association of Broadcasters has concluded that cable television services cause substantial erosion of the audience of local broadcast stations, particularly VHF network affiliates.

Using the Arbitron shares from the February 1982 sweeps, Ohio University's Broadcast Research Center analyzed eight different market types, each with a different number and mix of UHF and VHF stations, and found that in homes with basic cable services, the local stations' share of the total television audience fell an average of 15%. In homes with basic and pay cable services, their share dropped an average of 29%.

BRC was unable to explain why the network affiliates were hardest hit by the advent of cable, suggesting only that they "have the most to lose." On the other

hand, educational stations, which already have small audiences, BRC said, seemed to suffer least from cable. "This may be because cable systems have yet to offer a viable alternative to their programming."

The survey found that in the sample markets containing four VHF's and one or more UHF's average weekly audience shares for VHF affiliates fell from 71.7 in uncabled markets to 61.1 on basic cable services and 51.2 on pay cable. The average shares for all other local stations fell from 23.9 to 20.1 to 18.

At the other end of the scale in sample markets containing only two stations, either VHF or UHF or both, affiliate weekly average shares fell from 63.1 in uncabled markets to 45.8 in basic cable homes to 37.2 in pay cable households.

According to the report, most of the damage done to local stations in basic-cable only homes was done by imported broadcast stations or "distant signals." The report uncovered little interest in advertiser-supported cable services offering

Average weekly TV household shares in different market types by reception type

Reception type	Broadcast	Basic Cable	Pay Cable	Reception type	Broadcast	Basic Cable	Pay Cable
Market type 1 (4 VHF/1 or more UHF)				Market type 5 (2 VHF/1 UHF)			
Total local stations	95.7	81.3	69.3	Total local stations	87.8	67.9	52.8
Distant stations	4.0	13.5	9.5	Distant stations	12.0	26.0	26.6
Pay cable channels			17.1	Pay cable channels			15.9
Other cable-only channels		4.7	3.6	Other cable-only channels		5.5	4.0
Market type 2 (3 VHF/2 or more UHF)				Market type 6 (1 VHF/2 UHF)			
Total local stations	89.4	77.6	64.8	Total local stations	88.9	78.6	57.6
Distant stations	10.4	18.3	16.7	Distant stations	10.6	16.5	15.8
Pay cable channels			15.3	Pay cable channels			19.5
Other cable-only channels		3.3	2.5	Other cable-only channels		4.6	6.7
Market type 3 (3 VHF/1 UHF)				Market type 7 (3 UHF)			
Total local stations	92.7	77.2	63.3	Total local stations	78.9	63.6	53.0
Distant stations	6.9	18.9	15.1	Distant stations	21.0	33.9	28.6
Pay cable channels			18.0	Pay cable channels			15.9
Other cable-only channels		2.9	2.7	Other cable-only channels		1.3	2.2
Market type 4 (3 VHF)				Market type 8 (2 stations)			
Total local stations	87.6	66.8	53.4	Total local stations	65.2	48.0	38.2
Distant stations	11.9	30.9	26.9	Distant stations	34.5	50.1	45.7
Pay cable channels			17.1	Pay cable channels			13.9
Other cable-only channels		1.9	2.0	Other cable-only channels		1.7	2.1

regulatory reforms.

Among BRC's other conclusions was that pay cable households watch more television than basic-cable-only households or broadcast-only households. "One explanation for this is that current pay cable subscribers have always been heavier users of television and simply opted to take pay service when it became available," BRC said. "On the other hand, it could be that pay subscribers increased their levels of use only after the introduction of new viewing options." □

Wheeler sees cable profiting from network viewer defection

Citing Qube results, NCTA president tells prograding conference viewers are choosing new alternatives on pay and basic services

"Where have all the broadcast network viewers gone?" asked National Cable Television Association President Tom Wheeler in a speech prepared for the opening session of NCTA's prograding conference in Los Angeles last Saturday (Nov. 13). While the broadcast executives are mystified at least publicly by the steady decline in their audience share over the past five years, Wheeler said, he has no problem accounting for the networks' loss. The viewers, he said, "have opted for the prograding diversity—both pay and basic—offered by cable television systems."

The networks' share of the prime time audience has dropped 10 points to around 80 since 1977, Wheeler noted, and industry experts expect another 10-to-20-points drop by 1990. "We can anticipate more and more network viewers will relocate their loyalties to the cable-only channels as more homes subscribe to cable and as subscribers learn what the cable-only services have to offer."

Wheeler based his conclusions on the "circumstantial evidence" of the rapid growth of cable subscribers and services and of the harder evidence of the viewing habits of Warner Amex's Qube subscribers in Pittsburgh, Cincinnati and Columbus, Ohio.

Cable is adding subscribers at a rate of 300,000 per month, Wheeler said, and total cable penetration is expected to double to about 55 million homes by 1990. The gains in cable subscribership over the past year, he added, have "translated to dramatic gains" for many of the more than 40 satellite-delivered cable services. He cited the increases in subscribers made by ESPN (48%), Cable News Network (68%), USA Cable Network (44%), Music Television (170%), Appalachian Community Service Network (45%), Home Box Office (33%), Showtime (40%), The Movie Channel (33%) and Cinemax

(114%).

The Qube data shows "network viewing in cable homes is sharply lower than most believe," Wheeler said. While the networks' average daily share in the Columbus market as a whole stood at 80 last July, he said, they could manage only a 44 in the Qube homes. And in prime time last June, he said, the networks pulled only a 49 share in the Qube homes.

Both pay and basic cable were strong in competition with the networks, Wheeler said. During the last two weeks of October, for instance, he said, during prime time, the pay services aggregated a 21 share in Pittsburgh and a 20 share in Cincinnati. And during the same period, he said, five basic cable services (including distant signals) garnered shares ranging from 18 to 21 in the three markets.

The only mystery left unsolved in Wheeler's mind is why there seems to be "an unnecessary level of friction between satellite networks and cable operators." NCTA's prograding conference is, in one sense, Wheeler said, a celebration, "made possible because cable operators and cable programmers worked together to pioneer and build a new business. The consumer likes what we're doing. Let's keep on doing it together." □

NBC changes management

Timothy and Walsh become group executive VP's; Mapes named NBC-TV president

NBC realigned its top management under President Robert E. Mulholland last week. The changes, Mulholland said, "will help us manage our divisions more efficiently" and at the same time "recognize the contributions of five of NBC's best executives."

■ Raymond J. Timothy, president of the NBC-TV network, and Robert S. Walsh, president of NBC Television Stations/Radio, were named group executive vice presidents of NBC and given wider responsibilities. They report to Mulholland.

■ Pierson G. Mapes, NBC-TV vice president for affiliate relations, was named to succeed Timothy as president of NBC-TV. Mapes and Brandon Tartikoff, president of NBC Entertainment, report to Timothy in the new arrangement.

■ The NBC Television Stations/Radio division is being split. Michael Eskridge,

who has been executive vice president of the division, and Al Jerome, who has been executive vice president of the owned-TV stations unit, were named presidents—Eskridge president of NBC Radio, Jerome president of NBC Television Stations. There has been no president of NBC Radio since Dick Verne left that post earlier this year. NBC sources said the new responsibilities formalized a division of responsibilities that already existed, since Eskridge had been concentrating primarily on radio and Jerome primarily on the NBC-owned TV stations. Both will report to Walsh.

■ Left for later announcement was the appointment of a successor to Mapes as vice president for affiliate relations. NBC authorities said this would go to Tony Cervini, a 33-year NBC veteran who for the past two years has been vice president, planning/affiliate services.

Observers questioned the changes' significance for NBC Entertainment President Tartikoff, who in the past has reported to Mulholland but now will report to Timothy. NBC spokesmen said this was an essentially meaningless consideration—that Tartikoff, as head of TV prograding, works primarily with NBC Chairman and Chief Executive Grant Tinker, anyway, since Tinker's background is essentially in prograding.

Group Executive Vice President Timothy started with NBC as a tour guide in 1954 and rose through TV sales and NBC-owned station managership to executive vice president for affiliate relations in 1977, executive vice president of the network in 1979 and network president in July 1981.

Group Executive Vice President Walsh also worked his way up through sales and station managerships, starting as a salesman for NBC Radio Spot Sales in Chicago in 1962. He was president of the NBC Television Stations division for two and a half years before being named president of the then-new NBC Television Stations/Radio division last March.

NBC-TV President Mapes started with NBC in 1963 in sales service, moved to the Blair Television station-rep firm in 1963 and after six years there returned to NBC-TV as vice president, network planning. He was named vice president for affiliate relations for the network in 1979.

NBC Radio President Eskridge joined NBC in 1971 as a systems analyst, moved into the TV stations division in 1975, was named vice president for finance and administration in that division in 1978, became executive vice president of the division in 1981 and executive vice presi-



Timothy

Walsh

Mapes

Eskridge

Jerome

dent of NBC Television Stations/Radio last March.

NBC Television Stations Division President Jerome joined NBC TV Spot Sales as a salesman in 1975, after six years in sales management posts with CBS-TV. He reached the executive vice presidency of NBC Television Stations last March, after almost two years as vice president and general manager of NBC's WNBC-TV New York and, before that, three years as station manager of the network's WMAQ-TV Chicago. □

Nairobi meeting a disappointment for U.S. team

Delegation calls ITU gathering too political, takes reservations on budget and other matters

Members of the U.S. delegation returned from Nairobi, Kenya, last week shaken by developments at the International Telecommunication Union plenipotentiary conference over the preceding six weeks. It was, in the view of some, the most "politicized" conference of the ostensibly technical organization they had ever attended, with developed and developing countries voting against each other in blocs and with Arab countries attempting to expel Israel. If the Americans comforted themselves with the thought it could have been worse—as some did—the experience was sufficient to provide new arguments for those who believe the U.S. should consider withdrawing from the 117-year-old agency.

So troubled was the U.S. by events in Nairobi that in the final, hectic days of the conference, its delegation announced it was reserving the right to make specific reservations—that is, to decline to comply with specific decisions of the conference—before ratification of the ITU convention. Final judgments will be made after officials have had time to review the actions taken. But the U.S. cited three general areas of concern—the "regrettable and pervasive lack of realistic, fiscal planning," the "politicization" of the union, and a decision to transform the ITU into an agency for dispensing technical assistance grants—a function now provided by the United Nations Development Program and, the U.S. noted, "the private sector."

The conference was to enable the 157-member organization to conduct another periodic review of the charter of the organization that serves the nations of the world in coordinating their use of the radio spectrum and setting the standards that enable them to communicate with one another. Increasingly since World War II, political considerations have become enmeshed in the work of the organization, as emerging nations sought to achieve more self-sufficiency in telecommunications.

Richard Nichols, AT&T vice president

for Long Lines, who attended earlier ITU plenipotentiary conferences as an observer, was a member of the delegation at Nairobi. Last week, he said he had seen an increasing politicization of the conferences. "This one," he said, "was strictly political."

U.S. officials continue to cite the importance of the ITU—the frequency registration service, the standards-writing committees, the conferences that allocate frequencies for new and existing services. Nevertheless, in Congress and the administration, the unthinkable is being thought. The National Telecommunications and Information Administration has initiated an inquiry into the U.S.'s long-range goals in international telecommunications that raises the question of U.S. withdrawal from the ITU (see page 80). And Ward White, a key aide to the Senate Commerce Committee, who was a member of the delegation in Nairobi, put the problem bluntly. "The U.S. faces serious problems in the ITU. The votes are not there to protect and promote our interest."

The head of the U.S. delegation, Washington attorney Michael Gardner, is not prepared to write off the ITU. He said the



Gardner

results of the conference were sufficiently modified to enable the U.S. to remain in the organization. He was referring to procedures permitting the U.S. and other countries to respond to increased budget costs by reducing their contributions.

But Gardner also sent a message to developing countries: "For the short term, we have to appraise where the ITU is going and consider, in our self-interest, alternative vehicles which might be developed simultaneously with our continued membership in the ITU." If "parochial political considerations compromise the environment" in which the ITU operates, he added, it "will no longer be an acceptable mechanism."

One of the matters that disturbed the U.S. and other developed countries—which bear the largest share of the ITU's expenses—was what Gardner during the conference called the developing countries' "lack of discipline" in budget matters. U.S. efforts to persuade the ITU to

stretch out the heavy schedule of conferences planned for the next several years and adopt other economy measures met with only limited success. And a U.S. proposal for a 20% cut in the budget increase proposed by the finance committee was rejected. However, 31 countries voted with the U.S., and a subsequent French proposal for a 10% cut was approved.

The budget is drafted in Swiss francs. As approved, the budget for 1983 will be \$38 million, based on the current rate of exchange, as compared with \$35 million in 1982. The budget is to increase over the years until it reaches what would be \$45 million.

The U.S. now pays 7% of the budget, and Gardner indicated that the U.S. may hold its contribution at that level, since the convention retained the voluntary system of contributions. The conference voted to change the funding structure both to create smaller units, less than one-half, for the least-developed countries, and to increase the present 30-unit maximum, now paid by the U.S., to 35 and 40. U.S. officials believe the latter decision was designed to pressure the U.S. into making a larger contribution. But, Gardner said, "Those days [of the U.S. being pressured] are over." He said several major countries will hold contributions at present levels, or lower them.

The U.S. knew it would have its hands full, politically, early in the conference. Its candidate for secretary general, Mohamed Mili, a Tunisian, who was running for reelection, was defeated by Richard Butler, of Australia, currently the deputy secretary general. U.S. officials shrugged off that defeat with the observation that Butler, who had campaigned vigorously for the post, particularly among Third World countries, was, as one put it, a better candidate. The U.S. had more success with its candidate for deputy secretary general, Jean Jiguet, of the Cameroon. He defeated another black African supported by the Soviet bloc and France.

But the politics of the conference became particularly heavy over the Israeli issue. The U.S. delegation, as part of what became a worldwide diplomatic effort orchestrated by the State Department, managed to beat back that effort, if only by four votes (BROADCASTING, Oct. 25).

The developed countries lost decisively, again, on the technical assistance issue. The developing countries succeeded in amending the ITU charter to state that one of the organization's purposes is to "offer" technical assistance to countries needing it. The U.S. argued that the provision suggests a new and unacceptable role for an organization committed to spectrum management, and a role better left to other UN organs, such as UNDP. What's more, the change will add to the ITU budget—although how much will not be known until the ITU's administrative council meets in May and allocates funds for ITU activities.

Not all of the news out of the conference was grim for the U.S. and its allies.

There was the major victory on the Israeli proposal. An effort to adopt the UN scale of assessments, under which the U.S. would have been obliged to pay 25% of the ITU budget, was beaten back.

But it is a measure of how far U.S. prestige and influence at the ITU have slipped to note that the U.S. could win on most of those issues only after stating or implying it would leave the organization if it lost.

There was one particular bright spot in the story of the conference for Gardner—the positive reaction of developing countries' representatives to the U.S. plan for a U.S. Telecommunications Training Institute that would be sponsored by private organizations for the benefit of students from developing countries (BROADCASTING, Sept. 27). Gardner, who had conceived the idea, said discussion of the project helped lend credibility to U.S. positions on issues in the conference.

As for an overall assessment of the conference, Gardner was one of those who said, "It could have been worse." □

PBS Program Fair: MacNeil-Lehrer debate steals show

Public broadcasters gather in Washington to review 40-plus potential programs for fall schedule but debate centers on proposed expansion of 'MacNeil/Lehrer Report'

The fate of the proposed one-hour version of the *MacNeil/Lehrer Report*—public TV's answer to the network news—came one step closer to reality last week.

More than 400 public broadcasters were gathered in Washington primarily to preview more than 40 potential programs for their fall 1983 schedule. However, they also focused their attention on the proposal to expand the *MacNeil/Lehrer Re-*



Grossman



Savitch



Pfister

port ("At Large," Nov. 8).

The broadcasters (mostly program managers) were meeting at the Sheraton hotel for their annual program fair. The fair provides them with an opportunity to screen programs that are then voted on and purchased collectively after the conference.

Sponsored by the Public Broadcasting Service, this year's fair was dominated by discussion of the *MacNeil/Lehrer Report*. The broadcasters were asked to contribute the same funds for the hour version of the *MacNeil/Lehrer Report* (\$55 million) as for the half-hour version.

But first they had to wrestle with the concept of an expanded version. Although voting does not begin until next week (a final decision is not made until January), and despite the numerous concerns voiced during the fair, observers predicted it will get the green light.

The two journalists who spawned the concept, Robert MacNeil and Jim Lehrer, are themselves confident their proposal will be approved.

On Monday (Nov. 8), MacNeil and Lehrer outlined the specifics of an hour-long show.

As the duo made their case, MacNeil explained why it is "the logical step and the right step to take." He said the public is "poorly served" by journalism today, and that there is a need for an alternative. One story a night, he said, does not "permit us to fill the gap," left by the network news. "We believe that with an hour we

can build an audience," MacNeil told the broadcasters.

One major concern voiced by the public broadcasters was that the program might be a "cheap replacement" for network news. Not so, argued Lehrer, who told the group "we are not there to compete with them. We are taking an entirely different approach."

The broadcasters appeared uneasy about scheduling the hour-long show at 7 p.m., as proposed, because it would conflict with many local programs, as well as the PBS *Nightly Business Report*.

PBS now says it may be able to schedule more than one feed for the show. Those feeds might be at 6, 7, 8, or 9 p.m. However, the number of feeds would still have to be worked out.

But perhaps one of the primary concerns to emerge was funding. AT&T has agreed to underwrite the hour-long show for \$10 million plus an additional \$2 million for promotion. Also, the Corporation for Public Broadcasting has indicated an interest in granting funds. However, the broadcasters still expressed fear that long-range funding commitments from CPB and AT&T might fall through.

At a Wednesday luncheon sponsored by AT&T, promise of further support was made. Bill Mullane, assistant vice president for AT&T, told the broadcasters, "You have our support."

Mullane noted that AT&T has faith in the concept and "has long recognized that excellence is seldom achieved overnight." He contended the *MacNeil/Lehrer Report* is the highest quality news program aired and that "we have faith in the continued quality" of the show. "We want to see MacNeil and Lehrer go ahead because we want to see the look in the CBS eye when it goes on the air," he added. CPB President Edward Pfister made a plug for the show at the luncheon.

PBS President Larry Grossman also went on the stump for the show during his keynote address. Grossman said he believed that an hour nightly news magazine, broadcast nationwide on PBS, has the potential to be the "next great leap forward for public television."

If all goes as planned, the stations will be making their first preference vote next week. That vote is followed by several others with a final count made in January. If they get that green light the show would likely debut in July. □



Lehrer and MacNeil

Outlook for children's programming called bleak, except on public TV

"There is no place in commercial broadcasting for children today," was the conclusion of a programming fair panelist during a session entitled "Children's Television: What's the Pay-Off." The panel included Norton Wright, producer, Embassy Television, Los Angeles; Aimee Dorr, professor of education, UCLA; Peggy Charren, Action for Children's Television, the Boston-based activist group, and Martin Keltz, president of Scholastic Productions, New York.

The group agreed that commercial television was not going to meet the needs of children, and that the Public Broadcasting Service, which has provided "substantial quality" children's programming, must work even harder to fill that gap.

Charren charged that children's programming today is a "disaster area," and blamed the Reagan administration. "The current administration's telecommunications policy seems designed to serve those who make money: the commercial networks, the major advertisers, the large cable conglomerates. It is not designed to serve the public. So it is hardly surprising that public broadcasting is being denied a significant role in the federal scheme of things," she said.

While other panelists noted that cable may fill the children's programming gap, Charren disagreed. She argued that only one-third of the children in this country have access to cable. Charren also maintained that once everyone gets cable, it may put on commercials, to the disadvantage of children.

Although cable has contributed to rise in public TV viewers, pay cable may be slowly cutting into its audience, says study

When the public broadcasting community met in Washington last June it heard encouraging news that cable TV had not made inroads on its audience as had been predicted. Instead, the broadcasters were told cable TV was not going to destroy their medium and "far from it."

But last week a slightly different tone emerged after highlights of a study conducted by the Public Broadcasting Service were released at the Program Fair.

The study shows that while cable has contributed to an overall rise in public TV

viewership, the latest figures indicate that pay-cable is slowly cutting into the public TV audience. The complete study will be released later.

PBS associate director of research, John Fuller, told the broadcasters during a panel session on "The Impact of Cable on PTV Viewership" that time spent viewing public TV was down in pay cable homes but that more people are watching public TV overall despite the fewer minutes watched.

Fuller noted that although pay cable was making inroads on the public TV audience, viewership increased in homes with basic cable service alone. "Where basic cable service helps us, pay TV cuts in," he said.

Pay cable, he said, will be public TV's "big challenge."

But Fuller noted that because of cable, public TV has become "more desirable and visible." And he maintained there is no reason public broadcasters should become fearful. The impact, he explained, is not severe. But, he added, there is a clear perception that there are problems. The system, he said, can begin to deal with them.

He suggested that public TV can combat pay cable by studying the HBO schedule and being careful not to schedule its major programs against HBO premiere movies. More advertising and promotion of programming are another activity public TV might consider, he said. □

Half-inch standard battle continues at SMPTE

Sony and Matsushita both announce sales of new machines; even with lower than expected attendance, New York show considered to be successful

The 124th technical conference of the Society of Motion Picture and Television Engineers at the New York Hilton drew to a close late last week, with overall attendance totaling about 7,000, well below the crowd of 9,000 to 10,000 that was expected. Charles Ahto, SMPTE's conference vice president, attributed the fall-off in attendance to the state of the economy, and, perhaps to a lesser degree, the Veterans' Day holiday.

Nevertheless, the conference itself continues to grow, with 1,000 more people in attendance this year than last, and with a total of 146 equipment manufacturers and distributors exhibiting their wares at the Hilton and the nearby Sheraton Center, 16 more exhibitors than participated last year. The exhibitors this year paid for 395 booths which cost about \$1,000 each.

With continued growth expected in the future, SMPTE has decided to hold future conferences at major convention centers, to accommodate all exhibitors wishing to participate. (This year 15 companies expressing interest in renting booths had to be turned away.) The 1983 and 1985 conventions will be held at the Los Angeles Convention Center, and the 1984 conference will be held at the New York convention Center, now under construction.

With the failure of any single standard to emerge for the half-inch videotape recorder, the battle is now under way among the manufacturers of two incompatible formats—those designed by Matsushita and Sony—for sales to the broadcast industry. And last week, both sides were making progress. Sony announced that two major broadcasters—Gannett and Corinthian—had opted for its half-inch Betacam camera recorder, Thomson CSF, the only other manufacturer allied with the Sony half-inch format, did not exhibit at SMPTE. In addition to Panasonic, a Matsushita subsidiary, RCA, Hitachi and Ikegami have adopted Matsushita's so-called "M" format, and Ampex will market a variation of the Panasonic half-inch unit under its own name until it develops its own format. RCA has a commitment from Field Communications and Panasonic has sold half-inch units to WNEV(TV) Boston. Walt Disney Productions for use at its Epcot Center facility in Florida and for Opryland Productions in Nashville.

Both Hitachi and Bosch have developed quarter-inch VTR formats which are also incompatible with each other. The Bosch unit should be available by mid-1983 for the NTSC standard and later on for the PAL (European) standard. Neither company claimed commitments for its quarter-inch systems last week, but ABC has expressed an interest in the format.

Sony also displayed its new BVP-3 three-tube camera designed to interface with its Betacam VTR/camera system. The BVP-3 delivers 650 lines of resolution with a signal-to-noise ratio of 58 db.

In addition to its half-inch VTR, Ampex showed its VPR-5 portable one-inch recorder for electronic field production. The new one-inch portable weighs less than 15 pounds, with tape and battery installed, and has a 20-minute recording capability. It will be available in December for the NTSC standard and early next year for the PAL standard. The company also displayed its new one-inch unit with three-hour recording capacity, the VPR-3, and

Savitch send-off. NBC news correspondent, Jessica Savitch, a soon-to-be familiar face on the public broadcasting screen, spoke to public broadcasters as they kicked off their annual program fair at a dinner in Washington Sunday night (Nov. 7). Savitch will host the 26-week documentary series, *Frontline*, slated to begin on PBS in January. (Savitch has been granted a nine-week partial leave to anchor *Frontline*. She will continue to anchor the Saturday edition of the *NBC Nightly News*.)

Savitch said the TV audience has "grown up." It no longer sees TV as the "magic picture through the air," she said. Viewers want options of the kind that public broadcasting has provided.

She noted that at no other time has a commercial TV network correspondent been allowed to take part in a noncommercial television venture. Her experience, she added, is a credit to NBC, and shows that even the networks believe "we all need alternatives."

companion TBC-3 digital time base corrector. Ampex claims it is the first machine on the market with a vacuum capstan transport, providing tape handling control similar to most advanced computer tape drives.

RCA introduced its TKP-47 portable automatic camera to U.S. broadcasters at SMPTE last week. Weighing just 17 pounds, it is designed as a complement to the TK-47 studio camera for shooting in confined spaces or for shooting at angles the larger studio camera is incapable of.

Hitachi displayed its one-inch and "M" format half-inch recorders. The HR-200E one-inch recorder employs an air-support system enabling the tape to float on a cushion of air and providing both tape and heads with longer life. It also displayed a totally solid state production camera, known as the SK-1. It also showed its SK-110 computerized studio camera and a portable complement, the SK-11.

Harris Corp.'s broadcast microwave division displayed a new line of portable microwave antennas with interchangeable feed assemblies that allow operation in the 1.99-to-13.25 ghz band.

Generally, exhibitors seemed pleased with both the caliber of those visiting the booths and the traffic volume. "There aren't any tire kickers at this show," was an assessment made by more than one exhibitor. Others ranked the show as second only to the NAB in importance and an absolute must for equipment exhibitors wishing to tap the broadcast market. □

HDTV alternatives

SMPTE hears four choices of advanced television

While it's possible that the Japanese may launch a 1125-line high-definition television system, on top of and incompatible with its standard TV system, as early as 1984, a comparable system for the U.S. (1,025 lines) probably won't be had for many years to come.

And before high-definition television is launched in the U.S., one or more variations of the current 525-line NTSC standard may be developed and implemented in the interim.

A Society of Motion Picture and Television Engineers study group looking into the issue of HDTV has so far focused on four possible advanced-television systems. The first is known as "enhanced" NTSC, which would involve no change in the roster format but would provide sharper resolution, better color values and no cross color or interline flicker. The enhanced system would provide a "vastly superior picture, at least to the informed viewer," says Donald Fink, chairman of SMPTE's HDTV study group.

Another possible variation on the current standard that SMPTE is looking at has been labeled the "extended NTSC" format. That alternative would still have 525 lines, but would provide double the cur-

rent bandwidth. And, in addition to the proposed 1,025-line HDTV system, there is a "translatable" format being considered that would have about twice as many lines as the current NTSC system and that would be made compatible with the current system by the use of a converter which would average each pair of lines in the advanced system.

One thing is almost certain—no matter how or in what stages high-definition TV is implemented in the U.S., a means will be provided for the millions of standard TV receivers currently in use to interface with an advanced system.

And Fink, the former general manager and executive director of the Institute of Electrical and Electronics Engineers (1962-74), suggests that the "black box concept" for making such an interface possible "is acceptable now." While there are many reasons for that acceptability, Fink said that a major one was the explosive growth in recent years of cable and

other forms of pay television which require the use of a converter box. "Total" compatibility, which was achieved between the black-and-white and color television format, is highly unlikely, perhaps impossible, between NTSC and HDTV standards, because of the need for a much wider bandwidth with HDTV.

Four subgroups have been formed within the SMPTE HDTV study groups. One subgroup is investigating the psychological properties of the eye as they relate to advanced TV, while others will study production, distribution and equipment, respectively.

Without getting specific, Fink claims that each of the study groups is on a "new fast track." The recent NHK-CBS demonstrations of high-definition TV in part added new impetus to the SMPTE effort, Fink suggested. Those demonstrations "caused a lot of people to say, 'My God, it's really here,'" he said. "Things are happening fast." □

Advertisers focus on television

Programming, copyright, increased competition from new media are topics at ANA meeting in Florida

Neither rain, nor wind, nor storm-tossed seas kept 400 advertisers and their guests from attending the 73d annual meeting of the Association of National Advertisers last week at The Breakers Hotel in Palm Beach. (The economic clouds of the current recession were, however, being blamed for trimming attendance back from the 500 or so on hand last year in San Francisco.) Throughout the presentations, sessions, debates and conversations of the four days, there were constant reminders that broadcast television is the pre-eminent national advertising medium—though that was perhaps best illustrated by the attention paid to future threats the medium might face, notably from audience erosion due to cable.

Further illustrative of the importance television holds for advertisers was one of the meeting's hottest issues—whether the ANA should take a position on the three networks' request for rescission of the FCC's financial-interest and syndicated exclusivity rules. Although the organization seems to be leaning in favor of retention of the rules, and its television committee has recommended that position (see page 86), some within the group favor the network arguments, and it remains possible that by the time it meets again in January, the ANA board may decide to refrain from taking a formal stance.

Those themes and more were all represented during the closing session of the meeting. On hand for the session were four stars of their respective firmaments—Motion Picture Association of America president Jack Valenti, NBC chairman Grant Tinker, USA Network president

Kay Koplovitz and Young & Rubicam chairman Edward Ney.

All four returned to a common theme at points in the presentations—that, as Valenti put it, "people buy programs, not channels." But that point of commonality didn't prevent widely divergent views on other matters.

Valenti insisted that movies will be the public's prime viewing choice in the future and the public still desires the experience of seeing a film in a theater. The primary message of his talk—"there is danger ahead ... trends which are ominous and possibilities which, to creative people, are absolutely terrorizing"—trends constituting attacks on copyright protection, particularly through home videotaping of entertainment product.

And Valenti had a special message for advertisers regarding home taping—he claimed 80% of VCR users "do what every good patriotic American would do" when encountering a commercial in a taped program—fast forward past it or eliminate it. That, he said, has major advertisers including Coca Cola and TWA telling networks they'll press for rate concessions once VCR penetration reaches 10%.

NBC's Tinker offered the advertisers his network's view of the future throughout 1990, when, he said "the best bet for advertisers will still be free TV." Tinker maintained that although network shares drop from 73 to 60 as total broadcast share slips from 97 to 81, "the absolute (network) audience is not expected to decline." "Free TV will get 90% of television ad dollars in 1990," he predicted, with cable services splitting the other 10%.

But noting the increased competition from pay services in the program acquisition marketplace, Tinker presented a not-so-veiled pitch for advertisers to support

the network's recision efforts on financial interest and syndication saying "it is in the best interest of advertisers to keep free TV competitive" and that "competition for programing is tough enough without having to cart around excess baggage from Uncle Sam."

Valenti and Tinker would fence on that issue in their later rebuttals, Valenti saying recision would cause "radical revision in the programing marketplace"—Tinker conceding that with his production background it's taken him some time to come to a conclusion, but that he believes "everyone in this room who feels the networks as they exist are useful" should conclude "they've got to be allowed to participate to some modest extent in the aftermarket."

Y&R's Ney also expressed a "personal" feeling that the networks should be permitted their recision request, though saying it might be best for advertisers and agencies to "stay out" of the dispute.

In cable, meanwhile, Ney said that increased competition among programers is going to erode margins, for pay networks

as well, and he predicted "there will be advertiser-supported pay channels" because viewers won't be willing to foot the total programing bill.

Koplovitz presented the insider's view of cable from the USA Network perspective. Saying that broadcast networks "aren't going to disappear," Koplovitz at the same time maintained their ratings and shares are dropping rapidly, particularly in cable homes, with most lost viewers turning to cable. Calling cable the "television of choice" where "least objectionable programing" has been succeeded by "most interesting," Koplovitz detailed some attractions she feels cable should hold for advertisers. That included such facts as the top 16 cable networks reach more subscribers than the top 16 magazines, and 54% of all homes being passed by cable.

Koplovitz and Ney, though both supporting the cable advertising cause, disagreed on one point—Koplovitz estimated 1982 cable advertising at \$200 million (\$20 million plus to USA); Ney put the figure at \$150 million. □

On the double

AT&T announces technique to transmit twice the information over satellite transponders

To ameliorate the expected scarcity in orbital slots and spectrum for domestic communications satellites, AT&T has developed a system for transmitting two video signals over one satellite transponder with, it claims, "no loss of picture quality."

AT&T announced last week that its engineers had successfully tested the system, which effectively doubles the video capacity of satellites, using a transponder on one of three Comstar satellites it leases from Comsat.

"Using our experimental system, called time-frequency multiplexing," said Barry G. Haskell, head of the radio communications research department, Bell Labs, "we are able to send a single TV channel in half the usual bandwidth transmission time, which is another way of saying we can send two TV signals in the same amount of time. We might even be able to squeeze in a third TV signal, as well, but with somewhat lower quality."

The system works by eliminating the redundancy in the two fields that make up each television frame. A signal processor, which multiplexes or combines the two video sources holds the first field in an electronic memory and analyzes the second and extracts from it the relatively small amount of "differential" information. After the abbreviated second field is further reduced by other compression techniques, both fields are transmitted in the time it normally takes to transmit one. Instead of being sent after the first, the second field is transmitted simultaneously in an upper band of the signal by means of "double sideband suppressed carrier

modulation." A signal processor at each receive earth station demultiplexes the signal and returns the two video sources to separate channels.

AT&T claims in its announcement that its system is the first capable of combining two pictures into one channel without degrading the picture quality. "In the past, several ways have been proposed to transmit two television signals over one satellite transponder," Haskell said, "but the signals have interfered with each other resulting in pictures that do not meet network and cable TV standards."

NEC America, which has been actively marketing a video multiplexer for microwave and satellite links, takes exception to AT&T's assertion. "AT&T has never seen nor evaluated our system," said NEC's Dennis Fraser, "so you have to take what they say with a grain of salt." The picture quality of signals that pass through the NEC DV-10 system, Fraser said certainly fall within the broad range defined by "network and cable TV standards."

One of Fraser's first customers agrees with him. WCCO-TV Minneapolis-St. Paul purchased a DV-10 system to transmit two channels of programing it produces for a nearby cable system over a single microwave link. According to Henry Sheppard, chief engineer at WCCO-TV, there was no significant deterioration of picture quality during bench tests and, although he has yet to conduct a technical evaluation of the system in the field, there is no subjective deterioration to the pictures.

Details on the working of the system will be revealed at the Institute of Electrical and Electronics Engineers Globecom Conference Nov. 30-Dec. 2 in Miami Beach. A spokesman for Bell Labs, said he was unaware of any AT&T plans for marketing the system or service using the system. □

FCC upheld in Computer II

Appeals court says commission correctly deregulated common carrier and customer premises equipment of AT&T subsidiary

The FCC's solution to the problem of sorting out the interrelationship of telecommunications and data processing was affirmed last week by the U.S. Court of Appeals in Washington. A three-judge panel of the court unanimously held that the commission was within its authority in deregulating common carrier offerings of "enhanced services" (which are other than basic telecommunications services) and customer premises equipment (CPE).

The commission's 5-2 decision, in April 1980, permits AT&T for the first time to engage in unregulated activities, including computerized communications services. But because of what was perceived as a threat that AT&T would cross-subsidize them through its monopoly services, it alone among the carriers was directed to offer the deregulated services through a separate subsidiary. That subsidiary, American Bell, has now been established.

The order, one of the most controversial in the commission's history, was appealed by eight parties. But the court held that the commission's action "was neither arbitrary nor capricious, nor did it constitute an abuse of discretion." The court also said the regulatory scheme established in the proceeding—Computer II—"is a reasonable one within the scope of the commission's authority . . ." Nevertheless, the case is certain to be taken to the Supreme Court.

The Computer II proceeding was the second the commission held since 1966 in an effort to sort out the regulatory and policy problems posed by the growing interdependence of communications and data processing. The first decision, in Computer I, issued in 1971, attempted to delineate circumstances in which computer use by common carriers constituted communications of a type subject to FCC regulation. But as the computer and communications technologies continued to merge, the Computer I definitions became unworkable, and the commission, in 1976, launched a second inquiry.

The major controversy generated by the Computer II order was the decision not to regulate enhanced services and CPE. The commission held they were not within the scope of its statutory jurisdiction, only within its "ancillary jurisdiction." And the court agreed. It said it viewed the decision "as a demarcation of the scope of [statutory] jurisdiction in a volatile and highly specialized field and a concomitant substitution of alternative regulatory tools for traditional [statutory] regulation in the field."

The court also rejected arguments that the commission had illegally pre-empted state regulation of CPE. □

THE EARLIEST RETURNS ARE IN, AND **ONE DAY AT A TIME** IS A WINNER!

IN SYNDICATION

In its first syndicated season, ONE DAY AT A TIME upholds the winning Embassy tradition. The earliest returns are in, and ONE DAY AT A TIME brings impressive increases over October 1981 time period programming:

MILWAUKEE

WITI*

M-F, 4:00-4:30PM

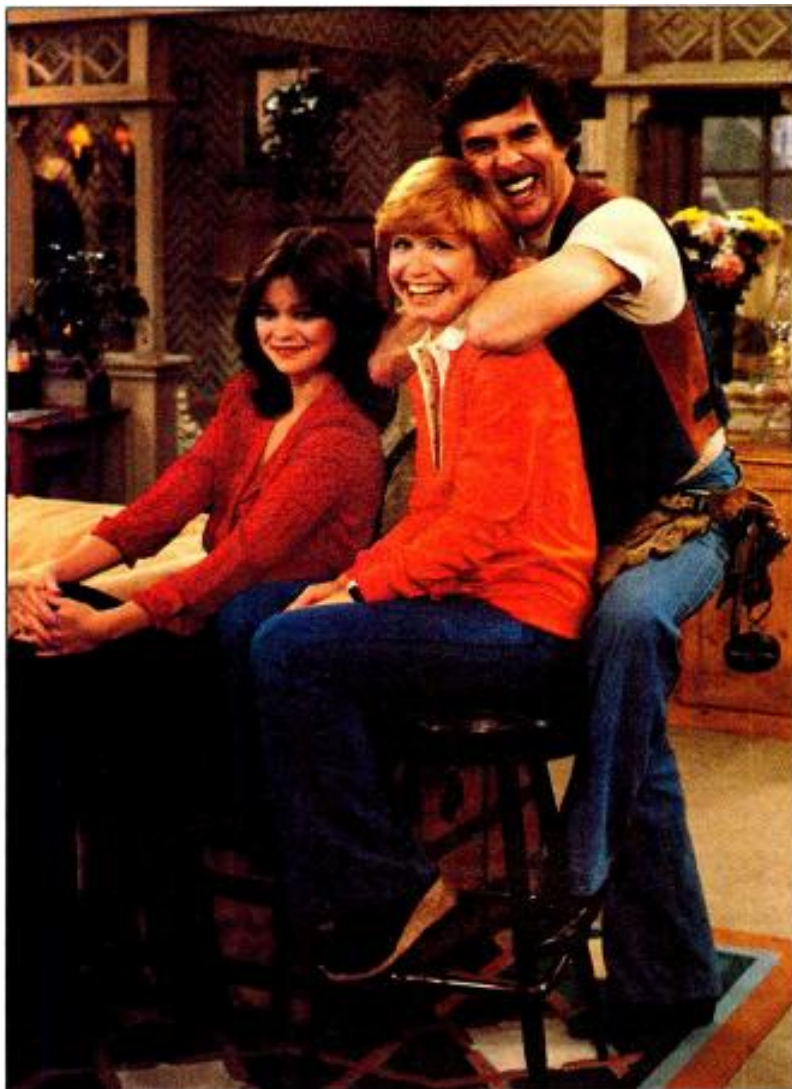
WITI jumps 167% in rating over its October 1981 STARSKY AND HUTCH performance with ONE DAY AT A TIME.

WASHINGTON

WTTG**

M-F, 6:00-6:30PM

A 29% boost for WTTG with ONE DAY AT A TIME vs. its October 1981 CAROL BURNETT time period rating.



BUFFALO

WUTV*

M-F, 7:00-7:30PM

In the highly competitive M-F, 7:00-7:30PM half-hour, ONE DAY AT A TIME gives WUTV a 33% jump over its October 1981 EMERGENCY run.

MIAMI

WTVJ**

M-F, 5:00-5:30PM

WTVJ adds 11% more ONE DAY AT A TIME TV homes vs. its October 1981 MERV GRIFFIN delivery.

*NSI Coincidental, week of October 18-22, 1982
**NSI Coincidental, week of October 25-29, 1982
SOURCE: NSI Coincidentals, as noted, NSI October 1981. NTI FWH RANKING FACILITY 9/13-10/24/82

ON THE NETWORK

In its eighth network season, ONE DAY AT A TIME continues its winning ways, ranking #6 among all 68 prime time properties (#2 among comedies).



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Spot suggestions

More than 500 marketing and advertising executives attended the first annual Midwest Radio Workshop in Chicago on Nov. 4 to explore ways radio can profit in the upcoming months and years.

Co-sponsored by the Radio Broadcasters of Chicago and the Radio Advertising Bureau, the workshop featured a keynote speech by Bert Berdis and Alan Barzman, partners in Bert & Barz & Kirby & Co., who shared some of their award-winning creative marketing techniques and radio commercials. Although they perform many of the voice-overs for their commercials, they stressed the company's capacity for creating, writing, directing and producing the radio commercials.

Other speakers included Jack Trout, president of Trout & Ries, on "The Eye Versus The Ear"; Marvan Baiman, president of R. H. Bruskin & Associates and Laurel Baer, vice president and director of media services for Marsteller Inc., who gave details of a new study, "Target Marketing and The Media"; Jack MacDonough, vice president, brand management, Anheuser-Busch Inc. on Busch's marketing strategies. The program also included four panel sessions dealing with case histories, radio creativity, media planning and buying and retail radio.

ABC's of rock

Distribution rights to *Rolling Stone* magazine's *The Continuous History of Rock and Roll*, a one-hour radio series syndicated by that publication to more than 200 stations, have been acquired by ABC Radio Networks. The program, which features music and interviews with musicians, will be available to ABC Rock Radio Network affiliates "on a first call basis" starting January 1983.

Sex talk

Dr. Ruth Westheimer, host of a well-known, Sunday night talk program, *Sexually Speaking* on WYNY(FM) New York, appeared on NBC Radio's Talknet on Sunday (Nov. 7) in a trial, three-hour program, that, depending on the reactions from Talknet affiliates,

could end up as a regular feature on the network. According to NBC Radio President Michael Eskridge, 20 of Talknet's 109 affiliates carried the Westheimer show aired from midnight to 3 a.m. specially while the rest carried taped versions of the regularly-scheduled personal advice talk show, hosted by psychiatrist Harvey Ruben. "There were no strenuous objections" to the content of Westheimer's program, said Eskridge, and if enough Talknet affiliates express an interest in carrying the show, it is likely to be added as a regular feature. Talknet is NBC's third radio network. Its first, NBC Radio Network, celebrates its 56th anniversary today (Nov. 15).

Syndication foray

Personal Finance, a daily, three-and-a-half minute business news program produced by WQXR-AM-FM New York is now being sponsored by Shearson/American Express and syndicated to stations in 19 markets. Hosted by Leonard Sloane of the *New York Times*, the program has been running for nine months on WQXR and is the first to be set for a multi-market roll-out by the station's newly-created syndication department. That department, headed by WQXR program and syndication sales director, Larry Krents, plans to seek advertisers' support for existing information and classical music programs produced by the station and place them in markets specified by sponsors.

'Page One' plus

Page One, a weekly, 30-minute newsmagazine featuring information and personalities of interest to the Jewish community marked its first anniversary in October and added a new feature, *Page One Headlines*. Produced by the Simon Wiesenthal Center in Los Angeles, *Page One* is carried by stations in 14 U.S. markets, including New York, Chicago, Los Angeles, Miami, Minneapolis-St. Paul and Lexington, Ky., as well as France's Radio J (Jewish Radio Network) and stations in Sydney, Australia, and Toronto.

Recent programs have featured an interview with actress Jane Fonda and her husband Tom Hayden on their thoughts toward

New listings

Listings for the ABC Rock, ABC Direction, CBS's Radioradio and Unity Broadcasting's National Black Network will be included for the first time in the 1983 RADAR reports produced by Statistical Research Inc., Westfield, N.J. That brings to 15 the number of radio networks measured by RADAR, which issues three-volume reports on radio listening twice each year, measuring radio listening by demographics, listenership of network programming and commercials.

Israel and current political issues, another with U.S. Senators Carl Levin (D-Mich.) and William Cohen (R-Me.) on the sale of sophisticated weapons to Saudi Arabia and an extensive profile on Raoul Wallenberg, the Swedish diplomat who disappeared in 1945 after helping save thousands destined for extermination in Nazi concentration camps. *Page One Headlines* has added updates on breaking national and international news stories to the program, which also includes short lifestyle features. Correspondents in West Germany, England and Italy have been added to complement news bureaus in Israel and the U.S.

Thoughts from Lake Woebe gone

"Public radio is in real danger of drowning under endless classical music selections," believes Garrison Keillor, the Minnesota-based writer and humorist whose weekly variety series, *A Prairie Home Companion*, has become one of the highest-rated programs heard on more than 200 noncommercial stations nationwide.

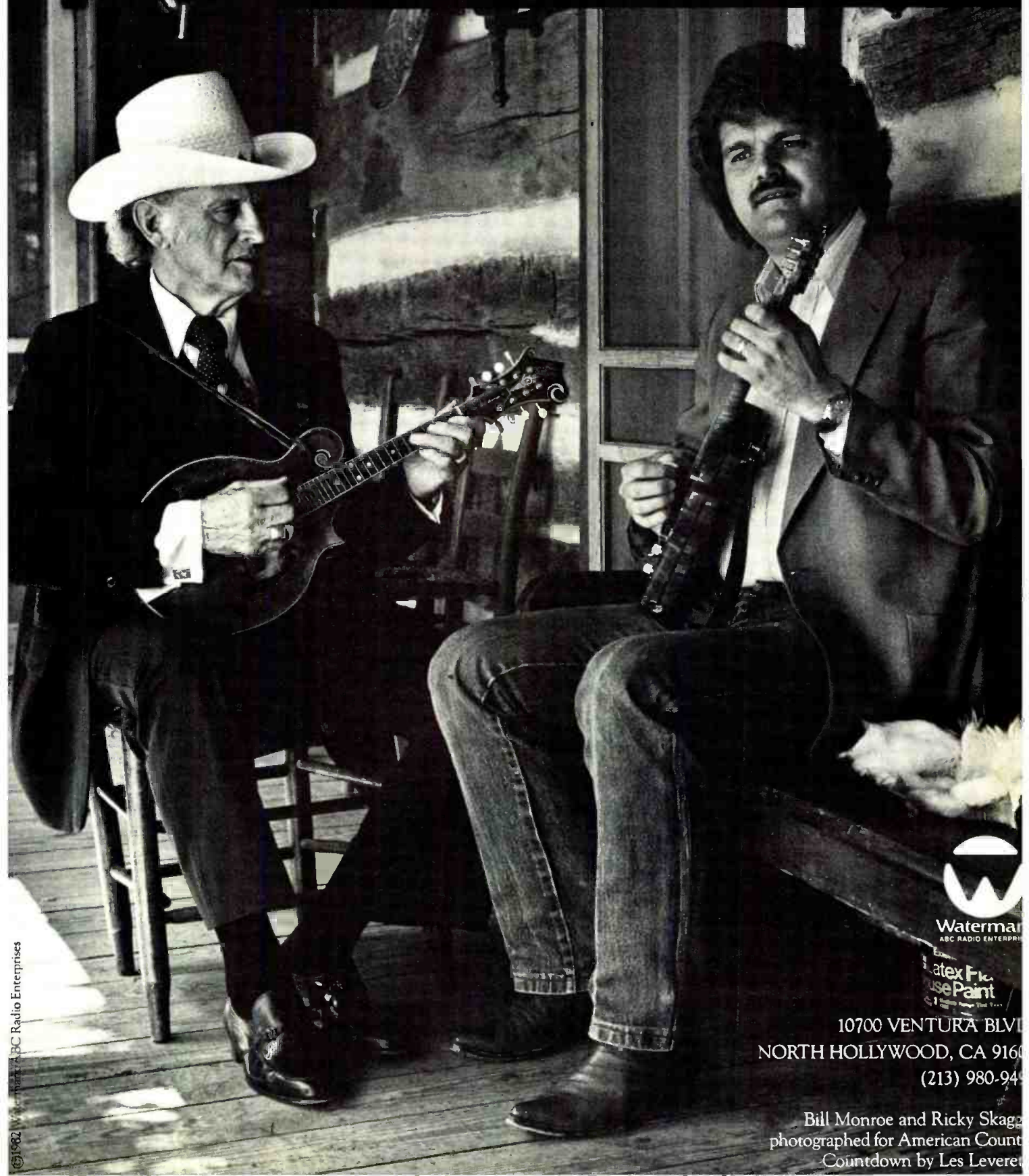
Keillor told BROADCASTING in an interview he is not apprehensive about the impact of government budget cuts on public radio "because during the period when public radio had a lot of money it wasn't all that creative anyway. When it had a lot of money, public radio created a lot of vice presidents, management consultants, and so on." Acknowledging that government-derived support also helped build the news-gathering capacity of National Public Radio, Keillor contended that "public radio also squandered enormous amounts of money on forlorn projects that didn't do anybody any good. So it might do just as well with less money. It might even do better."

As host of *A Prairie Home Companion*, Keillor presides over a two-hour compila-

Tenacious. Simon Geller is not ready to give up his hold on the license for WVCA(FM) Gloucester, Mass. The FCC denied Geller's renewal application and granted the competing application of Grandbanke Corp. on the ground that Grandbanke would better serve the public interest. Grandbanke proposed a conventional balance of news, public affairs and entertainment programming, while Geller programs a schedule of classical music that contains little else. A Committee for Community Access, which is working in Geller's behalf, petitioned the commission for reconsideration. That petition was dismissed. Now, the committee has filed a notice of appeal with the U.S. Court of Appeals in Washington.

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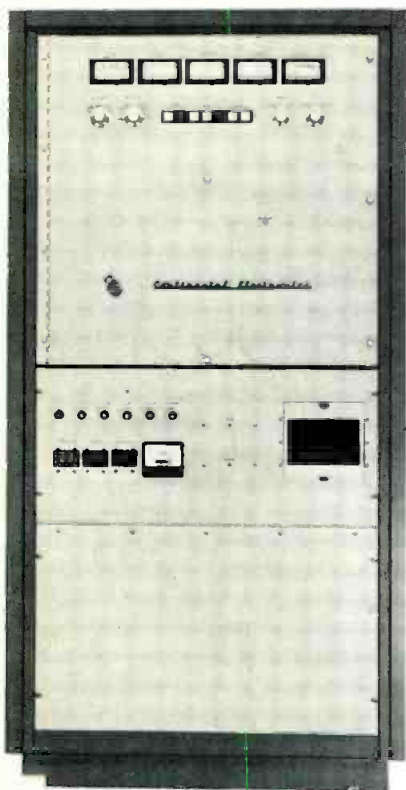
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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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Continental
Electronics

tion of folk/ethnic music, humorous sketches, and monologues supposedly emanating from the fictional Lake Wobegone, a small town in rural Minnesota. In actuality, the show originates from an auditorium in St. Paul, from which it is distributed through the facilities of Minnesota Public Radio and American Public Radio to about 220 noncommercial stations.

The show's success has prompted Keillor to consider some changes in his own life and the program itself. "For the first time, I've been thinking about doing some television work," he said, although nothing firm has been offered. "I want to stay in radio, but I think maybe you need to do something in television or in pictures to get respect ... Even people in the audience assume that there will come a day when our show or me or somebody will make the inevitable step to television. I keep thinking it would be a wonderful thing for our show if I went and did something else with my left hand and kept on doing the radio show with the other."

As for the program itself, Keillor says he "would like to make it a little bit more of a comedy show than it is now" and is thinking about hiring "a writer or two" for the first time in the show's eight-year history.

Ticket takers

Illicit scalping operations, monopolistic practices by promoters and falsified expense accounts by artists and promoters have driven the prices of rock concert tickets 20% to 30% higher than they should be, according to a special edition of *The Source Report*, aired last weekend over NBC Radio's young adult network, *The Source*. According to the half-hour investigative report by correspondent Bill Vitka, ticket scalping has become a highly-organized, efficient and sometimes violent operation that in some cases, has resorted to the hiring of "thugs" to muscle their way to the head of ticket buying lines and in the

fall of 1980, resulted in the theft of 10% of the 80,000 tickets available for a Bruce Springsteen concert at Madison Square Garden. David Krebs of the Leber-Krebs management team asserts in the program that concert promoters routinely lie to their clients about concert expenses, while others interviewed claim it is also typical for artists to submit fictitious expense reports to promoters. These practices, plus what antitrust attorney Steven Kramer claims are monopolistic promoting practices by some of the larger concert promoters, have added as much as one dollar to the price of each ticket.

Problem solver

A new weekly call-in program to help listeners deal with contemporary problems has been started by WMCA(AM) New York, called *Saturday Edition*. Show airs on Saturdays at 9:30-10:30 a.m., featuring experts and public figures with educator, author and business/labor negotiator Harold Wolchok as moderator. Opener dealt with upcoming elections and centered on a former New York Attorney General and a former New York Assembly Speaker. Subsequent sessions will focus on such topics as employment and unemployment, rising health-care costs, Social Security and Medicare, financing college education, pensions and individual retirement accounts. The series is sponsored by Blue Cross and Blue Shield and Amalgamated Bank of New York.

Christmas time

Tuesday Productions of San Diego is offering an original 12-hour radio Christmas special, *This Is Christmas*, blending traditional and contemporary music with personality interviews. ... *An Original Christmas* is a new 12-hour seasonal special available from The Creative Factor, Hollywood-based radio producer.



Two-year fete. A reception celebrating the second anniversary of the syndicated *Dick Clark National Music Survey*, and the debut of the program on WLTT(FM) Washington was held at the home of Mutual Broadcasting president, Martin Rubenstein, and his wife Cora, in Washington. Pictured, l to r: Louise Hallahan, CBS, Washington; William Stakelin, National Association of Broadcasters chairman; Rubenstein, and Clark. Also attending: Edward Fritts, NAB president; Steve Bell, ABC-TV's *Good Morning, America* anchor; Howard K. Smith, former commentator with CBS-TV and ABC-TV; Joe Theismann, Washington Redskins; Howard Bell, American Advertising Federation, and Merrill Osmond, Osmond Entertainment Center.

At Satellite Music Network, we're in the business of making radio stations more successful.

We offer live, 24-hour satellite programming in three different formats, each with the flexibility to ensure local identity, and all for a fraction of the cost it takes to run a conventional station.

So far, that's been a pretty successful formula. For us, and the 200 affiliates whose fortunes continue to rise.

"We're a brand new station built entirely around the satellite system. After 4 weeks, it's unreal what we're doing to this market.

We figure to average about \$40,000 a month in sales. We have 4 salespeople already and we're getting ready to hire another one. A lot of the businesses around are calling us!

Our AM competitor is shaking in his boots. They put up a big sign saying they weren't a network. People told us, "We don't care where it comes from, it sounds good!"

— **Cliff Edwards, GM, KECO-FM, Elk City, OK**

"We decided to use satellite programming only because of its cost-effectiveness. Our local economy is extremely soft in the Peoria SMSA and unemployment is extremely high.

If sales continue at the present level, our billing will double over last year! Not only is your programming salable, it's listenable. Listeners and sponsors alike love it! We've received scores of letters and phone calls from happy listeners just keep pouring in.

I've worked in this market for a dozen years and I've never seen anything this good. The competition can't even come close, and they've been playing country music for 15 years.

If anyone's skeptical about Satellite Music Network, have 'em call me . . . it's the best thing to happen to radio since the invention of the transistor!" — **Bill Bro, President, WTXR-FM, Peoria, IL**

"First, the sound is terrific! We have had nothing but positive responses on the quality of the audio and the quality of the personalities.

Second, I have never worked with a network (and I've

worked with all of them) that shows as much concern for its affiliates as you people do. I realize that it's your first year, and all, but with you calling regularly it makes an affiliate feel as though the local station really matters.

Third, we seemed to have dazzled the competition. They were not expecting the quality of programming we are putting out.

We had our doubts before we signed on, whether SMN was as good as we'd been told. In fact, we were just plain scared! After two weeks of operation, we couldn't be happier. You've delivered everything you promised, and more." —

Neil Nelkin, President & GM, KXNP-FM, North Platte, NE

"As you know, we have been very happy with the operational end of our SMN formats because of their easy operation, low overhead and live sound, (something we can't get with automation). We also have enjoyed the consistent quality of the different announcers and the unbiased rotation of music.

However, we were totally unprepared for the incredible, fantastic, overwhelming ARB ratings we received in our very competitive small market. Imagine our amazement when we

found our FM, KZZK, the number one station overall with men, women and adults 18-34 (21.5), 18-49 (16.3), and 25-49 (16.0).

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— **Brett Stephenson, Mgr., KZZK-FM, Tri-Cities, WA**

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The HBO Story

10 years that changed the world of telecommunications

Home Box Office transmitted its first program on Nov. 8, 1972; since then it has become better known than the industry it dominates, leading would-be competitors against the three commercial broadcast networks for the attention of TV viewers

"I don't think any of us envisioned the impact HBO would have . . . I'm still somewhat amazed [by] its consumer acceptance. America seemed to be sitting out there waiting for pay television." When Time Inc.'s current president (then executive vice president), J. Richard Munro expressed those thoughts to BROADCASTING two-and-a-half-years ago, Home Box Office, with four million subscribers, was already the conspicuous success story of the cable television business. Ten years last week, Home Box Office can now count almost 11 million subscribers, plus another 2 million or so who subscribe to Cinemax, a second service the company initiated in August 1980. And if Wall Street analysts are right, HBO will earn \$100 million this year, a profit from the networking of video entertainment that is exceeded only by ABC and CBS. On a dollar basis, HBO now has to be counted as one of the big three networks—it's doing better for parent Time Inc. than NBC is for its parent RCA. And there's a lot more to the story.

Consider the following brief conversation—overheard recently in a New York department store: One of two young women asked her companion: "What did you watch on television last night?" The reply: "I turned on a movie on Home Box Office." "Did you like it?" "Yeah . . ." While HBO President James O. Heyworth still refers to his principal service as "complementary" to the three commercial broadcast networks, that phrase no longer reflects a view HBO executives once held—that viewers, if finding nothing to their liking on ABC, CBS or NBC, would then turn to HBO. The New York shoppers mentioned above are illustrative of a change noted by Time Group vice president,

Gerald Levin, in this week's "At Large" (page 54). "We see in pay homes already a change in habit structure in terms of set usage . . . Consumers are now going to pay first, then to network." And HBO, as the first and by far the largest pay service, gets the lion's share of the credit for working that change in the way a good chunk of America watches TV.

As Heyworth tallies the numbers, the 11 million HBO subscribers represent nearly 50% of the cable homes to which HBO is available. In fact, about 44% of all cable homes. A separate measure of HBO's impact on television is that most observers attribute some portion of the three-network decline in rating evidenced at the start of the current season to the "free-preview" weekends HBO and Cinemax offered cable homes on successive weekends in that period.

That's a far cry from the November evening in 1972 when some 365 homes in Wilkes-Barre, Pa.'s Service Electric cable system received the first HBO feed—an NHL hockey game followed by "Sometimes a Great Notion," with Paul Newman and Henry Fonda. Life wasn't exactly rosy for the fledgling. By the end of the first year, 1,395 Service Electric customers were subscribing to HBO. During 1973, HBO actually started to lose subscribers, before other systems were brought into the fold. The Time Inc.-controlled Manhattan Cable system introduced HBO in 1974 and that year closed with 57,715 HBO subscri-

bers on 42 systems in four states. The accompanying chart tracks HBO growth.

HBO was initially conceived as a service to help generate additional revenues for that Manhattan system, which at the time was operating under the name, Sterling Manhattan. All concerned note that the idea originated with the man who then was running Sterling—Charles (Chuck) Dolan, now head of Cablevision Systems, the largest privately held MSO in the country. The basic concept was to amortize the cost of product by making it available to a network of cable systems interconnected by terrestrial microwave. Jerry Levin was hired by Dolan to study the proposal and see if it could be turned into a workable business. (Dolan would later leave the company when Time assumed full ownership of the Manhattan system).

The next seminal development was the decision by Time to gamble \$7.5 million on a five-year contract to put HBO on RCA's Satcom I satellite (even before the satellite was launched). After several demonstrations of the feasibility of satellite delivery, HBO commenced regular transmission of programs via satellite on Sept. 30, 1975, serving three new affiliates in addition to the terrestrial microwave clients in the Northeast—UA-Columbia (now Rogers-UA) systems in Fort Pierce and Vero Beach, both Florida, and an ATC system in Jackson, Miss. That move, coupled with the FCC's December 1976 approval of relatively inexpensive 4.5-meter earth station antennas, led to more than the rapid growth of HBO affiliates and subscribers. With HBO to show the way, others stepped up to provide the multiplicity of additional satellite-delivered cable services that were to catapult cable into a new era. Indeed, the pay revenues cable operators were to realize from HBO and its eventual competitors revolutionized the financial structure of the cable industry. The programming itself gave cable something to offer besides better reception of over-the-air signals—something to sell in urban areas that had proved resistant to cable.

HBO's subscriber lead and

HBO subscriber and affiliate growth

Date	Subscribers	States served	CATV affiliates
11/ 8/72	365	1	1
12/31/72	1,395	1	1
12/31/73	8,000+	2	14
12/31/74	57,000+	4	42
12/31/75	282,000+	6	101
12/31/76	591,000+	40	282
12/31/77	1,000,000+	45	435
12/31/78	2,000,000+	50	731
12/31/79	4,000,000+	50	1,755+
12/31/80	6,000,000+	50	2,500+
12/31/81	8,500,000+	50	3,330+
11/ 8/82	10,800,000+	50	3,600+

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Hearst/ABC...The product of two great communications companies rich in assets, creative talent and foresight. We produce two programming services with very specific objectives: DAYTIME—to attract a loyal women's audience and ARTS—to satisfy the discriminating adult TV viewer. With programming that's stimulating to an active, upscale and selective audience of men and women, we're right on target, right where we want to be. Each service is over 7,000,000 subscribers strong and growing.

We know that nothing dates faster than a concept of the future. So we are actively preparing for the challenges we'll face tomorrow. That's why we've invested in the additional satellite transponder necessary to assure that more people in more places will be able to receive our original, quality programming.

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Right on schedule. That's our commitment to you.

Hearst/ABC

A joint venture of The Hearst Corporation and the American Broadcasting Companies, Inc.



Time Inc. CEO Dick Munro

consequent revenue lead, had some self-sustaining effects, allowing the service to finance expensive, national, marketing campaigns. In 1980 HBO launched a \$6 million effort; in 1981, it announced a \$10 million dollar campaign that included cable's first prime time commercials aired on broadcast networks.

Satellite delivery, gamble that it was, quickly paid off for HBO. In two years, HBO went into the black, and its road to \$100 million in annual earnings, while not without some bumps, has been an amazingly short, five years from break even.

Contrast that with the performances of its competitors. Showtime, formed by Viacom in 1976, wasn't able to afford to go on the satellite until 1978. In the interval, HBO secured a commanding lead in subscribers, and by being there first, an advantage that's proved as yet insurmountable in securing affiliates among the vast bulk of cable systems whose limited channel capacity restricted them to offering one movie service. Showtime's present subscriber base of 3.7 million comes from 1,900 affiliates. The service turned its first profit only last year (though it expects a "substantial" profit this year). Warner Amex's The Movie Channel is still not profitable—with 2.2 million subscribers in 2,150 systems.

Still, Jerry Levin cautions that the move to satellite wasn't the most significant development by HBO. What matters more, he says, goes back to the very germ of the concept. "The establishment of subscription pay TV was the major event... The direct payment of consumer support is at the heart of redefining the television set... It's the seedbed of the uses that require direct financing."

HBO's effect goes beyond the television business. While Heyworth claims that relations with the motion picture producers now are "from our perspective, fine," they've clearly not always been so.



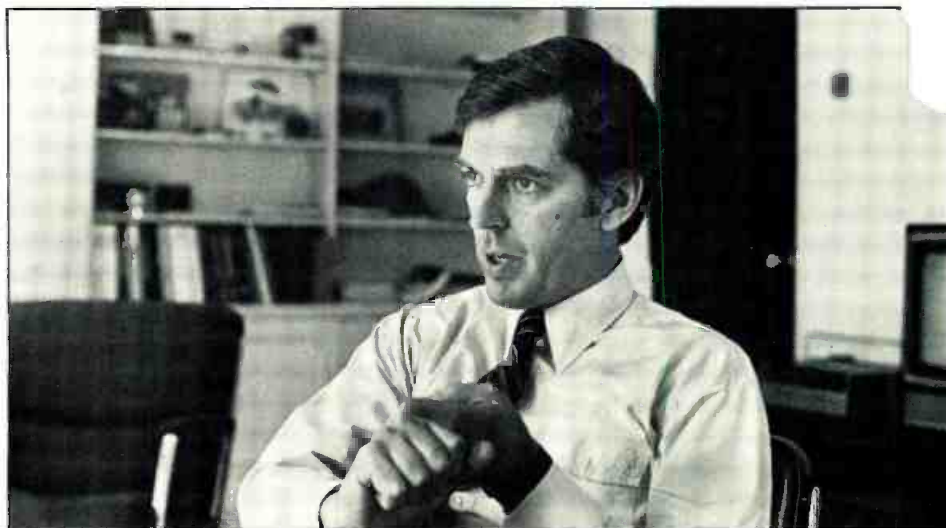
Time's chief financial officer, Nick Nicholas Jr.

It's not that HBO or pay television is any longer perceived as going to kill off the motion picture business. As analyst David Londoner of Wertheim & Co. notes, while HBO has "probably to some extent impacted on box office revenues, the net impact is positive," thanks to the HBO revenues that funnel to Hollywood.

But a production community desire to participate more fully in the profits pay television derives from movie product brought four producers, Columbia, MCA, Paramount and 20th Century-Fox, together to attempt to form their own pay cable service, Premiere, two years ago. HBO prepared to fight the venture, which was eventually queered by the Justice Department. Even now, various producers

continue to hold discussions with HBO's rivals, Showtime and The Movie Channel, with an eye to buying into those operations.

Drexel Burnham Lambert analyst John Reidy sees those efforts as rooted in an attempt by the producers to get "a formalized pricing structure" that would trim what he calls the "volume discount" HBO has so far been able to negotiate because of the commanding lead it maintains in subscribers. But the simple equation remains that Showtime's 3.5 million and TMC's 2 million subscribers together are only half the size of HBO. A producer who refused to sell to HBO would cut itself out of revenues from two-thirds of the market. Heyworth, for his part, says he isn't



HBO president Jim Heyworth



HBO executive vice presidents Michael Fuchs, Tony Cox, Frank Biondi

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concerned about producer investments in a cable network, but simply about "having a regular supply of high-quality programming." And he notes, HBO is currently purchasing product from all the majors.

In fact, HBO has a string of other business relationships with members of the Hollywood community—notably a multimillion-dollar investment deal with Columbia Pictures through which, in return for pre-production financing, HBO gets pay TV rights to all Columbia products into 1984, and in some cases product exclusivity. (HBO announced its first deal of that sort, called a "pre-buy," also with Columbia, back in 1976). Paramount and MCA are now partners of HBO in the advertiser-supported USA Network.

Lately, however, the pre-buy arrangements that HBO is making with independent producers are developing into another area of conflict with the major studios. They see HBO's acquisitions of pay rights, often for relatively small upfront investments, cutting into the profits they could make from distributing the independent product.

But if HBO has been an agent of change, it has also benefitted from developments not of its own devising. Perhaps most important was the appearance of the "multipay phenomenon"—the discovery that, if well-marketed, two or more pay services could be sold to a cable subscriber. Those extra pay revenues encouraged the

rebuilding of 12-channel systems, and opened the way for HBO to grow into MSO subscriber bases that already had an in-house brand of pay service—such as Viacom, founder of Showtime, Warner-Amex Cable, whose sister company owns The Movie Channel, or Teleprompter (now Group W Cable) which had switched HBO out of all its systems back in 1979 when Teleprompter purchased a half-interest in Showtime. The importance of multipay has more recently been demonstrated in the switchouts accompanying the launches of the Spotlight pay service, a joint venture of five MSO's: The companies doing the switching promise to reintroduce HBO as systems are rebuilt.

Jim Heyworth notes that although HBO once aspired to 20% penetration of subscribers, and while nationally HBO averages 50% penetration, in new builds the service is being taken by up to 90% of cable subscribers. He credits in part the increased marketing proficiency of cable operators, in part the improvement he feels HBO has made in its programming since its inception. Heyworth counts legitimate theater production, sports and original productions among program improvements. Separately, he agrees that the non-theatrical product isn't what sells the service. "It doesn't have recognized value, so the salesmen can't sell on it." He says that when HBO is in the home, "viewing of original programming is greater than that of lesser movies, and satisfaction is very

high—it has a more segmented appeal."

That ability to retain subscribers becomes increasingly important in the multipay environment. Heyworth says, although maintaining that HBO has gone through 1982 with its disconnect rates at an all-time low, that when operators introduce two, three and four pay services into major markets, "it's inevitable that consumers will at first take several services, and over time will select those they wish to retain." Because of competition, Heyworth says, programming his pay service has become "far more challenging and exacting a science than when HBO was the only service—the margin for error is gone."

What does the future hold in store for HBO? Insofar as the multipay situation is concerned, Heyworth says "it's clearly a situation where HBO, Showtime and others are competing for viewing time and subscriber dollars." Heyworth even evinces some surprise at the "speed with which cable operators introduced the multipay option," though noting that 65% to 75% of HBO subscribers are in multipay markets.

Heyworth discounts competition from newer media like STV and MDS, saying that the multichannel delivery capability of cable, with its economics and marketing capabilities, insure that it will be "the most prevalent delivery system" of the future.

Just what HBO might have up its sleeve, however, he won't say. "We're certainly continuing to study other opportunities," Heyworth concedes, but right now, he claims, "we have no specific plans."

For those who would like an analytical assessment of HBO's future, John Reidy offers the following projection. Although there will be some margin erosion from the "fat margin in the mid-20's" HBO now enjoys, and although the percentage rate of subscriber growth will slacken, Reidy sees continued good subscriber growth for HBO, with the service picking up half of the four-million annual subscriber growth he estimates for pay services. That, in turn, means good revenue growth to counterbalance margin pressures."

Among some other major dates in HBO's past that should be mentioned in any review of the service are: Nov. 3, 1975—the day HBO and six MSO's filed a petition with the U.S. Court of Appeals for a review of the FCC's new pay cable rules; March 29, 1977, the day the court set aside those commission rules; Dec. 28, 1981, when HBO went to 24-hour service, and May 5, 1982, when HBO won the first Peabody award presented to a pay-television network, for the hour-long documentary, *She's Nobody's Baby: American Women in the Twentieth Century*, a production of *Ms. Magazine*.

Reviewing HBO's record, David Londoner calls it "enormously innovative . . . They had the guts to stick with it . . . It was well conceived and well done." □

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A vibrant sunset scene with a large red sun in the center, radiating yellow and orange light. In the foreground on the left, a palm tree with green fronds and a brown trunk is silhouetted against the bright sky. In the background on the right, a city skyline with several skyscrapers is visible against the horizon. The overall color palette is dominated by warm tones of yellow, orange, and red.

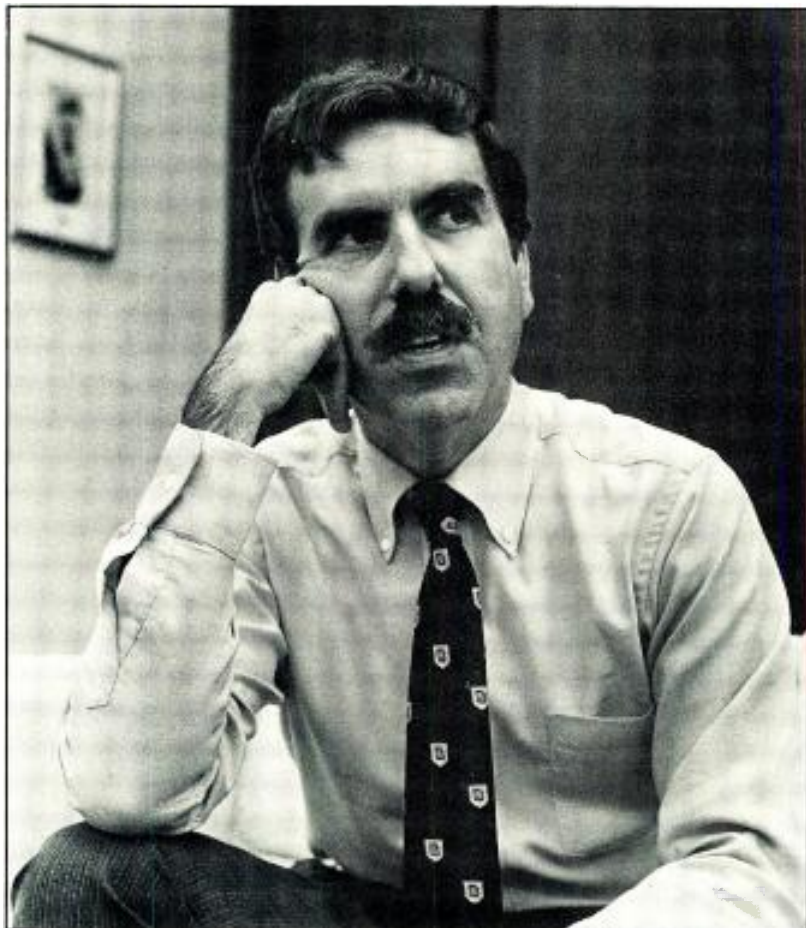
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Anyone wanting to know where lightning is going to strike next in telecommunications would do well to stay close to Jerry Levin. Now Time Inc.'s group vice president in charge of video, Levin is given the principal credit for making HBO what it is today—and for revolutionizing the rest of the Fifth Estate in the process. Now he's off and running toward a new breakthrough for his company and the cable medium with which it has cast most of its bets—as he describes, among other future-oriented subjects, in this interview with
BROADCASTING editors.

Here comes another quantum leap

Tell us about the next hurrah.

Well, after more than a year of putting teletext information entertainment into a consumer lab, we finally put it into some homes over the weekend [Oct. 30-31], demonstrating that we can put it up on the satellite and bring it down to two of our cable systems—in Orlando [Fla.] and San Diego.

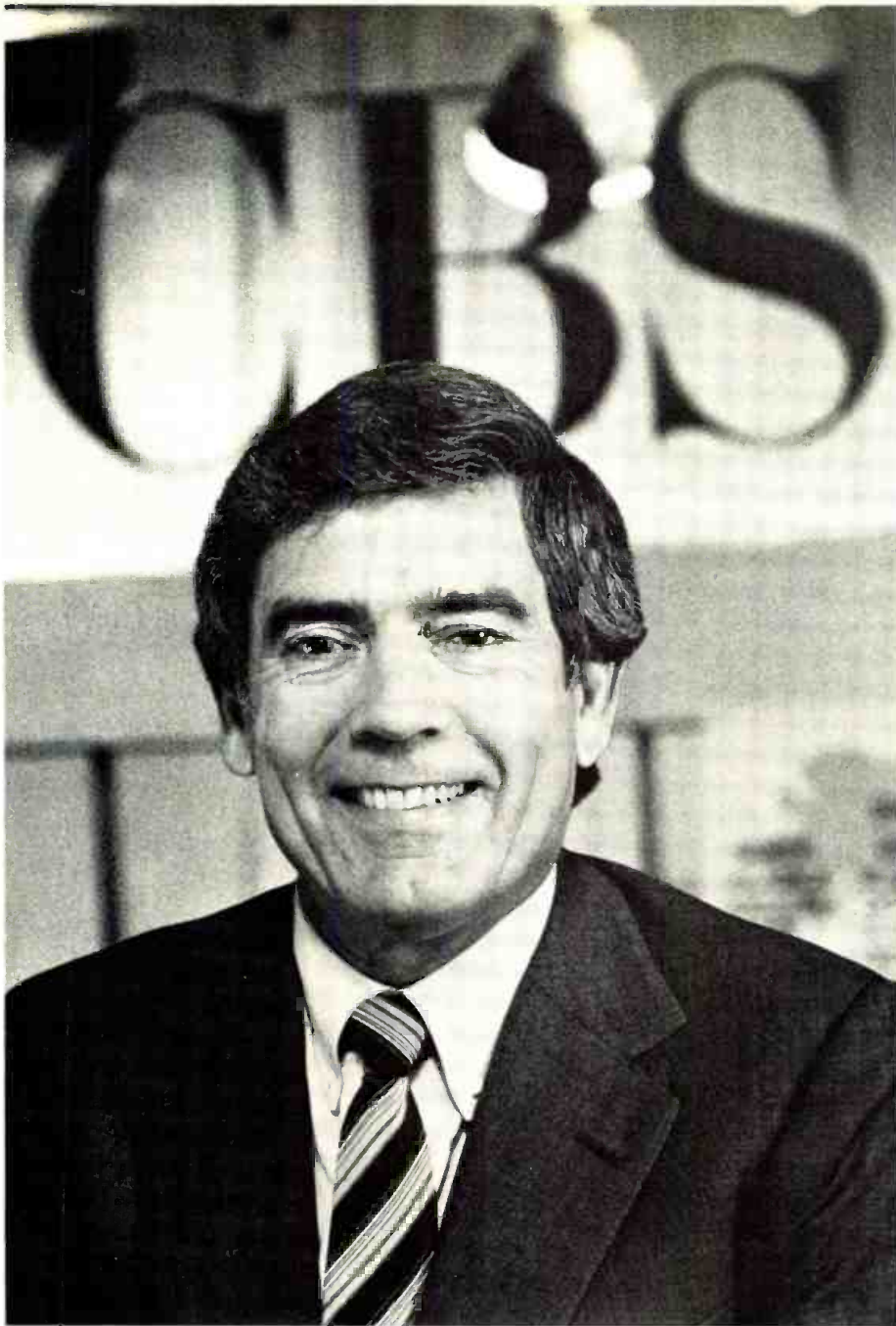
And over a period of time, we'll be bringing the service up to its full capacity, which is not simply 5,000 electronic screens or pages but, significantly, telesoftware that will enable the consumer, using a very simple key pad, to interact and manipulate a

lot of the information that's coming downstream. Plus, we'll be sending sound: synthesized speech, music and effects for games. It's hard to use words or word forms for this because in teletext, the consumer is not going to read off of a screen. This is a new format. It's not television, it's not radio, it's something quite different, and we need to understand it and position it.

But we're excited about it.

Why do you call it teletext?

Simply because there is some technical jargon and distinction that teletext is a one-way service, and videotext is a two-way ser-



What The Critics Said:

"The network stayed ahead throughout the evening under the leadership of gung-ho Dan Rather...the excellence of the CBS graphics was particularly helpful in keeping track of the numerous races being run. As for the network news race, it was CBS by more than a country mile. Awesome. Totally awesome."
—WASHINGTON POST

"Tuesday night we saw on CBS a new, upbeat, shot-out-of-a-howitzer Dan Rather...CBS seemed the most aggressive."
—LOS ANGELES TIMES

"CBS...won the night, thanks largely to a fine, relaxed, enthusiastic performance by anchorman Dan Rather, who was having a blast, knew what he was doing, and showed it...Rather did a good job of running the CBS on-camera effort, steering the coverage through a series of impressive reports by his network's second-to-none reporting staff."
—CHICAGO TRIBUNE

"In the battle of graphics among the three networks, CBS was the winner, sporting a dazzling array of colorful charts and maps that greatly enhanced its reporters' words and made the television screen come alive."
—CHICAGO SUN-TIMES

"In terms of fast results, coupled with admirable caution...CBS did the best job."
—NEW YORK DAILY NEWS

"CBS did the best job...Rather, aided by some good graphics and a well-organized staff around him, kept a firm hand on the tiller, keeping it aimed toward the main story. Bill Moyers stood out in the supporting cast, with good jobs by Bruce Morton and Lesley Stahl."
—BALTIMORE NEWS-AMERICAN

"By almost any measurement—news value, production, personality—CBS smoked its network competition Tuesday night. Never before has the new CBS approach, marked by lots of graphic fireworks, up-tempo reporting, emphasis on tight segments...been used to such a dramatic advantage..."
—BALTIMORE SUN

"superior"

"...superior, dynamic, beautifully organized and illustrated coverage..."
That's how the Washington Post described CBS News Election Night coverage in its morning-after comparison of the three networks.

Nor was the Post the only newspaper to declare the CBS News team the decisive winner on Election Night. Reviewers throughout the nation used words like "superb," "crackerjack," "dazzling," "impressive," "startling," "second-to-none" to describe the team in action.

Of course, to viewers of the CBS Evening News with Dan Rather such comments are not surprising. CBS News has always had their vote for the best coverage.

Not just on special occasions but every day of the year.

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vice—primarily using a telephone line. And I think that distinction is simply a technical distinction because the service we're talking about is totally interactive, utilizing the broad downstream capabilities of the cable system. And downloading enough information so that the consumer is pulling bits and pieces out on demand, and can engage in things like portfolio management, or electronically drawing figures on the screen, or playing games—and that's an interactive function. It's just a question of using this downstream capacity.

It hasn't existed before. I mean, what we're watching on the cable system now—the rolling scroll we've had for years—is just a very primitive form of presenting information. I, as a consumer, have to wait for it to roll out.

Our teletext will be instant, on-demand kinds of information. You can't just, I think, have retransmission of data bases—which is a cold, harsh phrase anyhow. Somebody has got to pay a lot of attention to ordering material and putting it in sequence and editing it, and informing it with wit and style and intelligence—a new form of graphic communication, so that while the consumer has choice and selection capability, there is editorial personality at work.

This is not a high technology venture, although it sure does use a lot of technology. It's really a market-driven concept designed to bring together several different distribution technologies in the form of what I hope will be the easiest key pad in the world to use.

Is it proprietary?

Well, the service itself I would consider proprietary. But the means of transmission, the satellite, the cable and ultimately the hardware in the home will be readily available to anyone.

Is this compatible with the CBS-Antiope-Teledon system?

We do use the Teledon format, but the concept itself I think is very different from what CBS is testing with AT&T in New Jersey. You know, you have to have a business theory; you can't just test an infinite number of possibilities. So we do have a business theory—which may be all wrong. We're prepared to acknowledge that tomorrow, if that's what the marketplace tells us.

But our theory is that it would make sense to offer this kind of information-entertainment medium in a subscription format through the cable system—with advertising, as opposed to a time charge system, or a transaction-based system—wherein with a telephone line you're accessing large computer centralized data bases and paying for it on the basis of a time charge, or a series of transactions.

It is just a theory, and this may be wrong, but I think it may be intimidating to the consumer to be drawing out information under the gun of a meter, or a telephone time charge system. There's great elegance in the subscription concept, of having a pod open up and deliver a lot of television or a lot of information that I have subscribed to and that I can disconnect or not renew at any time, without having to make this recurring purchase decision every minute. I don't think we understand it fully, but there's something very profound about the subscription system.

However, unlike HBO, we feel that this service should have and can have advertising support. So we're working with a number of agencies and we will work with a lot of advertisers to develop the advertising side of this medium.

If this is a service for busy people, how do you get the advertising in there, without having to insert something that they don't want?

Well, I don't know the answer to that yet, except that the advertising will have to surround and become a part of a lot of the information. You know—and this is not a good example—but if an advertiser has a new money market insurance program of some sort, you may be able to load enough information and software in that the consumer can personally compute what his premium might be. Obviously, there's an advertisement in there, but it's in a format that may relate to the provision of financial information. You might just type in the insurance age and come back with an

annual cost or something like that. You don't have that capacity in other media.

This is not a 30-second spot medium. There is no moving video. It's not a display medium the way the newspapers are, for retail display advertising. But there's something quite significant on the horizon in terms of the presentation of information that companies want to deliver, where that information has to be constantly massaged, and where it has to be constantly updated.

How soon will all this develop?

Well, I think we're talking about several years. We need a cost efficient piece of hardware that goes beyond the current cable box technology, and that has to be available in quantity.

There's also a cultural change that needs to take place; I think it's in the process right now. While on the one hand you could be bearish about this, because so many people are technology adverse, particularly those over 40—and while television has not been viewed as a display unit for information, and it's a boring thing to have to read off a screen—but we're talking about something that I think is among the literacy tools for young people.

I mean, when we put 12- and 13-year-olds in our consumer lab, you know for sure there's a business here. And maybe it won't be until 1990, but you know that this is how they are communicating. And I don't say that in denigration at all. I think it's something you have to respect and understand, that the use of computer graphics and sounds and animation and new font styles, new graphic capabilities—that's what's going to be motivating the upcoming generation.

My oldest child is 21, and she's had to take a computer course at college. But my youngest child, who is 7, has a computer in her class in second grade.

And I don't think there's anything evil or non-literate about this at all; I think we're talking about capabilities that go beyond anything that we have had available before. This is a great new medium that can provide more information than we have ever had available before—and I don't think it's necessarily something that the existing media need to be overly concerned about. It will take its place.

How are you going to utilize Time Inc.'s resources for your teletext project?

Well, that's an interesting question, too, because very often companies or individuals approach businesses defensively, either to protect a pre-existing business or simply to expand an existing business. We're not approaching this new delivery system and medium quite that way. We don't simply see this as an electronic method for retransmitting *Time* magazine, or an alternate delivery system into the home. What Time Inc. can bring to this undertaking is what I think is most important, and that's a culture—a corporate culture that is editorially or idea based, that is very much market oriented or consumer market oriented, with a desire to be effective in having a communications personality.

I think that environment will serve us well. And notice that I'm not saying that our ability to use the editorial resources or the pre-existing library that's here will give us a lead, because I think they were created and exist today to service a slightly different set of media.

Are you far enough down the road to have a marketing plan or a marketing goal?

No. We have a certain plan and projections, but it's just too early to surface them. Again, I feel what we call it and how we describe it may be very critical. That's a positioning statement, just as I think that cable television needs that kind of redefinition and positioning for the future.

There have been a lot of bearish public statements about the cable industry recently, just as there were many hyperbolic statements in an earlier time. The fundamental reality of cable I think persists, and we are very comfortable and secure with it. We believe that this inexorable movement to ultimately 50.1%

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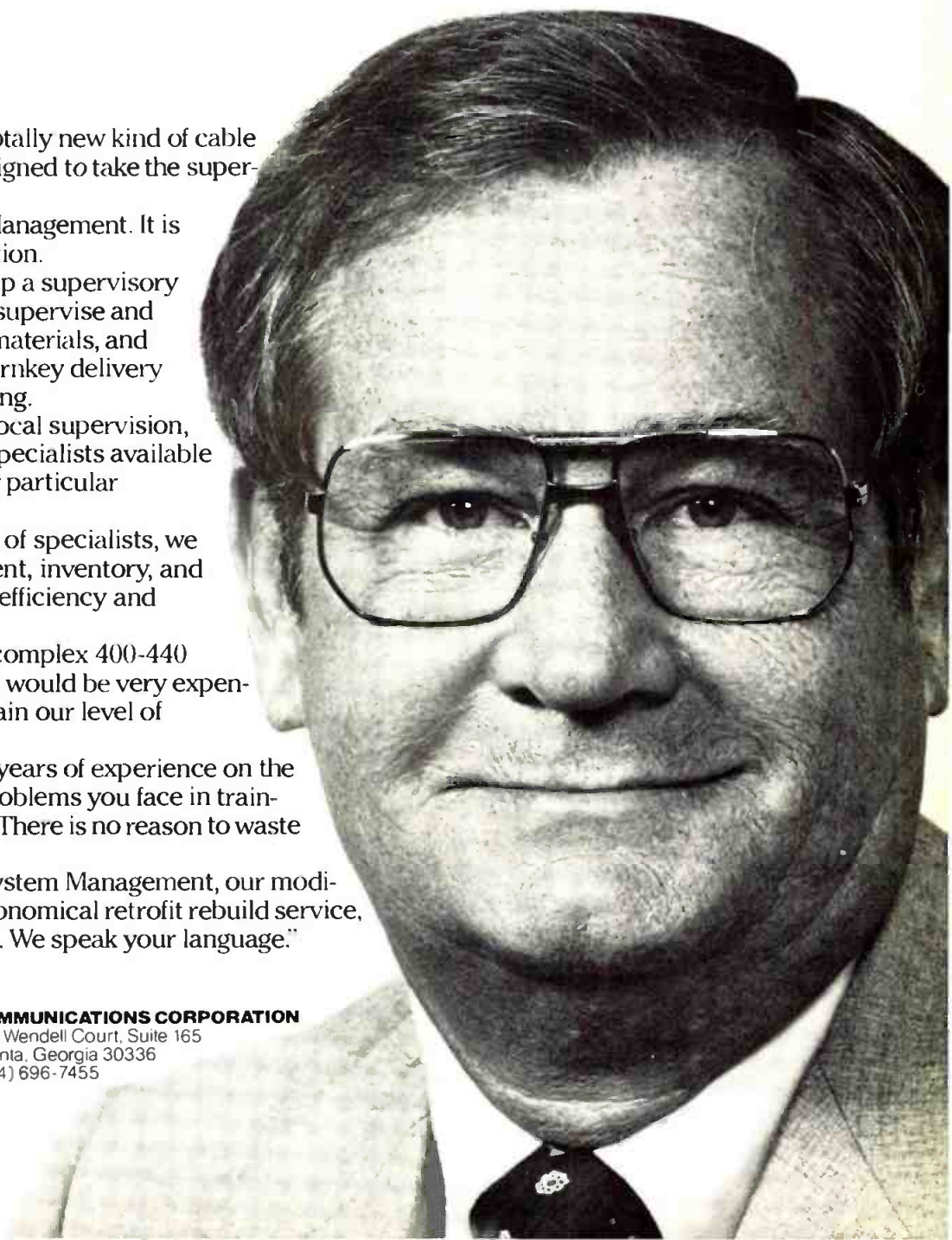
"Today's builds are often complex 400-440 Megahertz, dual-cable plants. It would be very expensive for any single MSO to sustain our level of construction supervision.

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penetration of television homes will not be denied.

Is that what you see as the limit?

No, I'm just saying that is a revolutionary point in the spectrum. But one of the questions is how to get beyond 50% or 55% penetration. I can't imagine any other technology coming in and displacing that 50%-55%, or somehow coming up with a product that will sell the remaining 45% to 50%. I think that we need to reposition cable television in order to do that. I don't believe there is some dramatic service that's going to come along and just get all those people on, because the most dramatic services—that is, the highest demand services—are already in our basic cable and pay cable services. Anything that comes along from this point on will be of a lower demand order; we're already dealing with the highest demand possible in broad-gauged entertainment and motion pictures.

But cable needs constantly to define itself. Cable today is very different from what it was 10 years ago and certainly very different from what it was 30 years ago—you know, even the word "cable" is not the greatest word in the world. I'm afraid that "cable" has simply meant *more television*. It's just another way of getting more television.

Obviously, to 45% to 50% of the homes, more television is not a great sale. Because of our predispositions about television, it's not necessarily a social benefit. And therefore, I think that there is a lot of resistance in this remaining core to the purchase of cable.

But in order to breathe new meaning into the word "cable," we have to weave all of the current offerings together within this new teletext service to create something that is not just more television, as we have known television to be for a generation or two—into something that is really a connection, a plug-in to all of the accessories and the peripherals and the electronic programs that are necessary to make that television set a display unit. Now I can't articulate it for you because I don't know quite what it is.

Is high definition part of that?

I don't think that's quite as important; I think we have most of the elements already. I mean, it's amusing for me to see in the paper that Sony will be coming out with a two-inch television set. You know, we've lived a long time with 525 lines. I would love to see high-definition television; I'm very excited about the picture quality. But I don't think it's necessary for this redefinition or repositioning of cable for us to have high-definition television. I don't think the leap in perceptions would be sufficient enough to justify the change-out in television sets that would take place. Twenty years from now I think the situation would be quite different with respect to high-definition television. If something else hasn't happened by then, then cable, I think, can ultimately be the delivery vehicle for high-definition television.

But I don't think that's the dramatic thing. As with most revolutions—whether it's cable, the personal computer or the videodisk or the cassette, or the games console—all of these things tend to be around for awhile. First they're in homes that you call the early adaptors. And in looking at the future, it's usually a reassembly of some of these elements that have been around.

I want to come back and repeat the emphasis on marketing, because I think the statement of what it is and how it is presented and how it's sold is really critical to the success of cable and all the services that are there. These items don't sell themselves; we're talking about relatively sophisticated consumer concepts, and they need to be explained and positioned. And I think if cable companies can establish themselves as the pre-eminent marketers of these intangible services, and understanding the consumers' appetite and demand cycle, and then servicing the heck out of them on a constant basis, I think that's what will make cable invulnerable to alternate technologies or other delivery mechanisms. Not the hardware itself. Not the attachment to a couple of wires.

Is this service uniquely cable, or could it be broadcast, if you

wanted to?

Well, it could be broadcast, but there is quite a limitation on the amount of material that could be sent out. What we're talking about is having an enormous bandwidth capacity to deliver a lot of information that can then be digested by the consumer.

You could use a full broadcast channel, but no one is going to use the broadcast system to take video off for this purpose.

What about low power?

It's possible, but it's not the most effective delivery device, and you need a lot of it.

What about DBS?

Well, DBS, again, also has a limited number of channels to use; cable has got a lot of channels to use. And you know, each day more cable is being constructed, so a lot of the arguments will eventually be hypothetical. The number to look at is not simply the cable penetration number, the number of cable subscribers—we only have about one-third of the television homes that are cable subscribers today. It's the homes-passed number. It's that denominator, where the wire has been constructed past these homes, and for one reason or another, they haven't bought yet. But the incremental capital cost to hook it up is low, and competitively low against any other delivery device, and that marketplace of homes passed by cable television today is more than 50% of television homes. And in any kind of five-year period, it gets up to 80% of television homes.

What's the fully resistant percentage of TV homes that will never subscribe to cable?

Well, I certainly don't believe the ceiling on cable penetration is 50% or 55%. As I indicated before, I'm not looking for some service that is going to provide an easy answer. It's really the most persistent question I think we have in the business. Whatever number I would give you is simply a construct, but my hope is that we can get that up to two-thirds, and make that a reality. But getting from 50% to 65% is going to require superb marketing skills.

I would characterize that as the real opportunity for cable. But you can't elevate that in importance above the continual construction that's taking place to have more homes. It's the combination of building out the homes passed, and working on the penetration of the existing plant. It's very hard for businesses or industries to concentrate on both of those, and that's why I think it's taken awhile to really get at this question. But you'll notice that in the cable meetings and the marketing seminars more and more attention is being paid to what CTAM called "The Untouchables."

That question is of grave concern to a lot of different players in the media business. It's going to tell us a lot about the future and the future appetite for the service.

What about the effect of all of this on the conventional broadcast services—particularly the three conventional networks?

Well, I've felt for a long time, even before it was fashionable, I think, that the three network services either were going to have to alter or be altered—by virtue of everything that was taking place around them. And that's not just a statement about pay television, because I think pay television and cable television are only two of many factors.

Really, it's a redefinition of the television set and what the consumers' expectations are. And you have, I think, an ineluctable erosion not only in share, but a ratings decline—and that's not a shot at the networks at all.

It used to be that when you bought a television set, you were getting two-and-a-half to three network services—that's why you bought and owned and watched a television set. It couldn't be clearer that not only is that no longer the case, but that we don't yet know the full extent of the alternate uses of that television set.

You start, first of all, with nonnetwork services—independent



RKO RADIO SHOWS

**NOW HEAR THIS...
ALL NEW FOR '83!**
FOR ALBUM ROCK, CONTEMPORARY HIT
AND ADULT CONTEMPORARY STATIONS:

- Build your audience with long-form entertainment series from the RKO Radio Networks.
- One out of every eight U.S. radio stations carries an RKO Radioshow.
- Available cash-free in stereo, via satellite.

LEGENDARY MUSIC AND THE LEGENDS WHO CREATED IT.

"'Album Greats' was the greatest special ever made for radio. 'Royalty of Rock' is even better" ... Mike Harrison, producer.



★ **IT'S A FIRST.** A never-before-offered rock coronation with giants that include the Rolling Stones, Bruce Springsteen, Janis Joplin, The Who, Steely Dan, Pink Floyd, the Kinks, Bob Dylan, the Eagles, Billy Joel, Buddy Holly, Simon and Garfunkel, Rod Stewart, Jefferson Starship and more.

★ **TESTED FOR SUCCESS.** After a single-market test airing, KMET, Los Angeles called it "the best syndicated program we ever heard."

★ **TAKE YOUR PICK.** 51 music-packed hours scheduled for Spring and Summer '83. Pick any 30 and play them in any order then repeat them all in a Labor Day weekend blockbuster.



ROYALTY OF ROCK

A CELEBRATION OF THE ROCK EMPIRE

★ **YOUR STAR OR OURS.** Available as a self-contained program or with a live script for your local host.

★ **FOR YOUR AIRWAVES ONLY.** Custom promos and a complete local sales support package get you the attention you deserve.

★ **KING PINS.** Produced by Good-phone Communications, Inc. for TM Programming and RKO.



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CONCERT PERFORMANCES BY THE WONDERS OF ROCK.

There's nothing more captivating than a supercharged rock concert. And this year "Captured Live!" will deliver rock's biggest and best stars in all their stage-stealing glory.

★ **STAR-STUDED.** Already signed for '83—Ozzy Osbourne, Loverboy, Jethro Tull, Ted Nugent, Eddie Money, Joe Jackson and Alan Parsons.

★ **ARTIST EXCLUSIVITY.** Each artist will be an exclusive in the market for 30 days before and after each concert.

CAPTURED LIVE!

★ **NEW SCHEDULE FOR '83.** Your audience can attend 14 90-minute concerts. That's a concert a month starting February plus 3 bonus summer holiday weekend concerts.

★ **THE BEST ROCK PRODUCER IN THE BUSINESS.** Pulling it all together with flash and flair for RKO is none other than GK Productions' Pat Griffith.



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THE COUNTRY'S TOP 30 CONTEMPORARY HITS.

Every week three hours of America's top 30 CHR hits right off the Back Page® of *Radio and Records*®. The only music survey show featuring every station's favorite playlist.



- ★ **HOSTED BY A LEADER.** John Leader counts the hits in a polished, professional style.
- ★ **MORE THAN MUSIC.** Hear the hits and Leader's view of the national music scene. And some personal insights and comments by the music stars themselves.

COUNTDOWN AMERICA

- ★ **JANUARY LAUNCH.** Beginning this January, you'll be getting 52 weeks of this country's top contemporary hit music.
- ★ **A COUPLE OF NUMBER ONES.** When IS, Inc. teams up with RKO, the production is second to none.



START THE COUNTDOWN IN YOUR MARKET BY CALLING 212-764-6702 TODAY!

GET 'EM WHILE THEY'RE HOT!

All-new for '83 and twice as hot because there's twice as many "Hot Ones." Now, every single week, you get a sizzling contemporary artist's exceptional music and exclusive interviews uniquely packaged into a one-hour format.

- ★ **FIRED-UP PERFORMERS.** Featuring Kim Carnes, REO Speedwagon, Fleetwood Mac, Hall & Oates, Paul Simon, Stevie Nicks, Stevie Wonder and Linda Ronstadt.
- ★ **1 SHOW, 5 TIMES THE AUDIENCE.** When "The Hot Ones" Hall & Oates special was aired, surveys showed that an audience of over 10 million people 12+ tuned-in. That's five times the normal daypart audience.*

THE HOT ONES

- ★ **RED-HOT ROBERTS.** Host Dave Roberts is in the hot seat for every single show, now in its third season on RKO.
- ★ **TWO HOT SHOPS.** Each show is co-produced by RKO and IS, Inc.



BE THE HOT ONE IN YOUR MARKET BY CALLING 212-764-6702 TODAY!

*Source: Based on a special study by R.H. Bruskin on August 21-23, 1981 for RKO ONE and Arbitron Spring 1981 surveys. These data are estimates by various research companies as identified. They are subject to qualifications which RKO will supply on request.

THE 30-HOUR MASTERPIECE FEATURING THE MAESTROS THEMSELVES!

KHTZ, Los Angeles... "this one show has brought more notoriety to KHTZ than anything previously done." WXXK, Pittsburgh... "a week after we aired 'The Beatles: The Days In Their Life' the positive phone calls and letters are still coming in." That's what top stations are saying about the masterpiece.

★ **17 YEARS IN THE MAKING.** This 30-hour chronology is fully-updated and filled with little-known facts, never released songs and rare interviews as the Beatles are traced from the cellars of Liverpool to the pinnacle of the music industry. Also includes the RKO exclusive three-hour John Lennon retrospective, "The Man... The Memory."

THE BEATLES

THE DAYS IN THEIR LIFE

- ★ **RATINGS BLOCKBUSTER.** Three hours a week leading up to a 30-hour Memorial Day weekend Beatles blockbuster.
- ★ **LEAD STORY.** When aired on WFME, Baton Rouge, listener call-ins were so overwhelming, they created the #1 news story of the day.
- ★ **TOP PRODUCTION.** And TM Special Projects spent over a year of production time making sure it'd be perfect for RKO.



OWN THE MASTERPIECE BY CALLING 212-764-6702 TODAY!

ONLY LIVE, AMERICA'S NATIONAL OLDIES SHOW.

It's three decades' worth of opulent oldies with everyone from Chuck Berry to the Beach Boys and everything from special spotlights to weekly features. All broadcast live in stereo via satellite from 7:00 PM to 12:00 Midnight (EST) every Saturday night.

- ★ AUDIENCE INVOLVEMENT. A live 800-line lets listeners call in requests anytime. And a yearly write-in allows your audience to vote for their favorite 100 all-time oldies.
- ★ NUMBERS ARE UP! Arbitron shows that stations† who have been carrying "Solid Gold" have increased their 18-49 adult audiences by an average of 150%!*.

SOLID GOLD SATURDAY NIGHT

- ★ RAVE REVIEWS. KOIL, Omaha calls this "probably the greatest oldies show ever produced." WLAP, Lexington says it's "the best program on network radio."
- ★ NOBODY DOES IT BETTER. And because Dick Bartley owns one of the largest private collections of oldies in the country, there's no one better qualified to be at the board.



GO FOR THE GOLD BY CALLING 212-764-6702 TODAY!

*Source: Arbitron Spring 1981 and Spring 1982 surveys, Saturday, 7:00 PM—12:00 Midnight, MSA, AOH. These data are estimates by various research companies as identified. They are subject to qualifications which RKO will supply on request.
†For Solid Gold stations measured in the Arbitron Spring 1982 survey.

THERE'S ONLY ONE LIVE NETWORK OVERNIGHT MUSIC SHOW.

For the third year running, Bob Dearborn's turning night into day with stereo music broadcast live via satellite.



★ **SIX NIGHTS A WEEK.** The best broad-based adult contemporary playlist is featured Monday-Friday, Midnight to 5:00 AM. Beginning in January, a full-length Saturday show is being added.

★ **NOWHERE BUT UP.** A 500% cume increase in target adults in a one year period.* That's what KPLZ, Seattle says "Night Time America" did for their target demos.

NIGHT TIME AMERICA

★ **FEATURES AND PHONE SCANS.** There's a countdown of the week's top ten hits as well as specials like "Night of the Oldies," "Grammy Award Winners Night," "Classic Duets," and "The Beatles." And every night a collection of listeners' calls is featured on the air.

★ **OVERNIGHT MONEY MACHINE.** Custom sales support kits and five hours of turnkey programming enhance your overnight profits.



SLEEP BETTER AT NIGHT BY CALLING 212-764-6702 TODAY!

*Source: Arbitron Spring 1981 survey. These data are estimates by various research companies as identified. They are subject to qualifications which RKO will supply on request.

television stations. I think that's one of the most significant forces in network share erosion today. Now, why is that so? Independent television stations are stronger today than they've ever been before in part because of cable distribution, but in part because they're programming—somewhat ironically—off-network series that were developed some time ago that may stack up very well against the contemporary series. And, using movies and sports, independent television has become a strong force outside of the three-network system.

I think public television today—while it's still a small part of the dial—is stronger than most people thought it would be at this point, and I think it's important that it remain strong. Because I've always believed we needed a significant commercial television system, and a public television system, as well as a pay television system, because that tripartite system for financing programs was necessary to have the healthiest television system. And I think we have that in this country, or we almost have it, fully.

But then you go to cable television, and there's no doubt that the pay television services, the HBO's, are strong factors. When HBO had its preview weekend for HBO and then Cinemax, I suspect that that did begin to affect network viewership.

But basic cable services, taken as a whole—beyond independent television stations, and in that category I would include WTBS and WGN and WOR—are starting to be viewed significantly, particularly in daytime.

So you have independent television, public television, pay cable and basic cable. You then have all these largely unmeasured media today—cassettes, disks, personal computers and video game consoles, all in various states of penetration in the population. But surely they have reconfigured the consumer's perception of the television set. And most of that usage isn't even being measured right now.

Then you add to that the fact that life styles have changed in this country, and women are not before the set in the same way they were in the past, and you have, finally, not just an erosion of numbers in a form that no one quite understands what's happening, in network numbers, but I think more significantly, you have an erosion in the quality of that audience—in terms of age and income and education. Certain network programs which have been measured on a conventional, national basis don't perform well in certain high demographic homes, and that audience—which is a much more selective audience, now that it has been exposed to alternatives—is not just sitting in front of the set, looking for the least objectionable programming any more.

I can go on. It isn't one thing or one item. It's a whole host of events, many of them external, to what the networks are doing—or can do—that have to alter profoundly the role of network television in our media mix.

Well, I have felt that there is a matter of perception involved. The networks continue to argue that even though they may be declining in shares, that by 1990, in absolute numbers, they are going to be superior to where they are today. I question whether that's true. I think that at some point there's going to be a shift in perception from the networks as being the place you go to automatically to begin your viewing choice, to something else.

Well, first of all, I think we're starting to see that it will be an untenable position to argue that there will be an absolute increase in network delivered audience size by 1990. The argument has been that with the increase in household formation of somewhat less than 2% a year, that that could compensate for the mathematical certainty of a share erosion. We are beginning to see that even that's not true.

Secondly, we see it in pay cable homes already, that the habit structure with respect to the set and program selection has changed radically. The consumer very often, in pay cable homes, is going first to the pay cable channels. And that kind of habit change is reflected on the part of young people who go first to their video game console to their personal computer or may

resort to a videocassette machine for redistributing their time and their use of their television.

All of this goes back to our discussion of teletext. It relates to what cable is, and also I think was philosophically at the heart of the origins of Home Box Office, and that is the consumer assembling things on demand, with an ability to reach in and get materials that haven't been pre-programmed and pre-scheduled in an authoritarian way. I don't mean that word literally.

But when you have three-network television, that's all the television set was. You got something at 8 o'clock on Sunday night, and that was it. Your ability to reconfigure, to personally adapt what was being offered to you much as I do with my home, you know, if you believe as Henry James did in *The Spoils of Poynton* (1897) that you are as you assemble the furnishings in your home or what you have on your coffee table, and as you certainly do when you assemble your meals and choose from lots of things that are being offered to you and packaged for you—that here, too, with the television set you should be able to reassemble something that personally reflects who you are and what you want out of this existence and what diversion or teaching use you want to make out of the set.

Network television didn't give you that opportunity. All of the things we've been describing have that at their center. Pay television, by repeating programs—which is a difficult concept because repetition or rerun was a negative term in network parlance—is actually a convenience because you're repeating programs for convenience and accessibility so that they can be there when it's convenient to watch—just as cable presents lots of 24-hour services. It's no accident that the 24-hour concept really got started in cable because it's a convenience apparatus.

So that on-demand factor, that personal tailoring—which I think people will do with hardware, as the set gets modular; some will have stereo and some will have a disk machine—they will do that with all the intangibles, all the services.

We entered the subscription business, particularly in cable, because it was opportunistic to do. We didn't have the cost-efficient technology to deliver pay-per-view, and we still don't have it, to deliver impulse pay-per-view, and even with addressable converters—which I think is really the next great wave in cable—you will not be able to deliver impulse pay-per-view, and you have to somehow, through the telephone or through a card or some indication, order it. I think providing that pay-per-view choice will be a nice supplement, but it will not replace or overtake, I believe, the basic and pay cable subscription services.

And that shouldn't be surprising, because whether you're Lincoln Center or Madison Square Garden, while you are selling individual tickets, you also try to have season tickets—to have a core, a base.

You remarked in a recent speech about the decrease in homes using television. Do you think that cable will overcome that or is it going to be subject to the same phenomenon?

Well, I think if we fully measure all media, and that's not just broadcast television, but cable and cassettes and games and computers, I suspect we'll see that the more broadly defined HUT level has not decreased. It's going into other things.

When do you feel the shakeout in basic cable services will occur, or do you share the apparently conventional wisdom that there is going to be a major shakeout in the next two years?

Well, one of the things that surprised me is that there was too much unthinking optimism about basic cable services. We used to say that this was going to take a long time to bring about because (1) you didn't have sufficient numbers, absolute numbers, for advertising purposes, (2) the geographic distribution of cable systems in earlier times didn't correspond to product distribution, and (3) there's no measurement system to drive the revenues. Obviously, cable has grown larger in size, it's building in more markets, more major markets, but it still doesn't have a new measurement system, and I don't think that it can simply use the pre-existing measurement systems; I hope there's an op-

portunity here to introduce qualitative as well as quantitative measurement systems.

But in the absence of that, it's really been a concept sale. When you say that the USA Network has a universe of 15 million homes, or that WTBS is in 20 million homes—that's simply a statement of the potential universe. The actual viewership is 1's and 2's in terms of ratings, which is a very small absolute number, and which is where you have to start. Those viewership numbers are about the size of a major market television station, so it's not yet fully a national medium of scale.

So, we should have a much longer-term view of the business because one other thing needs to happen—and it hasn't happened yet. That is, as cable operators, we need to build in the infrastructure simply to make advertising sales meaningful at the local level so that these local availabilities, which are going off up into the sky now, have meaning. This is going to take several years. So anyone who has entered the business with the notion that there will be a lot of advertising revenues early on its going to be disappointed.

That doesn't take away from what I think is clearly the road we're going down, which is that these services will be introducing new kinds of programing, in new formats, to build up viewership and strength. The cable systems will become more advertising vehicles than they have been up to now, which has been relatively marginal.

And this will begin to fall into place. But I suspect anyone who is going to spend a lot of money on programing is going to lose a lot of money over the next several years, and had better be prepared to just stick with it.

Could those services realistically convert to pay services?

Well, I think some services perhaps might be better off, or would have been better off as pay services, but it depends: For without addressable converters, it's going to be very difficult for current services to make the changeover. When we have addressable converters, it will be a lot easier to do, and then maybe there will be more of a flexible format as to which services ought to be pay and which ought to be advertiser supported.

If you were an entrepreneur, already established with one of those basic services, do you think it might make sense to hold on for a changeover?

No, I think for most of them it would make sense to hold on or to develop, in anticipation of this future which I think is coming—which is more of a base, more numbers, and a greater recognition and a measurement system. Because I think that some of these formats—that all-news formats, for example, or the life-style information that is being presented on several of the basic cable networks, alternative programing—really does lend itself to advertising.

Take a show like *Alive and Well* on USA—that is a great example of life-style information, with advertiser support, developed in conjunction with the advertiser, and now over a period of time, going through a great evolution. I think time can work in our favor, as we find the program formats and develop them. It's just that you have to be sure that your cost profile hasn't overrun the reality of the revenue marketplace today. I'm encouraged by just the ever so slight increase in viewership of the basic cable services, taken as a whole, that we have seen in the last six months or so. It's not large, but it's the right kind of trend, and I know a lot of it has to do with the kind of programing that's being presented.

Is there going to be a shakeout?

Yes, I believe there will be a shakeout because I think that some companies and some businesses will not be cautious enough in this early environment.

So it's not too late for prudence?

No, it's not too late for prudence.

If you were a venture capitalist, where would you venture your capital in the video environment with which your group is involved?

Well, I guess I would be investing in cable television if I had money to invest. I think it's a little too early to invest in teletext as we have been describing it, but that investment moment will be here shortly.

It's not too late to make money in cable?

No.

Just as it wasn't too late 10 years ago to make money in VHF television?

Right.

Do you think that the teletext effort that you're now involved with will represent a quantum leap? And are there others of that sort on your agenda?

Yes, I think it will represent a quantum leap because I think its vocabulary and the tools that it's dealing with are so fundamental—and also, it contains the same seeds for reorienting the perception of the user.

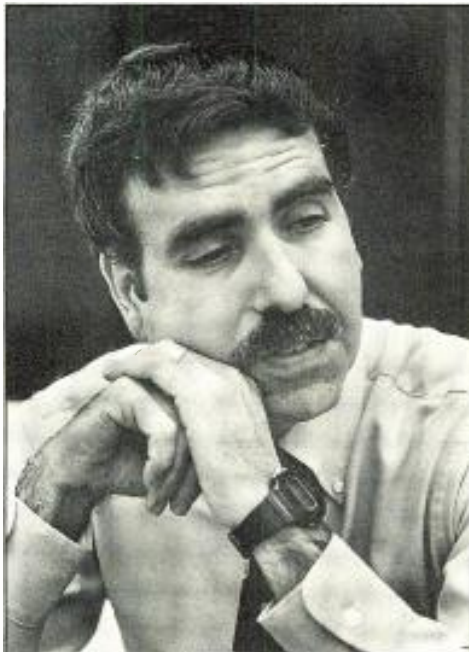
To back up for a moment, I've never thought that HBO going on the satellite was the pivotal point or contribution made by HBO. I think that was just one link in a chain of events. I really think the establishment of subscription pay television, which was facilitated by satellite distribution, is the major event, because direct payment on a subscription basis—consumer support for a convenience-on-demand kind of menu—is at the heart of

redefining the television set. And therefore, what was seemingly a primitive pay cable concept in 1972, I think philosophically is the seed bed for all of these uses of the television set that require direct financing, consumer choice. It's hard to fully articulate it, but I think that's the contribution—whereas most people might focus on the use of satellite technology or the impact this will have on the motion picture business.

But I don't think we fully appreciate the elegance of the subscription concept, laid against the direct consumer payment for television. In a sense, it was easy to pull off, even though the history was against it—vested interests were against it—and I think the reason it was easy to pull off was that it pressed a consumer chord that hadn't been quite assembled in that way before—that is, the most powerful unleashing of demand that we have seen in a long time.

Are you becoming the dominant force in Time Inc.? Will you overwhelm the other divisions of the company?

We have, obviously, a high growth rate in the Video Group through ATC and HBO. But this is still the country's leading publishing company. We are in both magazines and books and we have many forest products enterprises. I just think that in the Video Group, we're fortunate to be riding the wave of a high growth industry. And so I think we will be quite significant to the future of Time Inc.



Cable's Western potpourri

Mixed batch of sessions looking at regulation, marketing and new technologies highlight agenda for Western Cable Show

The three-day program of the Western Cable Show, the annual convention of the California Cable Television Association that begins this Wednesday (Nov. 17) at the Anaheim (Calif.) Convention Center, clearly reflects the concerns and hopes of the cable television industry.

The program addresses in large part the local and federal regulatory environments and increasing competition from other television media that have begun to put a damper on some of the industry's unrestrained optimism of past years.

But it also deals with marketing and potentially lucrative new services that, together, could put an end to any apprehension the industry might be feeling.

And the show's exhibition—a glittering array of some 250 program and equipment providers—should, by its sheer size and enthusiasm of the salesmen, buoy the spirits of the expected crowd of 10,000.

Regulations, which can have a direct impact on the bottom lines of cable operators, will be the topic of several sessions. The federal legislative situation will be reviewed at a Thursday morning session featuring House Telecommunications Subcommittee members Al Swift (D-Wash.), Henry A. Waxman (D-Calif.) and Thomas A. Luken (D-Ohio) and lame duck Senate Commerce Committee member Howard W. Cannon (D-Nev.).

Cable operators will be briefed later that morning on the possible effects of the proposed new copyright legislation by Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee

charged with copyright matters, and a representative of the National Cable Television Association, which was instrumental in writing the legislation, Turner Broadcasting System and Liberty Communications. And Community Antenna Television Association President Steve Effros, and four others at another session, will attempt to balance the public policy goals of requiring leased access channels against "economic reality."

The encroachment of other media into the pay television business that had once been the exclusive domain of cable will be broached at the keynote session on Wednesday afternoon, featuring John Saeman, vice chairman and chief executive officer, Daniels & Associates, and chairman, NCTA; Percy Sutton, chairman, Inner City Broadcasting, and NCTA President Tom Wheeler. And the problem will be discussed in more detail in subsequent sessions entitled "Can Cable Survive the Competition?: A Los Angeles Study" and "The SMATV Challenge: Competition in the Urban Market."

Three potential revenue sources for cable operators are on the program: institutional loops, pay-per-view programming and teleservices (videotext). And to help make sure cable operators make the most of their existing services, marketing sessions on using mass media, retaining customers and program packaging have been scheduled.

For the cable engineers, the CCTA, in conjunction with the Society of Cable Television Engineers, has put together a day-long technical seminar covering a variety of topics. Wendell Bailey, vice president, science and technology, NCTA, will highlight the morning session with an update on the activities of the

various association engineering committees and on the efforts of NCTA, CATA and the American Radio Relay League to solve the problem of interference between cable and ham radio operators. After Bailey's presentation, the FCC's Cliff Paul will discuss the reorganization of the FCC's cable and broadcast signal leakage and CARS. Among the new cable equipment that will be discussed at the afternoon session will be General Electric's system for doubling the channel capacity of cable systems using analog bandwidth compression techniques.

A number of cable programmers have called press conferences on the first two days of the convention. On Wednesday morning, Ted Turner will reveal some new viewership numbers on the Cable News Network, CNN Headline News and superstation WTBS(TV) Atlanta, and he'll bring reporters up to date on his plans for a fourth broadcast network. According to a Turner spokesman, Turner will spend Tuesday meeting in Los Angeles with several potential suppliers of programming for the network.

Later that morning, Frank D'Alessio, chairman of UTV Cable Network, a basic cable service set for launch next January, will announce "some strategy to combat" alleged badmouthing by broadcasters of advertiser-supported cable networks.

On Thursday morning, ABC/Hearst Video Services will release two studies, profiling the audiences of its Daytime and ARTS services. "The studies provide further evidence," said an ABC/Hearst spokesman, "that we have viewers that cannot be reached using other forms of television." Rainbow Programming will introduce the new Playboy Channel at the show.

The agenda and a list of exhibitors on pages 70-78 (an asterisk denotes new products) follows.

Wednesday, Nov. 17

Opening session. 1-2:30 p.m. Marriott Grand Ballroom. Welcome by Spencer Kaitz, president of California Cable Television Association. Opening address: "A People-based Strategy for the '80's," by Dan Ritchie, chairman and chief executive officer, Westinghouse Broadcasting and Cable. Keynote panel: *No Technology is an Island: Confronting Cable's Changing Environment*. Panelists: John Saeman, Daniels & Associates; Percy Sutton, Inner-City Broadcasting; Tom Wheeler, National Cable Television Association.

Three concurrent sessions. 2:45-4 p.m. Anaheim Convention Center. *An Operator's Guide to Program Guides*. Room 2. Moderator: Tom Hunt, International Cable. Panelists: Bob Bedell, Time; Michael O'Connor, Cox Cable; John Charlton, Tele-Communications Inc.; Eric Larson, *TV Guide*.

Untouchables, Western Style: Using Mass Media for Greater Penetration. Room 3. Moderator: Greg Liptak, Times Mirror Cable. Panelists: Mark Handler, Cox Cable; Paul Bambie, ATC; Doug Wenger, Storer Cable; Ed Grosso, Ingalls Associates.

To the Full Extent of the Law: Stopping Theft of Service. Room 4. Moderator: Bill Winter, CCTA. Panelists: Sam Towne, Gillcable; Al Ferris, Ferris, Brennan, Meisenheimer; Terry Robinson, Storer Cable.

Thursday, Nov. 18

Technical sessions. 8:30 a.m.-noon. Anaheim Convention Center, Orange County Room. *Current Issues and Revisions—National Electrical Code*. James Stilwell, TeleServices.

Regulatory Issues and Activities of the NCTA Engineering Committee. Wendell Bailey, NCTA.

FCC Report. Cliff Paul, FCC.

How to Reduce Workers' Comp Costs. George Tamasi, Communications Construction Group.

How Much is Your System Hardware Worth? Lynn Dent, Dent Associates.

Rebuilding Your System to Increase Channel Capacity. Jerry Partch, Liberty Communications; Jim Vaughn, Cox Communications.

2-5 p.m. *Sat-A-Dat*. David Bellow, Group W Satellite.

Implications of Multichannel Sound for the Cable Industry. Alex Best, Scientific-Atlanta.

Increasing Channel Capacity using Bandwidth Compression Techniques. Ronald Hess, General Electric Television.

Analyzing Addressability. Tom Bird, Rollins Cableview.

HBO Satellite Scrambling. Edward Horowitz, HBO.

Three concurrent sessions. 9-10:15 a.m. Anaheim Convention Center. **Federal Legislative Update and Analysis.** Room 5. Moderator: Tony Acone, Daniels & Associates. Panelists: Representatives Al Swift (D-Wash.), Henry Waxman (D-Calif.), Thomas Luken (D-Ohio) and Senator Howard Cannon (D-Nev.).

Institutional Network and Local Loops "On Line". Room 3. Moderator: Neil McHugh, Viacom Communications. Panelists: Carl Pilnick, TCI Management Corp.; Elizabeth Olenbush, Warner Amex Pittsburgh; John Gault, Manhattan Cable; Dan Churchill, Cablesystems Pacific.

Financing the Future: Innovative Approaches to Underwriting Cable's Growth. Room 4. Moderator: Ian Gilchrist, Blythe, Eastman, Paine Webber. Panelists: John Malone, TCI; Doug Dittrick, Tribune Cable Communications; Charles Dolan, Cablevision Systems; Marc Nathanson, Falcon Communications.

Three concurrent sessions. 10:30-11:45 a.m. **Retention Marketing: Keeping Your Subscribers Turned On.** Room 2. Moderator: Richard Maul, Western Communications. Panelists: Andi Belloff-Arrick, Viacom; Josh Sapin, Showtime; Bennett Boyd, Jones Interconnect; Cynthia Winning, Capities Cable.

Leased Access: Public Policy and Economic Reality. Room 3. Moderator: Dany Radcliff, Viacom. Panelists: Harry Shooshan III, Shooshan and Jackson; Steve Effros, Community Antenna Television Association; Lee Johnson, Rand Corp.; Frank Washington, Videotex America.

The New Copyright Rules—Will They Shake Up Your Lineup? Room 4. Moderator: James Hedlund, NCTA. Panelists: Carolyn Chambers, Liberty Communications; Terry McGuirk, Turner Broadcasting; Representative Robert Kastenmeier (D-Wis.).

Luncheon. Noon-2 p.m. Marriott Grand Ballroom. Speaker: Anna Marie Hutchison, CCTA.

Three concurrent sessions. 2:30-4 p.m. **Profits and Problems: The Pay-Per-View Option.** Room 2. Moderator: Paul Kagan, Paul Kagan Associates. Panelists: Sheldon Perry, Warner Amex; Ben Reichmuth, Gillcable; Gretchen Frank, Rogers Cablesystems.

Cable's Stepchild Grows Up: Making the Most of Community Programming. Room 5. Moderator: Randy Van Dalson, United Cable. Panelists: Brian Owens, Valley Cable; Barrett Giorgis, Viacom; Kathy Schuler, Foundation for Community Service Cable Television; John Risk, Group W Cable.

Presenting the Mass Media Bureau: Cable under the Reorganized FCC. Room 4. Moderator: Brenda Fox, NCTA. Presenter: Larry Harris, FCC. Reactors: Al Warren, *TV Digest*; Brian Lamb, C-SPAN; John Mansell, *Cable Franchising*.

Friday, Nov. 19

Four concurrent sessions. Room 2. **Franchise Renewal: Is Good Performance Enough?** Moderator: Steve Effros, CATA. Panelists: Tom Steel, Massachusetts state cable commission; Irene St. Onge, city of Santa Barbara; Stuart Brotman, Communications Strategies; Leonard Tow, Century Communications.

Can Cable Survive the Competition?: A Los Angeles Study. Room 3. Moderator: David Ochoa, Buenavision Cable TV. Panelists: Tom Kanarian, Communcicom; Frank McNellis, Group W Cable; Doug Jarvis, Jack Barry Cable; Tom LaFourcade, Falcon Cable.

Adult Programing: Who Should Decide? Room 4. Moderator: Tracy Weston, attorney. Panelists: Jack Clifford, Colony Communications; Bob Hosfeldt, Gillcable; Stanley Remelmeyer, city of Torrance, Calif.; Dr. Ron Dyas, California State at Fullerton.

The Basic Facts: Packaging for Maximum Cash Flow. Room 5. Moderator: Larry Miles, Times Mirror. Presenters: Ajit Dalvi, Cox; Que Spaulding, Rainbow Programing Services. Reactors: Charlie Townsend, United Cable; Burt Staniar, Group W Cable; Bill Fogarty, Daniels & Associates.

Three concurrent sessions. 10:30-11:45 a.m. **Do We Interrupt This Program?: Ad Sales at the System Level.** Room 3. Moderator: Bob Alter, Cabletelevision Advertising Bureau. Panelists: Jack Yearwood, San Francisco Bay Area Interconnect; Al Isenberg, ATC; Geri Duckworth, Cable TV Puget Sound; Steven Rizley, American Cable.

The SMATV Challenge: Competition in the Urban Market. Room 2. Moderator: Susan Bitter Smith, Arizona Cable Television Association. Panelists: Gary Davidson, Mehl Cable; John Raines, Communications Cable.

Teleservices: Technology in Search of a Market. Room 5. Moderator: Gary Arlen, Arlen Communications. Panelists: John Warwick, Times Mirror Cable TV Videotex Services; Hadessa Gerber, McCann Erickson; Larry Pfister, Time Video Information Services.

Luncheon. Noon-2 p.m. Marriott Grand Ballroom. Speaker: William McGowan, MCI.

Closing session. 2:30-4 p.m. **If We Knew Then What We Know Now...** Moderator: Paul Maxwell, *Multichannel News*. Panelists: Irving Kahn, Broadband Communications; Arthur Taylor, The Entertainment Channel; Ted Turner, Turner Broadcasting.

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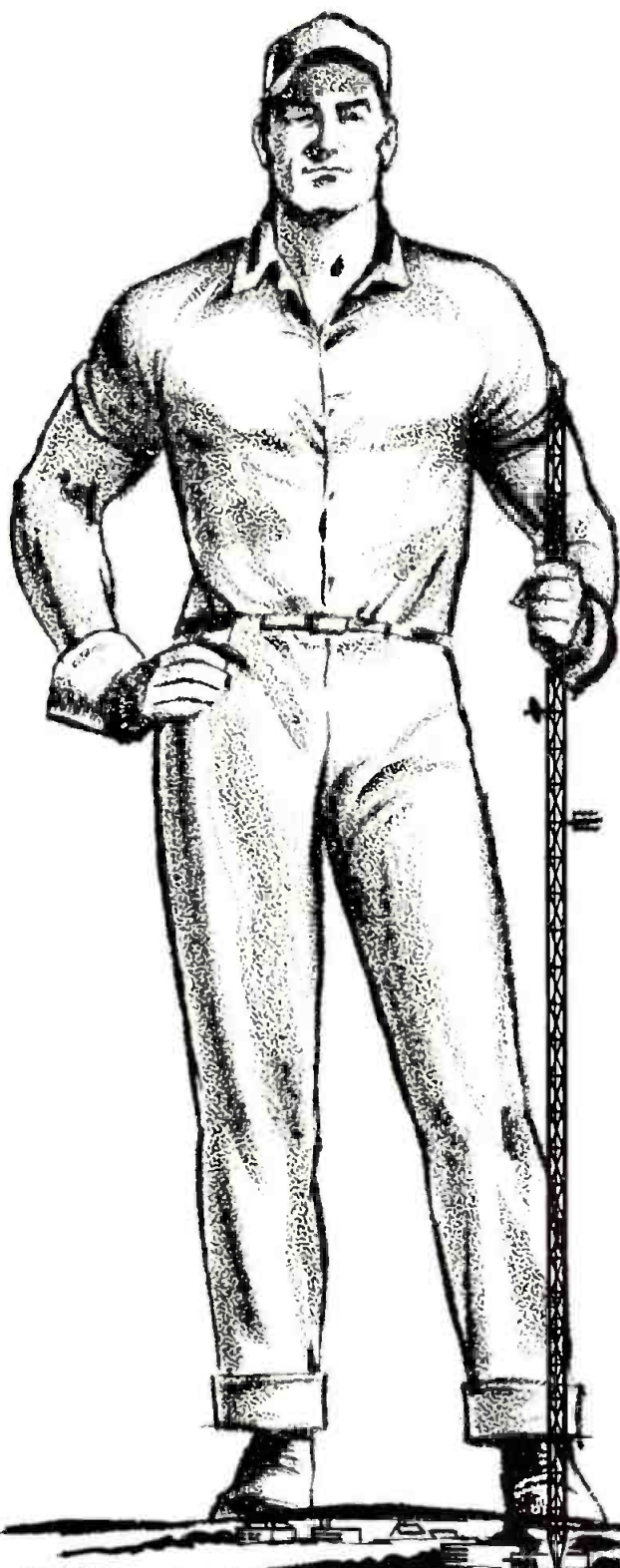
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Keyfax, national teletext magazine. **Staff:** E. Taylor, S. Kremer, K. Farmer.

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Staff: G. Pupala.

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C-524-G Stel/Scope. **Staff:** D. Tillotson, V. Khyn, D. Kaufman.

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Addressable converter; status monitoring, test, active and passive cable, MDS, headend, equipment; standby power supplies and character generators. Staff: C. Pehlke, J. Luksch, R. Stelle, B. Freedlund, D. Whitehouse, D. Gourley, G. Bondurant, B. Shevlot, G. Hoffman, B. Shannon, G. Campbell, J. Horton, G. Goldman, D. Taylor, S. Coady.		WGN-TV and WFMT(FM), both Chicago superstations, electronic program guide*. Staff: R. Bliss, B. Price, J. Treeman, C. Lambert, J. Rickett, L. Knowles, D. Flournoy, J. Witmer, H. Clements, C. Bourne.		Stereo processors, synthesizers, FM modulators, satellite and terrestrial audio/data transmission equipment. Staff: B. Placek, H. Wegener, N. Mountain, P. Placek, R. Doering, R. Atkinson, J. Atkinson.	
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Staff: J. McDowell.		Variety programming network. Staff: K. Koplovitz, J. Lawenda, L. Guida, T. Oliver, M. Joblin, B. Kluger, D. Ross, M. Brown, K. Kinderman, A. Besch, B. McKinley, B. Bruce, D. Sharon.		Staff: Robert Hilliard, Rick Hilliard, W. Hauser, J. Majowich, C. Hanson, R. Eldredge, T. Albers, E. Hilliard, I. Daniels.	
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Tocom Inc. <i>Box 47066, Dallas 75247</i>	549	UTV Cable Television <i>22-08 Route 208, Fair Lawn, N.J. 07410</i>	423	Staff: B. Ewing, A. Lipp, T. Robinson, B. Vallerand, S. Roberts, D. Beaupre, P. Glade, D. May	
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Toner Cable Equipment <i>969 Horsham Rd., Horsham, Pa. 19044</i>	523	Video Data Systems <i>7001 South 900 East, Suite 220, Midvale, Utah 84047</i>	505	Mini trunk status monitor/feeder disconnect, distribution equipment, modular apartment amps. Staff: B. Stone, B. Fleming, R. Winegard, P. Hasse, H. Sorenson, J. Dolinski, E. Helms, J. Crabb.	
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Trinity Broadcasting Network <i>Box A, Santa Ana, Calif. 92711</i>	545			Mini addressable system*, telephone 2-way system*, addressable converter/decoders, Zenith text products. Staff: R. Kallas.	
Staff: S. Starr.					

Property rights for spectrum users advocated

Heritage Foundation study wants FCC rules changed to allow unlimited resale of stations, cut back or eliminate petitions to deny and give legal ownership to frequency

To deregulate spectrum use in a "beneficial and efficient manner," the Communications Act and FCC rules should be changed to establish a "clear property right" for spectrum users, allow users to transfer their licenses more easily, limit or prevent the use of petitions to deny and allow spectrum sharing and resale, according to a report issued by The Heritage Foundation, a Washington-based conservative think tank, last week.

Other "important but highly controversial proposals" that could be examined include the use of auctions, lotteries or a first-come, first-served mechanism, instead of comparative hearings, to assign spectrum space and "the repeal of most of the remaining distinctions between broadcasting stations, common carriers and private radio systems," the foundation report said.

"Each of these proposals... would shift reliance to market forces and away from government regulation," the report said. "Consumers would gain from such changes by faster service, more rapid innovation, and a greater array of service options. In short, the establishment of a genuine spectrum market would provide the consumer with services from the communications industry similar to those he has come to expect routinely in other unregulated industries," the report said.

The report, prepared for the foundation by Douglas Webbink, an economist, said that by assuring a spectrum user of a pro-

perty right, he didn't mean that someone necessarily needed legally to own spectrum. But the user must have a "reasonable certainty" that his license gives him control of a channel in a certain location. "Most broadcasters and common carriers already enjoy such a property right in practice, because only an unusual rule violation would warrant the loss of their license," he said. Nonetheless, he said, for a user to have an economic incentive to seek efficient ways to produce services, "he must have a clear property right in the use of the spectrum."

According to Webbink, for users to benefit from that property right, they should be allowed to sell the right or license for profit to anyone at any time. "Current FCC antitrafficking rules prohibit the selling of a license within a period of up to three years after receiving it," Webbink said. "But when a license is sold, the buyer and seller gain from the transaction, and society benefits as well, because a resource is transferred from a lower value to a higher value use. Thus, trafficking should be allowed and encouraged rather than discouraged or forbidden."

Petitions to deny also should be limited or abolished, Webbink said. "Most unregulated business activities are not subject to similar challenges," Webbink said. "Because it is desirable to speed up the process, to lower the cost to applicants and to allow the free transfer of licenses, anything that inhibits the process is generally not in the public interest."

Webbink also said it would make sense to repeal the distinctions among different kinds of licensees, especially those that provide similar services and are close economic substitutes. "For example, television broadcasting, multipoint distribution service, instructional television fixed service, TV translators and CATV are all substitutes for each other in providing video entertainment, but each is subject to different regulations, many of which appear to be intended to limit competition

among the services rather than to help consumers," he said. "Another useful change would be to allow licensees who are primarily classified for one kind of service to provide other types on the same channel."

Although Webbink noted that the institution of spectrum fees could "make users more aware of the value of the spectrum," those fees were the "least workable" of the proposals he had addressed.

Webbink also noted that although some have argued that deregulation of the spectrum would see wealthy firms monopolizing it, he sees no problem. "Wealthy individuals and large firms have not obtained all the land, houses, buildings, automobiles or trucks in this country," Webbink said. "This is so for two reasons: First, the cost of such monopoly acquisition is prohibitive. Second, even if some firms or individuals possessed the necessary wealth, it would hardly be a profitable strategy since it would be an open invitation to government controls. It should also be remembered that under the existing administratively controlled spectrum, wealthy individuals and large corporations already have access to most of the valuable television broadcasting and common carrier frequencies." □

WOOK(FM) license denied, given to black company

ALJ says United not as qualified to run Washington station as minority-owned applicant

FCC Administrative Law Judge Frederic Coufal has denied United Broadcasting Co. Inc. renewal for WOOK(FM) Washington, and granted the competing application of District Broadcasting Co. for a new station on those facilities. Coufal also denied the competing application of Hispanic Broadcasting Corp.

In an initial decision released last week, Coufal concluded that while United was basically qualified for renewal, it was comparatively less qualified than District or Hispanic because of United's "minimal past broadcast record, its lack of integration credit, and its relatively inferior position respecting diversification."

Although Coufal said Hispanic and District were equal on a diversification basis he said that District rated a 25% integration credit while Hispanic rated none. While District also was awarded a minor credit for its proposed emergency power supply, Hispanic wasn't entitled to a

All say no. The TV networks have rejected with regret—though that may not be their exact word—the invitation of Paramount Pictures President Michael Eisner to debate, in Hollywood, the proposed repeal of FCC's financial interest and syndication rules, with the FCC present but without "lawyers," "lobbyists" or "Washington mumbo-jumbo" (BROADCASTING, Sept. 27).

In a written letter made public, Gene F. Jankowski, president of the CBS/Broadcast Group, told Eisner—who had followed his September invitation, offered in a speech, with a letter repeating it—that "frankly, I do not see what purpose would be served by such an event." The positions of the parties are already on the record at FCC, he said, and "CBS has no problem" with letting the case proceed "within the usual procedural boundaries." Jankowski used the opportunity, however, to answer some of the claims Eisner had made in opposing repeal of the rules.

ABC, a spokesperson there said, replied to Eisner to the effect that "we are fully on the record regarding these rules" and a debate "is unnecessary." At NBC, a spokesperson said the response was that NBC was following normal FCC channels in advocating repeal and thought it better to work within the regulatory system than engage in public debate.

preference for its programing proposal. As a result, "of the three applicants, District is, from a comparative point of view, best qualified," Coufal said.

United's founder, and until his death on June 1, 1981, its sole stockholder, president, treasurer and chief executive officer, was Richard Eaton.

United's applications for renewal for WFAN(AM) (formerly WOOK(AM) and now, under other ownership, WYCB) Washington and WFAB(AM) Miami were denied in 1975 for a number of violations.

United's license for WOOK(FM) has not been renewed since 1966. In 1978, WOOK(FM) was fined \$6,000 for misrepresentations in the airing of two contests in violation of FCC rules.

Coufal noted that the commission had previously determined that after the sole stockholder of a multiple licensee dies, his disqualifying conduct during his lifetime at one station doesn't disqualify the company to be the licensee of another station. Nonetheless, Coufal said, the death of Eaton couldn't be used to upgrade United's comparative case.

Although Coufal noted that an existing station is entitled to a comparative preference if its past record has been substantial or better, it isn't entitled to one if its past record was minimal and such was the case for United, Coufal said.

Coufal said United's performance after

it changed from a Spanish-language to a black format in 1976 could be considered substantial, but since that improvement came only after United had cause to fear for its license, any credit United could be given for those years would have to be diminished, he said. United's performance before it adopted the black format, Coufal said, was minimal, and United would have to reap a "substantial demerit for its unwillingness or inability to control local stations WFAB and WOOK(AM)," Coufal said. All in all, Coufal said, United's "total record is no better than minimal."

The principals of District Broadcasting all are black and include R. Kenneth Mundy, president, director and 25% subscriber; Ridgely Bennett, vice president, director, and 25% subscriber; Herman Stamps, secretary, director, and 25% subscriber, and Francis L. Smith, treasurer, director, and 25% subscriber. All of District's principals are Washington residents, and none has other broadcast interests.

Gerald Hroblak, current president and chairman of United, said he thought Coufal had placed too much emphasis on United's actions before 1976. He also contended that the improvements after that hadn't been spurred by United's fear of losing its license. "Obviously we will appeal all the way to the Supreme Court if we have to," Hroblak said. □

classification is a finding of prior discrimination in the industry or area to be affected by the classification," the foundation said.

"This finding of discrimination must be much more focused than a general finding of overall 'societal discrimination,' an amorphous concept of injury that may be ageless in its reach into the past," the foundation said. "In stark contrast to the procurement practices in *Fullilove*, however, the procedure by which the commission grants licenses has never been racially discriminatory or been somehow subtly designed to perpetuate the effects of prior discrimination," the foundation said.

"Since no prior discrimination has been identified, no race conscious 'remedy' is justified," the foundation said.

As an alternative, the foundation suggested that the commission use the same procedure that saved the grants program in *Fullilove*: Give the 2-1 preference only to those minority applicants who can demonstrate that the effect of actual prior discrimination against their business has been the cause of their inability to obtain an FCC license. "In this way, the commission can shift the lottery system from one that simply draws invidious racial classifications to one which would actually serve a 'remedial' purpose of helping those who have truly suffered," the foundation said. "At a minimum, the commission should establish a complaint procedure in which an interested party could rebut the presumption that the minority applicant was entitled to the preference by showing that discrimination had not hindered the minority's ability to obtain a license," the foundation said. □

Minority preference in FCC lottery plan criticized

American Legal Foundation calls 2-1 ratio proposed by commission 'unconstitutional and immoral'

When the FCC gets around to adopting its rule authorizing the use of lotteries to choose among competing applicants, it should reject its "unconstitutional and immoral" proposal to grant minorities a 2-1 preference "and adopt a procedure which benefits only those who have suffered," according to the American Legal Foundation.

In comments at the FCC, the foundation contended that the proposed 2-1 preference would establish the "functional equivalent" to the racial quota that the Supreme Court, in *Regents of the University of California v. Baake* and *Fullilove v. Klutznick*, has declared to be unconstitutional.

In *Baake*, the Foundation noted, the court said that a state university may consider race or ethnic background as one of several competing factors when making a qualitative determination among individual applicants. But the court said such a procedure, unlike the university's set-aside preference program, was permissible because "racial intent to discriminate was evident on its face. The commission's proposed system, however, would not balance race or ethnicity as simply one of several criteria in awarding licenses," the foundation said. "A lottery

by its nature obviously does not permit the weighing of different qualifications; random chance alone determines who will receive the license. By rigging this lottery to guarantee that minorities will receive double the number of licenses as other applicants, the commission has established the same type of facially discriminatory system that was struck down in *Baake*."

Fullilove, the foundation noted, arose over a public works act that required state and local governments to subcontract at least 10% of federally granted funds to minority-owned businesses. Although the Supreme Court upheld the program, it warned that the program "may press the outer limits of congressional authority." And, according to the foundation, the commission's proposed racial preference scheme had none of the characteristics that saved the public works program from being struck down. "The *Fullilove* set-aside was upheld only because it was a 'limited and properly tailored remedy to cure the effects of prior discrimination,'" the foundation said. "The commission's proposed quota, in contrast, is neither 'limited,' 'properly tailored,' a 'remedy' nor based on any findings of 'prior discrimination' and therefore [is] violative of the equal protection clause," the foundation said.

"As *Fullilove*—and *Baake* before it—established, a fundamental prerequisite to the imposition of a racial preference

Objectives set for study of U.S. role in international communications

NTIA to determine long-range goals in dealings with developing nations and how American groups should be organized

The Reagan administration has undertaken a study of the U.S.'s long-range goals in international telecommunications and information. And the fundamental nature of the inquiry is indicated by questions calling for a re-examination of U.S. participation in international telecommunications matters that U.S. officials complain are becoming politicized. Indeed, the study raises the prospect of the U.S.'s withdrawal from the International Telecommunication Union.

The study is being conducted by the National Telecommunications and Information Administration, in response to legislation passed by Congress earlier this year. NTIA described the study—which, besides seeking to define long-range goals,

is aimed at determining the policies and strategies needed to achieve them—in a notice inviting public comment on the questions to be examined in the inquiry.

The questions reflect concerns that members of Congress have expressed about the U.S. role in international telecommunications. For instance, the NTIA notice says that “any erosion” in the U.S.’s technological lead in telecommunications would have “serious implications for long-term competitiveness of the entire telecommunications and information sector...” Accordingly, the notice asks what policies would assure the U.S. technological lead and “promote greater efficiency in the commercial exploitation of basic research.”

Another series of questions deals with trade. They ask what the “appropriate response” would be if access to foreign markets is threatened by other countries’ trade and investment policies, and what actions should be taken to promote access to emerging markets in developing countries.

The mass media are another subject of the inquiry. The notice observes that the U.S. “is committed to the concept of freedom of the press, both domestically and internationally,” and asks: “What threats to press freedom are posed by heightened political attention to international telecommunications and information activities?” The notice also seeks comment on the policies the U.S. should pursue in preserving the free flow of information.

And the notice also seeks comment on whether and how the executive branch should be reorganized to formulate international telecommunications policy more effectively. The paper notes that the issues raised in international telecommunications and information policy affect domestic telecommunications and information policy, as well as a wide range of economic, monetary, trade, national security and foreign policy issues.

But the aspect of the study that could generate the most controversy deals with the international networks that provide telecommunications and information services through the cooperation of private companies and of governments, as well as through international organizations, such as the ITU, INTELSAT, INMARSAT and the Inter-America Telecommunications Conference.

The notice points out that, in a number of recent international conferences involving telecommunications and information, disputes have broken out between developed and developing countries. It cites the recently concluded ITU plenipotentiary conference in Nairobi, Kenya, as well as the 1982 UNISPACE conference, the 1980 UNESCO conference in Belgrade, Yugoslavia, and the 1979 World Administrative Radio Conference. In all of those conferences, the U.S. has complained with varying degrees of vehemence that the technical nature of the organizations was being compromised by blocs of Third World countries seeking to use the organizations for political pur-

poses. The Nairobi conference almost foundered on an Arab effort to expel Israel—a move that, if successful, would have resulted in a walkout by the U.S.

The notice asks whether U.S. support for, or participation in, the world organizations dealing with telecommunications should be “modified, strengthened or weakened.” It also asks what the U.S. should do to address the growing split between developed and developing countries “in order to insure the attainment of U.S. objectives while simultaneously addressing the legitimate concerns of developing countries.”

The notice poses two questions suggesting U.S. withdrawal from one or more of the organizations. They ask whether “alternative organizations [should] be developed.” However, U.S. officials have discussed the possibility of withdrawal from only one of the organizations—the ITU. And one question asks whether the U.S. should consider the feasibility and desirability of alternatives to the ITU. If so, what alternatives are “reasonably available?”

NTIA has set a Dec. 2 deadline for comments. It plans to complete the study and submit it to Congress early next year. □

Review Board says Gross mistakes were infrequent

Board cites broadcaster's long history of compliance and correction of past mistakes in its decision to grant short-term renewal

The FCC Review Board last week released its rationale for granting Gross Telecasting Inc. a two-year short-term renewal for WJIM(TV) and full-term renewals for WJIM-AM-FM, all in Lansing, Mich.

Although an initial decision by Administrative Law Judge Byron Harrison had denied Gross renewal for all three stations (BROADCASTING, Nov. 16, 1981), the Review Board, concluding that Gross was qualified to remain a licensee, said the

Washington Watch

First hearing. Senate Commerce Committee will hold field hearing, Nov. 19 in New York, on proposal to grant electronic media full First Amendment rights through constitutional amendment. It will be second set of hearings held on proposal of Commerce Committee Chairman Bob Packwood (R-Ore.). Witnesses include: CBS news anchor Dan Rather; William Monroe, moderator and executive producer, NBC-TV's *Meet The Press*, and Fred Friendly, Edward R. Murrow professor emeritus of journalism, Columbia University and former CBS News president. They will testify on how government regulations intrude on editorial process of electronic journalism. Other witnesses will testify on costs of building-buying newspapers versus costs of building-buying radio and TV stations. They are: John Morton, analyst with Lynch, Jones & Ryan, Washington-based consultants; Joseph Sitrick, Blackburn & Co., Washington broadcast brokers, and Karl Eller, president of Columbia Pictures Communications and former president of Combined Communications.

□

Hollings possibility. With defeat of Senator Howard Cannon (D-Nev.) two weeks ago (BROADCASTING, Nov. 8) in general election, his seat as ranking minority member of Senate Commerce Committee may go in next Congress to Senator Ernest Hollings (D-S.C.). Russell Long (D-La.) outranks Hollings but it is considered doubtful that Long will give up his post as ranking minority member of Senate Finance Committee. Hollings is ranking minority member on Senate Budget Committee but reportedly may opt for Cannon's seat.

□

Tax clarification. In policy statement issued last week, FCC announced it changed its policy for issuing tax certificates. It will now issue tax certificates only “where the sale of property *directly* effectuates commission policy. In cases where only part of a sale effectuates one of our policies a certificate would be granted for only the ‘effectuating’ portion of the sale,” FCC said. Commission said that refinement was needed to insure that tax certificates were issued only for sales that actually brought the seller's retained telecommunications interests in closer alignment with prevailing commission policies and to eliminate “the need for detailed factual showings concerning the involved properties, and for subsequent analysis of that data by commission staff.”

□

OST report. FCC Office of Science and Technology has issued report, “Options for Relief of Interference to TV Channel 6 from Educational FM Broadcast Stations.” Report, which describes results of laboratory tests of methods proposed to reduce that interference, concludes that use of external filters can provide up to 20 db attenuation of signals above 88.9 mhz, that vertical polarization of educational FM transmissions could help lessen interference and that urban noise masking can't “be counted on to minimize the interference problem.”

□

Daytime extension. FCC has extended comments deadline for proceeding considering lengthening hours of operation of daytime-only AM stations. Clear Channel Broadcasting Service had requested extension to conduct extensive engineering study on service gains and losses that would result from adoption of proposals. Comments are due Jan. 14, 1983; reply comments are due Feb. 15.

judge had "overstated" the gravity of Gross's derelictions.

Partly in response to a petition to deny filed by the Lansing chapter of the American Civil Liberties Union, Gross's renewal applications were designated for hearing in 1974. Among Gross's alleged offenses, Harrison concluded, were the broadcast of taped weather reports without notifying the public, the use of deceptive advertising maps to obtain clients, the clipping of network programming to present local news or advertising and misrepresentation of clipping both to the commission and CBS, its network.

The Review Board, however, in an opinion written by one of its members, Jerold Jacobs, said it "strongly" disagreed with Harrison's conclusions on Gross's alleged misrepresentations and its qualifications to remain a licensee. "Indeed, nowhere do we conclude that [Gross] committed any misrepresentations or outright frauds; at most the evidence and case law demonstrate . . . derelictions that support a grant of less than full-term renewal," the Review Board said.

The board also noted that except for clippings and contour maps charges, all of Gross's proved and nontechnical violations were "infrequent" or single incidents that had been resolved. And even though the clipping and contour map matters weren't remedied as quickly, they too were eventually resolved, the board said. Moreover, the board said, all of the violations, except those involving contour

maps, applied only to WJIM-TV, and the evidence didn't prove that H.J. Gross, former company chairman, or his son, James Gross, former Gross president and current board chairman, were actually involved in preparing or approving the misleading maps.

The board also noted that while H.F. Gross had played a central role in "most" of the conduct investigated in the proceeding, he retired in April 1977, and James Gross took over responsibility for the company's operations. "Finally, we take note of [Gross's] 48 years as a commission licensee and the fact that all of its licenses had been regularly renewed every three years up until the present proceeding," the board said.

The board said that a short-term renewal would provide a fitting remedy for Gross's "limited" misconduct. A two-year renewal for WJIM-TV would allow the FCC to monitor the station, and represented a strong sanction, the board said.

The board also noted that the contour map issue for the AM was "basically" a question of inadequate corporate supervision, and that the commission's concerns about managerial oversight could be "adequately" protected through WJIM-TV's short-term renewal.

"Hence, we conclude that grant of full-term renewals of licenses of stations WJIM(AM) and WJIM-FM (where no misconduct at all occurred) would serve the public interest, convenience and necessity. With H.F. Gross's retirement and James

Gross's assumption of ultimate responsibility at GTI in April 1977, a new managerial era began. It is now up to GTI's new leadership to demonstrate that the old order has indeed changed," the board said.

Andrew Schwartzman, executive director for Media Access Project, which has been representing the Lansing chapter of the ACLU in the case, said the group would "almost certainly" pursue the matter further. "This is a licensee whose unsuitability to serve has been shown beyond the shadow of a doubt," Schwartzman said. □

Administration presses for common carrier legislation

Wunder says consent decree with AT&T is not enough

The Reagan administration continues to insist that, regardless of the actions of the courts and the FCC in dealing with aspects of the problem, legislation is required to assure what one official calls "full and fair competition" in the common carrier field.

Bernard J. Wunder Jr., assistant secretary of commerce for telecommunications and information, says that the consent decree that ended the Justice Department's antitrust suit against AT&T and that was approved by the U.S. District Court in Washington does not resolve all of the problems involved in moving AT&T into an unregulated marketplace.

Despite the divestiture of AT&T's 22 local operating companies, Wunder said in remarks at a seminar of the National Association of Attorneys General, in Chicago, three issues remain to be addressed through amendments to the Communications Act of 1934. One is the problem of overlapping and conflicting state and federal regulatory schemes. Another is requirements in the existing act that require the commission to impose regulations it would prefer to forbear from applying. The third is the attribution of earnings to regulated or unregulated services.

Wunder said Congress is unlikely to act on such a narrowly focused bill in the lame-duck session beginning on Nov. 29—or, possibly, ever. He noted that some observers maintain that AT&T, having reached a settlement with Justice, will be reluctant "to risk its fortunes in the vicissitudes of the legislative process."

The consent decree is not the only factor likely to be considered by Congress in connection with the kind of legislation the administration wants. There is also the FCC decision in Computer Inquiry II, which permits AT&T to offer enhanced services through a completely separate subsidiary that would be unregulated. That decision has been appealed.

Wunder said he does not know whether the consent decree and the Computer Inquiry II decision "will forestall or facilitate legislative action." However, he said that in the past, administrative actions "have typically led congressional measures." □

In Sync

Digital disk. Sony has introduced new DAQ-1000 digital cue editor for mastering of digital audio compact disk, to be utilized by studios preparing final digital audio tapes for mastering and by facilities making compact disk. Company plans to introduce disk to broadcast market in spring or summer of 1983. New device, introduced Oct. 23 at Audio Engineering Society convention in Anaheim, Calif., encodes digital master tape with such information as copyrighting data and musical selections' length, file number and content. Consumer compact disk player, utilizing laser technology, will be introduced by Sony also during 1983, aimed at replacing analog disk systems. □

MDS test. While Microband and CBS proposals for multichannel MDS systems remain pending at FCC, Channel View Inc. has commenced technical test of eight-channel system in Salt Lake City, using frequencies on instructional television fixed-service (ITFS) band. Some 135 receive points are involved in test, which is using transmitters developed by EMCEE and antenna by Data Communications, Lance, Winegard and Standard Communications. Channel View has granted experimental authority by commission in December 1981 and \$1 million has been spent on research and development of project. Market test is planned for early 1983. Program menu includes sports, movies and cultural, educational, religious and children's programming. □

Calling all papers. International Association of Satellite Users (P.O. Box DD, McLean, Va. 22101) is inviting papers for presentation at its Satcom '83 conference April 25-27, 1983, at Hyatt Orlando, Orlando, Fla. Abstracts of about 250 words are due Dec. 15. □

Multi goes mini. Multimedia Cablevision Inc. has awarded contract to Times Fiber Communications Inc. for installation of Mini-Hub fiber-optics cable system in Chicago suburb of Four Lakes Village. System will be capable of delivering 54 channels of service to community's 1,700 residents. Designed for multiunit dwellings and single-family homes in high-density communities, system permits user with simple keypad to call up channels over fiber link from nearby Mini-Hub or Local Distribution Unit. Fiber optics technology, said Multimedia Chairman Wilson C. Wearn in announcing deal, "will assure the high-quality, interference-free pictures. The system is fully expandable to accommodate future interactive services, such as security, electronic banking, teleshopping and videotext." □

CBS wins fourth out of six weeks

Election night audiences low on all three networks; CBS puts Wednesday night programs on hold and replaces with movies

It may have lost the election-night ratings by a hair, but CBS took the sixth week of the 1982-83 prime time season and three of the first five days of the November Nielsen and Arbitron sweeps with a decisive win. Averaging a 17.2 rating and 27.6 share, CBS finished the week ending Sunday, Nov. 7, with a 1.3 lead over ABC (15.9/25.5) and a 2.1 lead over NBC (15.1/24.3).

It was the fourth win for CBS so far this season, compared with two for NBC, captured with the help of the World Series, and none for ABC which has suffered primarily in Monday night ratings due to the loss of *Monday Night Football* to an ongoing players' strike. Season-to-date averages put CBS ahead of second-ranked NBC (16.4/26) and 1.7 points ahead of ABC (16.2/26).

Low audience levels on election night (Tuesday, Nov. 2), when all three networks pre-empted regular programming for live coverage, caused the three-network share of viewership to hit another low for the season, ending up at 48.2/77.4. That was down from the previous low of 48.7/80 scored the week before, and down from 53.5/84 captured during the same week a year ago.

The three-network rating on election night totaled 32.6/51.9, down 22.4 points from that of an average Tuesday night this season.

Wednesday was once again CBS's lowest-rated night (12.4/19.7) and last week, the network announced it will pull three programs from that night's lineup as of Nov. 24 and replace them with movies. The deleted programs, *Alice*, *Filthy Rich* and *Tucker's Witch*, have not been canceled, according to Harvey Shephard, senior vice president, programs for CBS, and are likely to return to the schedule next spring in different time periods.

ABC won Wednesday, the first night of the November sweeps, with a 20.1/31.6, while NBC finished second with a 17.2/27.5. Although ABC's *Monday Night Movie*, "Brubaker" (17/29), fell to CBS's lineup of *M*A*S*H*, *Newhart* and *Cagney and Lacey* (18.4/28.4), it topped NBC's made-for-TV movie, *Born Beautiful* (16.2/26).

Regular lineups on all three networks Thursday and Friday left CBS in first place, NBC in second and ABC in third for

both nights. Average ratings for Thursday were: CBS (20.1/31.3), NBC (15.7/24.4) and ABC (14.9/23.4). For Friday, they were: CBS (20.1/34.6), NBC (13.5/23.3) and ABC (11.1/18.9).

On Saturday, ABC's regular lineup of *T.J. Hooker*, *Love Boat* and *Fantasy Island* (17.3/29.9), finished ahead of a Walt Disney special and the movie, *One Shoe Makes It Murder* on CBS (15.7/27.3). It also came out ahead of NBC's regular lineup (13.6/23.6).

60 Minutes (27.5/43) propelled CBS once again to victory on Sunday night despite a relatively strong showing later in the evening by two NBC specials, *TV Censored Bloopers*, part four (25.5/36), and *TV's Greatest Commercials* (21/34) and a feature film on ABC, *Kramer Vs. Kramer* (20.2/32). Totals for Sunday were CBS (20/30.4), NBC (18.1/27.7) and ABC (17.6/27).

The week's top 20 programs were: *60 Minutes* (27.5/43), *TV Censored Bloopers, part four* (25.5/36), *Dallas* (24.4/40), *M*A*S*H* (23.9/35), *Dynasty* (23.2/40), *Newhart* (22.2/33), *Magnum P.I.* (21.7/32), *Fall Guy* (21.2/32), *TV's Greatest Commercials* (21/34), *Archie Bunker's Place* (20.5/31), *ABC Sunday Night Movie* (20.2/32), *Simon & Simon* (20.2/31), *Gloria* (19.9/29), *Hill Street Blues* (19.9/33), *Facts of Life* (19.7/29), *Love Boat* (19.4/32), *Falcon Crest* (19.1/36), *Knots Landing* (18.4/31), *Real People* (18.2/28) and *Too Close For Comfort* (18/27). □

negotiations last week with the television networks on a new contract covering performers in nonprime time programming.

Neither the union nor management would discuss the union's demands or the progress of talks. The present three-year pact expires today (Nov. 15), but observers believe that discussions will continue beyond the expiration date.

The vast majority of prime time entertainment shows are not covered in this agreement. These programs are included in a separate pact that is negotiated jointly by AFTRA and the Screen Actors Guild and expires next summer. Included in the contract under negotiation are programs in nonprime time and news and sports programs carried in all dayparts. □

Working Women confer awards

Actresses Jean Stapleton and Betty Thomas were among the winners in the fourth annual Women at Work Broadcast Awards, presented by the National Commission on Working Women. The awards were created to encourage the development of television and radio programs about working women's issues. The awards ceremony, held last Wednesday (Nov. 10) at the Shoreham hotel in Washington, is sponsored by Avon Products Inc. as part of its support of programs for working women.

The list of winners follows:

Commissioners Awards

Betty Thomas, NBC-TV □ *Hill Street Blues*.

Jean Stapleton □ *Isabel's Choice*.

Isabel's Choice □ made-for-TV movie.

TV public affairs/documentary

State of the Art Washington, D.C. □ *We Dig Coal: A Portrait*

AFTRA in TV talks

While the U.S. Southern District Court of New York considered the American Federation of Television and Radio Artists' petition for reorganization under Chapter 11 of the bankruptcy law (BROADCASTING, Nov. 8), the union continued its

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of *Three Women* (first place).

WXXI-TV Rochester, N.Y. □ *The Nurses Prescription* (second place).

KATU-TV Portland, Ore. □ *Town Hall: Sexual Harassment* (third place).

Alabama Public Television University, Ala. □ *Freedom Quilting Bee* (honorable mention).

TV news series

KOOL-TV Phoenix □ *Women Cops* (first place).

KTVU-TV Oakland, Calif. □ *Sex, Money and Women* (second place).

KPRC-TV Houston □ *Nursing Shortage: Cries for Help* (third place).

TV entertainment

KQED(TV) San Francisco □ *For Me, Myself.*

TV spot news

WLS-TV Chicago □ *Women in Nontraditional Jobs* (first place).

KXAS-TV Dallas □ *Union Workers* (second place).

KXAS-TV Dallas □ *Lady Cops* (third place).

TV portrait

WDVM-TV Washington □ *Mona Harrison* (first place).

WDVM-TV Washington □ *Our Hands, Our Land: Women Who Farm* (second place).

WTBS(TV) Atlanta □ *Joan Myers Brown* (third place).

WTBS(TV) Atlanta □ *Elizabeth O'Donnell* (honorable mention).

TV editorial

WABC-TV New York □ *Day Care is Vital and Day Care and the New York City Board of Education* (first place).

KOMO-TV Seattle □ *Mr. Rogers* (second place).

WRC-TV Washington □ *A Woman on the Supreme Court* (third place).

Radio public affairs/documentary

Global Village Associates Roxbury, Mass. □ *Workfare: Anatomy of a Policy* (first place).

National Public Radio □ *Cottage Industry Laborers* (second place).

Harriet Baskas, Astoria, Ore. □ *Don't Fence Me In: The Cowgirls of Eastern Oregon* (third place).

Deborah George and Molra Rankin, Washington □ *The*

Paperless Office (honorable mention).

Radio news series

WGBB(AM) Merrick, N.Y. □ *Women in Nontraditional Jobs* (first place).

KFBK(AM) Sacramento, Calif. □ *Comparable Worth: What's It All About?* (second place).

WRFM(FM) New York □ *Nursing Shortage: Condition Critical* (third place).

Radio spot news

CBS RadioRadio □ *Women and TV Commercials* (first place).

NBC News □ *Video Display Terminals* (second place).

CBS RadioRadio □ *Child Care* (third place).

CBS RadioRadio □ *Sexual Harassment in the Army* (honorable mention).

Radio portrait

AP Radio Network □ *Successful Women: Ellen Goodman* (first place).

WTLC-FM Indianapolis □ *Successful Black Women: Karen Fowler Williams* (second place).

KRNT(AM) Des Moines, Iowa □ *Gerty the Waitress* (third place).

Advertising & Marketing

Advertisers hear from journalists

Barbara Walters tells ANA her opinions of newsmakers as well as coverage; economy discussed by Grunwald, others from 'Time'

"God knows we try." That's how ABC News Correspondent Barbara Walters began her response to a question about network news coverage of the war in Lebanon that was posed during last week's Association of National Advertisers annual meeting. Walters, speaking during the meeting's opening session, described for the ANA members and their guests, her impressions of world leaders she has interviewed in the course of her career with the late Egyptian President Anwar Sadat and Israel's Prime Minister Menachem Begin receiving most of her attention. Walters even provided a list of four qualities she thinks help mold a world leader: a deep belief in destiny, a deep belief in self, a dose of defeat and disappointment, and a touch of fanaticism. If the last element grows too powerful, a leader will shut out the world and then may fail, Walters asserted, saying that is what ultimately happened to Sadat. After covering the funeral of the assassinated Egyptian president, and shortly thereafter attending the funeral of Moshe Dayan, Walters said, "I haven't felt the same about covering world events."

As for the networks' performances in Lebanon, Walters concluded by saying that although all three networks are open to criticism, "I don't know of any more dedicated people" than network journalists.

Print journalists also got their chance to impress advertisers assembled for the ANA session in West Palm Beach—*Time* and *Money* magazine editors and correspondents, led by *Time* editor-in-chief Henry A. Grunwald, briefed the conference on their views of the national and international scenes.

Grunwald began by identifying three "phenomena" he said are exerting profound impact on the world—international recession, the anti-nuclear movement, and a "new nationalism" or "tribalism" around the globe—all three with implications for United States policy. Developments abroad and domestic politics as well

were then reviewed by a panel of *Time* correspondents imported for the occasion. And *Money* managing editor Marshall Loeb had a set of economic predictions for the conference—recovery will begin in the current quarter, with real GNP growth running at 2%. Real GNP will move ahead 3% next year, and maybe hit 4.5% in 1984. Meanwhile, inflation in 1983 and 1984 will run between 5% and 7%. And though saying nobody knows which way the Dow Jones Industrial Average will move next, Loeb affirmed a belief in the value of common stock. He thinks stock issues are still low-priced, and looks ahead to 10% to 15% corporate earnings growth next year.

ANA shares experiences with cable spots, producing less expensive commercials

Advertisers at last week's ANA meeting had the opportunity to learn from five different Tuesday morning clinics about ways to improve advertising. Two sessions in particular dealt with overlapping concerns of effective television advertising produced on a cost-effective basis—one was a showcase of what some advertisers had achieved in their messages designed for cable television, the other a more general presentation on how to shoot less costly commercials, which again drew heavily on examples from cable advertising.

M.D. Gray, director of advertising services, Scott Paper, opened the cable advertising panel by noting that proliferation of media outlets and the fractionalization of audience are moving advertisers to back alternatives such as cable. Gray later dem-

onstrated a series of Scott Value Center billboards keyed to a promotional offer that Scott has run in sponsorship position on the *Home Shopping Show*. Scott is waiting to measure the response generated by the spots, which the company produces in-house, and which feature actress portrayals of a spokesperson, Ann Scott. Scott also uses spots on the J. Walter Thompson/Adams-Russell *Cable Shop* ad experiment in Peabody, Mass.

The Home Shopping Show and *Cable Show* also have been used by Kraft, as James A. Blocki, vice president and director of advertising and creative services for its Retail Food Group, explained. Blocki began by noting that Kraft got into cable advertising "for experience, to learn" and to measure consumer response and see how the firm could manage that form of advertising. Kraft's initial venture was a 90-second spot featuring a recipe offer that drew 11,000 responses when run on

WTBS(TV) Atlanta and Cable News Network. A similar offer for a \$4.95 cookbook drew 4,600 orders.

The Home Shopping Show didn't fare so well—it drew only 120 orders. Kraft also used CBS Cable, sponsoring *The New Kraft Music Hall*, and in a dramatic departure from previous Kraft style, produced a new wave youth appeal commercial for MTV. (More was to be heard about that particular spot in the commercial production session.)

Blocki also spoke of several seven-to-eight-minute commercials Kraft produced for *The Cable Shop*, saying they averaged \$5,000 to \$6,000 each “and they're not that bad.”

Anheuser-Busch group and marketing manager Thomas Sharbaugh told the audience that cable advertising, which the brewer undertakes in many forms, has proved useful for reaching its target audience of 18-45-year-old males, and for segments within that larger group. A particular Anheuser-Busch target is the “heavy user” category—that 20% of all beer drinkers who consume a minimum of two six-packs a week and account for over 50% of total sales. Busch advertises its brands, particularly Budweiser and Busch, in the sports programming on ESPN, WTBS, USA Network, WOR-TV, WGN-TV as well as on BET and MTV, the last two to reach, respectively, blacks and young adults (Anheuser-Busch defines the latter as “minimum drinking age to 24”).

Speaking of MTV ads, Sharbaugh told the session that broadcast network “instability” in late fringe programming is one of the reasons for using MTV, and he displayed several long-form Budweiser ads

The chosen few. The ANA membership last week elected John H. Dowd, vice president, new business development, Hershey Chocolate Co., as chairman of the organization's board, succeeding Thomas T. Ryan, Gillette Corp. Robert V. Goldstein, vice president, advertising, Procter & Gamble, was elected vice chairman.

The association also took steps to change the composition of its board, increasing the number of directors from 15 to 21, and adding to the board eligible former chairmen whose terms expired in the last five years. In addition to Ryan, that category included Richard S. Creadon, senior vice president, Nabisco Brands; Richard Goldstrom, vice president-director, advertising and marketing services, Armstrong World Industries, and Sanford Buchsbaum, executive vice president-advertising, Revlon Inc.

Thirteen new directors were elected: B. David Allen, Whirlpool Corp.; Sharon Baum, Chemical Bank; Herbert Baum, Campbell Soup; James R. Blocki, Kraft Inc.; M. Douglas Gray, Scott Paper; Richard K. Jewett, Pitney-Bowes Inc.; Russ W. Johnson, Panasonic; Michael E. G. Kirby, Xerox; John J. Meakem Jr., Combe Inc.; Barbara Pesin Avon Products; Robert Recholtz, Adolph Coors, and Richard D. Rosenbloom, American Express.

Bottom Line

NET buy. NET Enterprises, subsidiary of WNET/Thirteen, New York, has been sold to George J. Marketos, former senior vice president at WNET(TV). Renamed Mark Video Enterprises, company will continue to offer complete production, editing, duplication and distribution services from Ann Arbor, Mich., offices. New owner plans to expand half-inch and three-quarter-inch videotape duplicating capacity and strengthen post-production facilities. Mark Video Enterprises' Chicago-based division, Vipro Program Services, distributes *Kup's Show* and *Paul Harvey Comments*.

Outlet in. Outlet Co. is now solely in broadcasting, having closed on sale of CWT Specialty Stores, last remaining retail property. Sale, to CWT management, will bring Outlet \$4.5 million in cash, \$4 million in subordinated notes and \$4.5 million in future contingency payments and tax recoveries. Separately, Outlet announced it's completed refinancing of loan package from four banks lead by First National Bank of Boston. New package consists of \$36,721,000 term loan that replaces old outstanding balance, and \$6 million of revolving credit.

run on the service.

Among techniques Anheuser-Busch has used in cable are the use of brand logos on signs at sports events, and sponsoring entire events to get title association for brands, and thus “image association.”

J. Walter Thompson's executive vice president, U.S. media director, Robert Buchanan, wrapped up the cable clinic, showing four commercials that he pointed out were expressly not intended for mass audiences. The four together, Buchanan said, totalled 12 minutes and cost less than \$60,000.

Cost factors were the focus of the commercial production clinic, where consultant Miner Raymond delivered a presentation on cost control. Cable, Raymond said, can offer many examples where costs can be trimmed, and he spoke of “young, progressive ... hungry directors” that “progressive” agencies are bringing into the cable units they are establishing. “Even an 8-year-old should be able to make a commercial out of \$250,000 worth of footage,” Raymond asserted. While “I'm not saying production expenditure have no bearing on effectiveness,” Raymond offered for comparison two “new wave” spots, one a broadcast piece for RC Cola, the other the similar Kraft MTV spot mentioned above, which he maintained cost just 10% of the RC ad.

A principal caution Raymond had for advertisers was to “know what you're spending”; saying that the \$19,000 cost per running minute of *Hill Street Blues*

was less than a third the average cost of television commercials.

And a particular area where cost savings can be realized, in Raymond's view, is in producing a test commercial for copy testing. Copy testing spots that used to cost \$6,000 to \$12,000 a few years ago now cost \$20,000 to \$35,000, he said. If cable can produce commercials for \$12,000, then the same can be done for testing, Raymond argued. He offered a set of rules for copy production, including the use of videotape, and simple or existing sets, if not locations, and keeping talent and musicians to a minimum. And Raymond showed two largely indistinguishable spots for Tang—one the test, the other the final production, to show that a cost-controlled test need not look poorly produced.

Pfizer Inc.'s Adforce President Robert Geller told the session a “war story” of a spot produced in 1968 (before he joined Pfizer) that involved two weeks of location shooting abroad and an army of extras for a 60-second (later edited to 30) spot. The product hadn't been test marketed yet; the spot cost \$258,000 in 1968 dollars. The product failed. Geller then went on to detail how Pfizer works to control such excesses—with product manager's success in the company tied to their ability to manage costs as well as to be creative.

From General Foods, director, creative service, Robert Haynes, reviewed the audit control method his company uses to save \$2 million to \$5 million a year out of a budget that spends \$30 million on some

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500 spots.

Where General Foods is trying to learn about effective commercials, Haynes said, is in cable. With audience segmentation now "descending on the broadcast medium," Haynes told the clinic that mass market advertisers are going to have to produce advertising for cable and "are going to be required to produce advertising we can afford" for that narrower medium.

ANA urged to support retention of financial interest, syndicated exclusivity rules

The Television Committee of the ANA last Monday presented to the membership its recommendation that the association support the retention of the FCC's financial interest and syndicated exclusivity rules. However, no final action on the matter will take place until the ANA board meeting in January, if the board decides to take a position on the subject.

Outgoing ANA chairman Thomas Ryan of Gillette Co. briefed reporters following the closed business session ANA members held during their 73d annual meeting. Ryan stressed the ANA's appreciation of the importance of the matter "to the networks and to us," and said that the group "is trying to be as fair and thorough as it can be" in reviewing the rules. Indeed, Ryan would not confirm the substance of the television committee's recommendation—but would only say the committee has given members "an update" and as part of the ongoing process has asked members for their opinions.

The committee has not formally presented its recommendation to the ANA board, Ryan said, though that is expected "shortly." Ryan indicated the board will take up the committee recommendation in January. Through the committee, he said, the ANA has "heard from some interested parties" including networks, syndicators, producers and independent stations.

Advertisers, some observers were noting last week, do not see themselves as disinterested parties in the battle over financial interest and syndicated exclusivity: any action that would increase network control over product, some advertisers think; could ultimately exert upward pressure on the prices they pay for time. That is a position that's not unexpectedly contested by the networks.

4A's gathers 'best of' commercials to promote creativity in industry

"I'm out to promote the art of advertising." That was the word Keith Reinhard had for the ANA's annual meeting last Monday. Reinhard, chairman and chief executive of Needham, Harper & Steers/U.S.A., reported on an effort he has headed for the American Association of Advertising Agencies (4A's) to build a pool of advertising efforts that are both creative and effective. The count so far is 80.

Reinhard began his presentation with a tape of five creative television spots for Bud Lite, Revlon's SuperNails, the Oak-

land A's, E.F. Hutton and Yamaha; then reviewed their impact on sales. The first, he said, was part of a campaign that yielded sales 25% ahead of projections; the next generated double digit sales in a soft market; after the baseball campaign, featuring then A's manager Billy Martin, season ticket sales rose 10 times over the year earlier, and the Yamaha campaign boosted purchase considerations 55% and market share 12%.

Noting some recent consumer press coverage of claims of sales results for "annoyance" commercials, Reinhard charged "that kind of advertising is extremely shortsighted" and said survey data showed increasing numbers of consumers are discouraged from buying products advertised

in that manner. "You ought to be as proud of your advertising as you are of your products," he told the advertisers.

The 4A's project to compile the creativity pool has so far yielded a 30-minute videotape that focuses on nine campaigns, each analyzed by a top advertising executive from an agency other than the one responsible for the campaign. Reinhard, noting that the full tape is available from the 4A's, previewed portions that examined three now classic efforts—Federal Express ads; the "Brother Dominic" campaign put together for Xerox; and the three stage progression of ads for Dr. Pepper, which boosted that bottler's annual revenue from \$60 million to \$350 million. □

Ads help senator on character issue

Spots run in New Hampshire seemed to blunt character attacks that had been issue in 1980 campaign

For Senator Edward M. Kennedy Jr. (D-Mass.), the big news emerging from his re-election campaign was not simply the fact of his victory. It was also, reportedly, that commercials might make a difference in neutralizing the character issue—the one that proved a stumbling block in his run for the Democratic presidential nomination in 1980—if he decides to seek the presidency in 1984. The Kennedy forces ran a series of four, five-minute commercials that featured eight friends and one relative—Kennedy's niece Kathleen—relating anecdotes that revealed Kennedy as a caring, compassionate person. The ads were done in response to polling which showed that the character issue was a factor in the re-election campaign—and to the effort by the National Conservative Political Action Committee to discredit the senator. But the ads, broadcast on Boston stations, were seen in neighboring New Hampshire. And the *Washington Post* reported aides saying that polling by Patrick Caddell showed that the ads had a "significant impact" on the voters there. (Ironically, Caddell two years ago was on the staff of President Carter, whose campaign raised the character issue in beating off Kennedy's effort to wrest the nomination from the President. A series of five-minute commercials that Kennedy forces ran in some of those battles failed to elimi-

nate the character issue from the contest.) Kennedy aides and Caddell last week refused to discuss the polling. But Michael Kaye, of Bell Canyon, Calif., who created the commercials, as well as a batch of 30's and 60's dealing with specific issues, offered some background. There was the campaign of the far right and the feeling that "we had a right to defend ourselves," he said. But there was more to it. History—including the tragedy at Chappaquiddick—could not be erased. But Kaye wanted "to show another side of Kennedy that people didn't know." So he sat with the friends and Kathleen to talk about the Senator. Kathleen told of Kennedy attending her wedding and helping to infuse joy and life into the occasion even though it meant having to leave the bedside of his son who had that day lost a leg to cancer. And a priest related how the senator, tears coursing down his cheeks, allowed 300 potential voters to cool their heels in an auditorium while he visited with a terribly ill boy and his distraught parents. A leader of a senior citizens group described Kennedy as a man whose faith serves as a buffer against tragedies whose severity "would have rendered most people useless." The other stories are of similar intensity. Kaye spends most of his time producing commercials. He does political work for politicians whose cause he makes his own—usually liberal Democrats. The five-minute pieces were done for the re-election campaign. But, he said, "if there's an overlap into a presidential campaign, fine." □



The "friends of Kennedy" spot

Jones bullish on STV's future

Commissioner says pay service will flourish and not take viewers from conventional TV

Although she concedes the jury is still out, FCC Commissioner Anne P. Jones told a luncheon audience at the Subscription Television Association convention in Los Angeles last Monday (Nov. 8) she believes the final verdict will support the commission's contention that deregulation of the STV industry would not do significant harm to the conventional television industry.

"I was frankly amazed that the FCC had imposed some of the rules it had" on STV operators, Jones confessed, maintaining that some were clearly imposed at the behest of over-the-air broadcasters to minimize STV competition.

"It is clearly high time the FCC got out of the business of regulating new services on the basis of an assumed threat to established services," Jones declared. She contended that the commission's recent actions have left STV "almost completely deregulated" and said that further deregulation, by modifying ownership and trafficking rules, should come "within the next six to eight months."

Jones said the FCC was probably in error in imposing so much regulation on STV operators in the past, saying she remains optimistic that STV will continue to provide specialized programming that non-scrambled stations cannot or will not provide.

"As it grows, STV will take viewers away from conventional TV, but it is not threatening to its viability as a medium," said Jones. She pointed out that all commercial stations now have the option of switching to STV operation for periods of up to 24 hours a day, but considers it doubtful that many stations will make the change as long as "conventional stations are still garnering \$10 billion a year in revenues."

The deregulation of STV, she concluded, "will provide more service to the public and, more importantly, greater diversity of service."

During a question-and-answer session following her remarks, Jones predicted that the biggest potential regulatory threat facing STV is Congress, which might act if the industry succeeds in attracting enough major sports events. Such a shift she speculated, might result in "social unrest" in urban ghettos and areas of high unemployment, which conceivably would be deprived of such play-by-play. On a related matter, Jones said she does not advo-

Let them in. The Subscription Television Association has joined those in favor of permitting public broadcasters to offer subscription television services. "Such a policy will encourage the addition of pay television outlets along with greater diversity in pay TV programming," the association said in comments filed at the FCC. "The commission currently has the requisite statutory authority to permit public television licensees to engage in for-pay programming, and through its regulatory oversight functions can insure that adequate amounts of conventional public programming will be maintained in all public television markets," the association said. "While such nonprofit activities carried on by tax exempt public broadcasters may need to be conducted through 'feeder' organizations [a commercial subsidiary that would be subject to normal corporate tax rates but would feed its profits back into the exempt station] under the federal tax laws, subscription television represents a potentially significant alternative to federal funding in the years ahead."

cate imposition of "life-line" STV service to those who cannot afford to subscribe.

Asked about proposals to make STV operation an option for public television stations, Jones said she thinks they are "a good idea" in light of the industry's current financial crunch and can be carried out "in a good way, that protects the integrity of the noncommercial allocation."

Jones expressed reservations about the way low-power and DBS services have been introduced by the FCC and said she is uncertain about their future impact on existing STV service.

"We made [LPTV] sound better than it was," she said, indicating she's not sure it will meet its intended goals of serving underserved areas and allowing new entrants into the television marketplace.

"DBS service is going to be a problem," Jones predicted, "particularly with Canada and Mexico." She restated her minority opinion in opposition to DBS authorization arguing "I don't think anybody knows what DBS is. We've given the operators too much leeway." □

FCC deregulation: good news and bad for STV operators

Federal deregulation of the STV industry has proved a mixed blessing in at least one respect, according to participants in an STVA convention panel entitled "Piracy, Copyright, and FCC Deregulation" last

Monday (Nov. 8).

The commission's decision to allow sale on the open market of decoders, reversing a previous policy that STV boxes could only be leased from STV operators, raises "a host of problems," according to communications attorney Ronald A. Siegel, a partner in the Washington law firm of Cohn & Marks.

Siegel believes that the change could lead to a significant increase in signal piracy, adding he does not believe the FCC meant to make as sweeping a change as it did. "I think they meant to say that only the STV operator can sell the box, but the rule as written says anyone can sell it."

Panel moderator and Embassy Communications general counsel, Robert V. Cahill, said the ruling "could spell devastation for the STV industry" and reported that STVA will try to reverse the commission's decision. "I think we will lose, quite frankly, at the commission level," Cahill conceded, but said the association will seek relief in other arenas as well.

"Your problem at the commission is that it's on a deregulatory kick," advised Henry Geller, director of the Washington Center for Public Policy Research. "Everything is being left to the marketplace."

Another attorney on the panel, William Wewer, a partner with the Washington firm of Wewer & Mahn, said that largely because of the FCC's action "it is almost certain that there will be more [STV] piracy in the future." Wewer, who is the STVA's general counsel, said the growth of the industry alone will make it a more attractive target for pirates.

"It is now clear that the Communications Act can be used to prosecute pirates," Wewer reported, which should give the industry more leverage in court. He also said the STVA will sponsor an "anti-piracy litigation seminar" at Epcot Center, in Orlando, Fla., on Feb. 17 to review "hunting, negotiating with, and prosecuting signal pirates." In a related vein, Oak Industries has agreed to provide STV operators with a computer-assisted data base for use in finding and prosecuting those who steal programming.

None of the panelists would hazard a guess as to the actual number of illegal recipients of STV signals, although all agreed that they had a significant negative impact on the industry. Analyst Paul Kagan had repeated estimates at an early session of about 15% of all STV viewers.

Ronald Coleman, senior vice president of law and corporate development, Direct Broadcast Satellite Corp., reviewed the regulatory history of DBS, labeling the National Association of Broadcasters' recent lawsuit challenging the FCC's authoriza-

tions of the new service as "protectionist" and predicting it would be "dismissed out of hand" by the U.S. Court of Appeals.

In his remarks, Geller encouraged STV operators to explore cooperative arrangements to secure mutual survival. He said he doesn't believe there are any Communications Act or antitrust regulations that would prohibit such agreements with noncommercial stations, LPTV stations, MDS operators or even other STV stations.

"I think the FCC would welcome cooperation as a competitive check on cable," Geller explained. "I believe a court would find that you were promoting competition," providing cable was in the same area.

Geller predicted that discontinuation of distant signal carriage by some cable systems could improve the chances for STV signals to be carried by local cable operators, and suggested that STV operators seek joint ventures or shared channel agreements with systems to accomplish that. He noted that STV has no right of access under any common carrier provisions and that "no relief is in sight [on that matter] on the federal level." If an operator is successful in marketing and promotion of his service, however, Geller is hopeful that many cable operators would find it beneficial to add a pay service offered by an STV operator, "although rates and terms will be an issue."

John Boler, STV's voice of experience, talks about his year of operation

John Boler, the first low-power television station operator in the continental U.S., has a simple answer to the question of how to make money in LPTV: "Go to full-time STV operation."

Boler has been operating K26AC, a 1 kw UHF station in Bemidji, Minn., as a hybrid STV/advertiser-supported outlet since last January, and says: "We could go into the black next month if we switched completely to STV."

Boler told an audience at the STVA convention last Tuesday (Nov. 9) his greatest overhead costs are generated by producing and selling advertising spots to local merchants but he has no immediate plans to expand the station's STV schedule, which runs from 7 p.m. until sign-off. The balance of the day consists of local news, off-network reruns, syndicated programming, and inserts from CNN Headline News.

Lack of familiarity with the UHF band in his market has kept the number of STV subscribers to below 1,000, said Boler, but that would be sufficient to cover operating costs if advertising-related expenses were eliminated. Boler was not necessarily advocating STV operation as a solution for other LPTV operators, but he expressed surprise at the rapid acceptance of the pro-

gram service—including a "hard R" adult tier—by community residents. He pegged his total investment in the station, which includes extensive local origination equipment, at "about a million" and said regular viewers are reported as far away as 55 miles.

Gary Jordan, national director of programming for Oak Media Development Corp., said his firm is actively interested in the LPTV market as a potential purchaser of Oak's ON TV premium program service.

"Programming will drive the development of low-power TV," said Jordan, noting his firm's plan to offer a satellite-distributed pay TV program service to low-power and other operators beginning Feb. 1, 1983. Jordan said no rate card is yet developed for sale to LPTV stations, adding that the service will also be available to STV, MDS and SMATV operators via two transponders on the Comstar D-4 satellite.

"What people want are movies, movies and more movies," Jordan said. The audience's second-greatest interest is in sports ("the closer to home the better") and variety specials ("the more middle-of-the-road the better"). For the foreseeable future, he continued, "STV will remain primarily a film exhibitors service," with such fare accounting for about 85% of program content.

Jordan said it has not yet been decided whether Oak's 24-hour program service, currently offered to its own stand-alone STV systems, will be marketed under the ON TV banner, but that is likely. He said Oak has no plans to market tiers separately or to nationally distribute play-by-play for sporting events acquired for local STV broadcast.

A third member of the low-power panel, The Television Center President Michael Couzens, who headed the FCC's low-power inquiry staff, said that "STV was imbedded in the concept of low-power TV from its inception" and predicted pay service will play a vital role in LPTV's development.

"In order for STV to work on low-power stations, it will have to be on a multichannel basis," said Couzens. He speculated that a kind of "wireless cable" system might emerge in communities where four or five LPTV stations cooperated in the distribution of a variety of STV services, which could compete successfully with multichannel MDS and cable.

Analysts say STV future is in multichannel service; four to five channels and possible alliances with DBS operators are needed to keep industry healthy, Kagan and Bortz tell STVA

The salvation of the subscription television industry lies in multichannel service and cooperative agreements with would-be competitors. That was the substance of blunt assessments delivered by two prominent STV analysts last week at the STVA convention in Los Angeles.

Barring some breakthrough, such as

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multichannel service, STV operators expect to add no more than 100,000 subscribers a year in the near future, predicted Paul Kagan, president of Paul Kagan Associates, during Monday's opening session. Kagan, who independently appraises pay TV and cable systems, said "multichannel is the name of the game, unless you want to be small business in the long run.

The multichannel service could take many forms, he said, including the addition of separate tiers on existing one-channel systems and the consolidation of competing operators in a cooperative manner to reduce overlap and promote diversification.

According to Kagan, an STV operator can expect penetration of 15% to 20% in noncabled areas and significantly less in communities that have been wired. He estimated that half the homes in a typical neighborhood, cabled or not, seek some form of pay TV and encouraged operators to pursue that audience.

Kagan also urged the STV industry to form alliances with DBS services in order to minimize their negative impact on STV's subscriber base. "DBS will have a tough row to hoe when it comes to local marketing of their service," Kagan contended. "It may be possible to form affiliations with them that are mutually beneficial." He pointed out that STV operators already have extensive marketing and servicing systems in place that could be applied to new DBS services.

In a separate speech on Tuesday afternoon, Paul Bortz of the Denver-based consulting firm of Browne, Bortz & Coddington told a luncheon audience a multichannel approach is the only way STV can survive as a truly competitive service.

"We believe that the [STV] industry will do well to reach two million house holds by 1990," Bortz declared, "which is not much above where you are right now." Aggressive development of multichannel systems in some markets could push that total to about three million homes, said Bortz, which also might occur if DBS and other new entrants are significantly delayed.

Bortz said he is convinced that cable will emerge as the dominant player among the new video technologies a decade from now and be the major factor in STV's stagnation. He cited a recent study completed by his firm which showed that in a market where STV began operating after a cable system had already been established, the former enjoyed about 3% penetration. Where STV got there first, it held about 14% of the market even after a community was wired. The study also concluded that four to five pay TV options appeared the ideal number for most consumers, underscoring the need for STV to provide more options.

"The STV situation in Dallas is symbolic of missed opportunities due to the limited time horizon of your industry," said Bortz, arguing that cooperation among the three STV operators in that

Texas city might have improved the chances for success for all three. (Two now exist, owned by Golden West and Oak Communications.)

By 1990, Bortz believes, about 5% of the pay TV market will be held by STV, with that figure rising as high as 15% to 20% only if a strong multichannel approach is taken. If authorized, multichannel MDS, he predicted, could be serving two to three million subscribers in the same year, with low power TV and DBS sharing another three to five million viewers, depending on the start-up times for both new services. In Bortz's view, both LPTV and DBS will have greatest success among rural viewers where competition is less intense.

The bread-and-butter of the STV business will remain Hollywood-produced motion pictures, Bortz maintained, with local sports programming as a supplement. Made-for-pay movies and specialized programming "are filler," he said, mostly because

they do not have the built-in promotional advantages of major movies and sporting events.

Pay-per-view events and ancillary over-the-air services will have a limited usefulness in future STV operations, Bortz suggested, noting that "the real explosive growth in the latter part of this decade will be in transactional services, and the telephone will be central to that development." The inherent problem of pay-per-view, he continued, is the exclusion of nonpaying subscribers during the event's broadcast: "You must have diversity without losing the subscribers who are not interested in your specialized programming.

Both Kagan and Bortz estimated that an STV operator in a noncompetitive market could break even with as few as 40,000 subscribers, but in a large market Bortz puts the break even point closer to 100,000. He estimated that a multichannel MDS operator could break even with between 20,000 and 25,000 subscribers. □

Changing Hands

PROPOSED

KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla. □ Sold by Leake TV Inc. to Allbritton Communications Co. for more than \$80 million (BROADCASTING, Nov. 8). **Seller** is principally owned by James C

Leake, who owns 80% of WSTE(TV) Fajardo, P.R. **Buyer** is owned by Joe L. Allbritton, chairman, who owns WJLA-TV Washington; KCKN-AM-FM Kansas City, Kan.; WCIV(TV) Charleston, S.C.; and WSET-TV Lynchburg, Va. Allbritton bought

November 1, 1982

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WJLA-TV along with co-located AM-FM combination and *Washington Star* in 1970's for \$28.5 million and spun-off radio stations and now-defunct *Star* for \$36 million. KATV is ABC affiliate on channel 7 with 240 kw visual, 47.9 kw aural, and antenna 1,940 feet above average terrain. KTUL-TV is ABC affiliate on channel 8 with 316 kw visual, 40.7 kw aural, and antenna 1,880 feet above average terrain.

KBHK-TV San Francisco □ Sold by Field Enterprises to United Television Inc. for \$23 million. Seller is Chicago-based publisher of *Chicago Sun-Times* and group owner of five TV's, all independents. Last summer Field announced it would sell all its TV's, either as group or individually; subsequently it reached agreement to well WFLD-TV Chicago to Metromedia for \$136 million (BROADCASTING, Aug. 20). Field, which already owned 22.5% of TV group, acquired remainder of stock from Kaiser Broadcasting in 1977 for \$42.6 million. Field also owns *Chicago Sun-Times*, Field Newspaper Syndicate, cable TV system in Southern California, and STV and electronic publishing joint ventures. Richard A. Giesen is president. Buyer is publicly traded, Minneapolis-based group owner of three TV's, 46% owned by Chris-Craft Industries. Donald E. Swartz is president. KBHK-TV is independent on channel 44 with 2,000 kw visual, 230 kw aural, and antenna 1,610 feet above average terrain.

KDON-AM-FM Salinas-Monterey, Calif. □ Sold by Forrest Cal-Central Inc. and Forrest Communications Corp. to Grace Broadcasting Inc. for \$3.3 million. Seller is principally owned by Robert A. Forrest and wife, Grace, who also are principal owners of KBBY(AM)-KBBQ(FM) Ventura, Calif. Buyer is principally owned by Harvey Grace, who is less than 1% owner and former president of WTTV-TV Indianapolis. KDON is 5 kw daytimer on 1460 khz. KDON-FM is on 102.5 mhz with 18.5 kw and antenna 2,270 feet above average terrain. Broker: *Blackburn & Co.*

WCTW(AM)-WMDH(FM) New Castle, Ind. □ Sold by Delta D Inc. to Midwest Radio Consultants of Indiana Inc. for \$2 million plus \$50,000 for noncompete agreement. Seller is principally owned by George F. Ferry and John R. Ulz, who sold WTIM(AM)-WEEH(FM) Taylorsville, Ill., for \$550,000 (BROADCASTING, Aug. 30). Buyer is principally owned by David C. Schaberg, who is Lansing, Mich.-based broadcasting consultant and has no other broadcast interests. WCTW is on 1550 khz with 250 w full time. WMDH is on 102.5 mhz with 50 kw and antenna 500 feet above average terrain. Broker: *Walker Media & Management Inc.*

KIOA(AM)-KMGK(FM) Des Moines, Iowa □ Sold by Mid America Media to Midwest Communications Inc. for \$2.5 million. Seller is Kankakee, Ill.-based group owner of six AM's, four FM's and cable system

servicing Hilton Head Island, S.C. Reva G. Small is president and chairman. Buyer is owned by D. E. Wright family and others, who also own WRIG(AM)-WDEZ(FM) Wausau and WGEE(AM)-WIXX(FM) Green Bay, both Wisconsin. KIOA is on 940 khz with 10 kw day, 5 kw night. KMGK is on 93.3 mhz with 100 kw and antenna 100 feet above average terrain. Broker: *The Ted Hepburn Co.*

WHGR(AM)-WJGS(FM) Houghton Lakes, Mich. □ Sold by Sparks Broadcasting Co. to Edmund T. Shea Jr. for \$800,000 plus \$40,000 for brokerage fee. Seller is principally owned by brothers, Garnet and Gordon Sparks, who also own WEXL(AM) Royal Oak, Mich. Buyer is Grand Rapids, Mich., realtor and has no other broadcast interests. He is son-in-law of late Dan Duffy, former principal of WLAV-AM-FM Grand Rapids. WHGR is on 1290 khz with 5 kw full time. WJGS is on 98.5 mhz with 100 kw and antenna 480 feet above average terrain. Broker: *Walker Media & Management Inc.*

KUBA(AM)-KXEZ(FM) Yuba City, Calif. □ Sold by Leroy J. Neider and Eugene Mills to Ridge L. Harland for \$775,000. Sellers have no other broadcast interests. Buyer is Hillsborough, Calif., business consultant whose son, Robert R. Harland, is general manager of stations. KUBA is on 1600 khz with 5 kw day and 2.5 kw night. KXEZ is on 103.9 mhz with 3 kw and antenna 187 feet above average terrain. Broker: *William A. Exline Inc.*

APPROVED

WIFN(FM) Franklin, Ind. □ Sold by Vogel-Douglas Corp. to Franklin Broadcasting Inc. for \$325,000. Seller is principally owned by William R. Vogel and Ronald Douglas. Vogel is principal owner of WHOD-AM-FM Jackson, Ala.; WMPI(FM) Scottsburg, Ind.; WNOI(FM) Flora, Ill., and WDOH(AM) Delphos, Ohio. Buyer is owned by William H. Bereman and Joseph F. Newman. Bereman is president of Entertainment Marketing Enterprises Inc., Indianapolis sports promotion and marketing firm. Newman is Indianapolis advertising executive, and former 50% owner of KVOV(AM) Henderson, Nev., which was sold this summer for \$600,000 (BROADCASTING, July 6). WIFN is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: *Blackburn & Co.*

KLVU(FM) Dallas □ Sold by SJR Communications to John Tenaglia and Robert Weary for \$8.5 million. Seller subsidiary of San Juan Racing Association, is selling its sole remaining radio station which it bought in 1979 for \$3.75 million (BROADCASTING, April 16, 1979). Last year SJR sold all its radio stations, except KLVU, to Gulf United Corp. for \$62 million plus \$5 million in assumption of liabilities. Gulf United later spun off four of those stations. Buyers are principal owners of WSRF(AM)-WSHE(FM) Ft. Lauderdale. KLVU is on 98.7 mhz with 98 kw and antenna

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KLNK(FM) Oklahoma City □ Sold by Sunbelt Communications to Zuma Broadcasting Co. for \$3,456,000. Seller is closely held group principally owned by C. T. Robinson, William Moyes, Michael Hesser and Robert Magruder. Sunbelt Communications also is licensee of KVOR(AM)-KSPZ-FM Colorado Springs; KQEO(AM)-KZZX(FM) Albuquerque, N.M.; and KFYE-FM Fresno, Calif. It bought KLNK two years ago for \$1.35 million (BROADCASTING, Sept. 27, 1980) and sought waiver of three-year rule to sell. Buyer is principally owned by Bill Lacey, who is also principal owner of KXLS(FM) Enid, Okla. KLNK is on 98.9 mhz with 100 kw and antenna 420 feet above average terrain.

WCRT(AM)-WQEZ(FM) Birmingham, Ala. □ Sold by Magic City Communications Inc. to Capitol Broadcasting Corp. for \$3,381,000. Seller is headed by Blanche Fredericks, president, who has no other broadcast interests. Stations were bought in 1973 for \$675,000 (BROADCASTING, Jan. 8, 1973). Buyer is Mobile, Ala.-based group of three AM's and three FM's principally owned by Kenneth Johnson, president. WCRT is 5 kw daytimer on 1260 khz. WQEZ is on 96.5 mhz with 100 kw and antenna 892 feet above average terrain.

WNJY(FM) Riviera Beach-West Palm Beach, Fla. □ Sold by Patten Communications Corp. to Lappin Communications Florida Inc. for \$1,615,000. Seller, Southfield, Mich.-based group of three AM's and two FM's headed by Myron P. Patten, chairman, last year sold WDOQ(FM) Daytona Beach, Fla., for \$2,836,000 (BROADCASTING, Nov. 9, 1981), WMAD(FM) Sun Prairie, Wis., for \$1,275,000 (BROADCASTING, Oct. 12, 1981) and WMPX(AM) Midland, Mich., for \$900,000 (BROADCASTING, Aug. 24, 1981). Patten bought WNJY three years ago for \$995,000 (BROADCASTING, July 16, 1979). Buyer is owned by W. Robert Lappin and wife, Dorothy, who own WMAS-AM-FM Springfield, Mass. WNJY is on 94.3 mhz with 1.26 kw and antenna 480 feet above average terrain.

WLOU(AM) Louisville, Ky. □ Sold by Summers Broadcasting Inc. to Johnson Communications Inc. for \$1.6 million. Seller is equally owned by William E. Summers III and Vincent A. Pepper, who have no other broadcast interests. Pepper is Washington communications attorney. Buyer is subsidiary of Johnson Publishing Co., publisher of *Ebony* and *Jet*, which is owned by John H. Johnson (70%) and wife, Eunice (30%). Johnson also owns WJPC(AM) Chicago and also is part owner of Continental Cable Chicago Inc., applicant for Chicago cable franchise (BROADCASTING, Sept. 6). WLOU is 5 kw daytimer on 1350 khz.

KTED(FM) Fowler (Fresno) Calif. □ Sold by Salem Pacific Broadcasting to Billmar Communications for \$700,000. Seller is owned by Edward G. Atsinger III, who put

station on air in November 1980. Atsinger owns KDAR(FM) Oxnard, 25% of KGBA(FM) Holtville and 20% of KGFT(FM) Carpinteria, all California. Also, with brother-in-law, Stuart Epperson, Atsinger owns four AM's and one FM and bought, subject to FCC approval, KMAC(AM) San Antonio, Tex., for \$1 million (BROADCASTING, July 26). Buyer is owned by William E. Donohue, former sales manager at Cetel Inc., Los Angeles television representative firm, who has no other broadcast interests. KTED is on 96.7 mhz with 3 kw and antenna 300 feet above

average terrain.

□ Other approved station sales include: KHOT(AM)-KUUL(FM) Madera, Calif.; KDTA(AM) Delta, Colo.; WTYS(AM) Marianna, Fla.; WGML(AM) Hinesville, Ga.; WCTV(TV) Thomasville, Ga.; WSAK(FM) Sullivan, Ill.; WVTL(FM) Monticello, Ind.; KRRR(AM)-KBVD(FM) [CP] Ruidoso, N.M.; WDNV(AM) Dansville, N.Y.; WGTM(AM) Wilson, N.C.; WMYD(AM) Wickford, R.I.; and KBJM(AM) Lemmon, S.D. (see "For the Record," page 101).



New times always. BROADCASTING magazine began one new venture and another new adventure last week. The first was its association with Dow Alert, the audio subcarrier news service of Dow Jones, which last week began servicing a special news feed—Dow Radio 2—to a growing list of subscribing stations in the Northeast U.S. They are: WCBS-AM-FM, WNEW-AM-FM, WOR(AM), WKTU(FM), all New York; WCTC(AM) New Brunswick, N.J.; WJDM(AM) Elizabeth, N.J.; WJLK(AM) Asbury Park, N.J.; WFAS(AM) White Plains, N.Y.; WKER(AM) Pompton Lakes, N.J.; WMMM(AM) Westport, Conn.; WMTR(AM) Morristown, N.J.; WNLK(AM) Norwalk, Conn.; WVOX-AM-FM New Rochelle, N.Y.; WEAZ(FM), WRCP(AM), WSN(FM), WIOQ(FM), WWSH(FM), WFLN-AM-FM, all Philadelphia; WHWH(AM) Princeton, N.J.; WRKO(AM), and WEEI(AM), both Boston; WLLH(AM) Lowell, Mass.; WKOX(AM) Framingham, Mass.; WAAF(AM) Worcester, Mass.; WCCM(AM) Lawrence, Mass.; GCC Communications in Boston; New Jersey Broadcasters Association; Radio Advertising Bureau in New York, and Muzak.

The second was the beginning of electronic typesetting in the magazine's Washington news headquarters, an innovation that will facilitate BROADCASTING's editorial operations and permit even faster coverage of breaking news. Pictured: (left) Kira Greene, assistant to the managing editor, sending the first facsimile transmission of Dow Radio 2 news bulletins to Dow Alert's Princeton, N.J., headquarters; (right) Susan Dillon, research assistant, entering the manuscript for this week's interview with David Brinkley, which begins on page 95.



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Stock Index

Exchange and Company	Closing Tue. Nov 9	Closing Wed. Nov 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	54 3/8	54 5/8	- 1/4	- .45	10	1,565
N Capital Cities	116 1/2	113	+3 1/2	+ 3.09	18	1,527
N CBS	52 1/4	54 1/8	-1 7/8	- 3.46	8	1,462
N Cox	44	41 3/4	+2 1/4	+ 5.38	20	1,246
A Gross Telecasting	33 3/4	33	+ 3/4	+ 2.27	9	27
O LIN	35	31 1/4	+3 3/4	+12.00	20	362
N Metromedia	269	271	-2	- .73	18	907
O Mooney	4 1/4	4 1/4			4	3
N Outlet Co.	43 1/2	40	+3 1/2	+ 8.75	69	117
O Scripps-Howard	20	20 1/4	- 1/4	- 1.23	11	207
N Storer	32 1/2	31 1/8	+1 3/8	+ 4.41	17	532
N Taft	44 1/4	42 1/2	+1 3/4	+ 4.11	11	424
O United Television	10 1/4	10 1/8	+ 1/8	+ 1.23	14	123

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	32 5/8	30 7/8	+1 3/4	+ 5.66	23	129
A Affiliated Pubs.	31 1/8	29 3/4	+1 3/8	+ 4.62	11	162
O A.H. Belo	30	29 3/4	+ 1/4	+ .84	14	282
N American Family	15 1/8	14 1/2	+ 5/8	+ 4.31	14	204
O Associated Commun.	18 3/4	17 3/8	+1 3/8	+ 7.91		45
N John Blair	40	41	-1	- 2.43	9	152
N Charter Co.	14	14 5/8	- 5/8	- 4.27	17	307
N Chris-Craft	55 1/2	54 7/8	+ 5/8	+ 1.13	20	120
N Cowles	47 1/4	46	+1 1/4	+ 2.71	28	188
N Dun & Bradstreet	91 1/2	96 1/2	-5	- 5.18	19	2,478
N Fairchild Ind.	18 1/2	17 7/8	+ 5/8	+ 3.49	9	241
N Gannett Co.	56	55	+1	+ 1.81	17	2,971
N General Tire	28 7/8	28 5/8	+ 1/4	+ .87	11	680
O Gray Commun.	35 1/2	35	+ 1/2	+ 1.42	9	18
N Gulf United	25 1/8	25 5/8	- 1/2	- 1.95	9	695
N Harte-Hanks	36 3/4	37	- 1/4	- .67	14	360
N Insilco Corp.	19 5/8	17 1/4	+2 3/8	+13.76	10	298
N Jefferson-Pilot	33 1/2	32	+1 1/2	+ 4.68	7	718
O Josephson Intl.	16 7/8	16	+ 7/8	+ 5.46	14	66
N Knight-Ridder	44 7/8	41 3/4	+3 1/8	+ 7.48	15	1,449
N Lee Enterprises	34 1/2	32	+2 1/2	+ 7.81	12	237
N Liberty	14 3/4	15	- 1/4	- 1.66	8	189
N McGraw-Hill	67 7/8	67 7/8			16	1,689
A Media General	46 5/8	45 3/4	+ 7/8	+ 1.91	10	324
N Meredith	79 5/8	79	+ 5/8	+ .79	9	246
O Multimedia	44 3/4	42	+2 3/4	+ 6.54	17	456
A New York Times Co.	52 1/4	52	+ 1/4	+ .48	11	654
A Post Corp.	31	32	-1	- 3.12	16	57
N Rollins	14 1/2	14	+ 1/2	+ 3.57	9	384
N Schering-Plough	38	39 3/8	-1 3/8	- 3.49	12	2,021
N Signal Cos.	24	24 3/4	- 3/4	- 3.03	10	1,736
O Stauffer Commun.*	43	43			10	43
A Tech Operations	16 7/8	16 1/8	+ 3/4	+ 4.65	8	16
N Times Mirror Co.	65 3/4	63	+2 3/4	+ 4.36	17	2,246
O Turner Bcstg.	16 3/4	16 1/4	+ 1/2	+ 3.07	27	342
A Washington Post	54	56 1/8	-2 1/8	- 3.78	18	762
N Wometco	28 3/4	29 1/4	- 1/2	- 1.70	16	392

CABLE

A Acton Corp.	9 1/8	8	+1 1/8	+14.06	83	46
N American Express	66	63 3/4	+2 1/4	+ 3.52	12	6,138
O Burnup & Sims	14 5/8	12 1/2	+2 1/8	+17.00	14	128
O Comcast	24 1/2	23 3/4	+ 3/4	+ 3.15	21	109
N General Instrument	50 7/8	49	+1 7/8	+ 3.82	16	1,575
N Heritage Commun.	11 7/8	12	- 1/8	- 1.04	20	87
O Rogers Cablesystems	7 1/4	7 5/8	- 3/8	- 4.91	30	159
O Tele-Communications	27 3/8	25 3/8	+2	+ 7.88	60	579
N Time Inc.	46	46			16	2,326
O Tocom	13 1/4	12 1/4	+1	+ 8.16	13	69
N United Cable TV	25 5/8	28 3/4	-3 1/8	-10.86	19	280
N Viacom	33 5/8	34 3/4	-1 1/8	- 3.23	22	381

Exchange and Company	Closing Tue. Nov 9	Closing Wed. Nov 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	3	3			30	17
N Coca-Cola	49 1/2	48	+1 1/2	+ 3.12	13	6,720
N Disney	67	71	-4	- 5.63	20	2,233
N Dow Jones & Co.	66 7/8	60 1/2	+6 3/8	+10.53	24	2,100
O Four Star	4 1/4	3 1/4	+1	+30.76	24	2
N Getty Oil Corp.	52 1/4	57 5/8	-5 3/8	- 9.32	6	4,228
N Gulf + Western	17 7/8	17 1/8	+ 3/4	+ 4.37	6	1,322
N MCA	76 3/8	77 1/4	- 7/8	- 1.13	20	1,822
N MGM/UA	7	6 7/8	+ 1/8	+ 1.81	14	348
N Orion	16 1/4	12 7/8	+3 3/8	+26.21	3	95
O Reeves Commun.	39	35 1/4	+3 3/4	+10.63	14	319
O Telepictures	12 1/4	12	+ 1/4	+ 2.08	42	68
O Video Corp. of Amer.	4 7/8	4 5/8	+ 1/4	+ 5.40	26	8
N Warner	55 1/2	57	-1 1/2	- 2.63		3,524
A Wrather	22	23	-1	- 4.34	24	49

SERVICE

O BBDO Inc.	57 1/2	56 1/4	+1 1/4	+ 2.22	11	167
O Compact Video	4 3/8	3 3/4	+ 5/8	+16.66	4	14
N Comsat	91	86 5/8	+4 3/8	+ 5.05	21	728
O Doyle Dane Bernbach	18 1/2	19	- 1/2	- 2.63	9	106
N Foote Cone & Belding	41	40	+1	+ 2.50	9	112
O Grey Advertising	73	73			7	42
N Interpublic Group	40 1/4	40	+ 1/4	+ .62	10	187
N JWT Group	24 7/8	25	- 1/8	- .50	20	130
O MCI Communications	38 1/2	37 7/8	+ 5/8	+ 1.65	43	3,701
A Movielab	3	3 1/8	- 1/8	- 4.00	5	5
O A.C. Nielsen	60 1/2	58 7/8	+1 5/8	+ 2.76	17	679
O Ogilvy & Mather	41	40 3/4	+ 1/4	+ .61	11	174
O Telemation	5	5			13	5
O TPC Communications	1 7/8	1 7/8			1	2
O Unitel Video	8 1/4	6 1/2	+1 3/4	+26.92	14	11
N Western Union	47 1/8	48 3/8	-1 1/4	- 2.58	13	948

ELECTRONICS/MANUFACTURING

O AEL	16	15 5/8	+ 3/8	+ 2.40	7	31
N Arvin Industries	18	17 1/8	+ 7/8	+ 5.10	15	123
O C-Cor Electronics	35	33 1/4	+1 3/4	+ 5.26	31	105
O Cable TV Industries	8 1/2	5 1/2	+3	+54.54	16	26
A Cetec	5 3/8	5 1/4	+ 1/8	+ 2.38	13	12
O Chyron	26 3/4	29	-2 1/4	- 7.75	21	73
N Cohu	6 1/8	6 1/2	- 3/8	- 5.76	10	11
N Conrac	31 7/8	31 3/4	+ 1/8	+ .39	16	70
N Eastman Kodak	93 7/8	93 7/8			13	15,253
O Elec Missile & Comm.	12 3/4	13 1/4	- 1/2	- 3.77	75	35
N General Electric	91 3/8	93 3/8	-2	- 2.14	12	20,703
N Harris Corp.	38 3/4	39	- 1/4	- .64	14	1,213
O Microdyne	13 1/4	12	+1 1/4	+10.41	19	60
N M/A Com. Inc.	24 1/4	24 3/4	- 1/2	- 2.02	22	948
N 3M	77 1/4	78 1/2	-1 1/4	- 1.59	14	9,083
N Motorola	89 3/4	90 1/8	- 3/8	- .41	18	3,232
N N. American Philips	48 5/8	49 1/2	- 7/8	- 1.76	8	668
N Oak Industries	16 3/8	14	+2 3/8	+16.96	8	267
A Orrox Corp.	13 1/4	13 1/8	+ 1/8	+ .95	22	29
N RCA	25 1/2	26 1/8	- 5/8	- 2.39	12	1,924
N Rockwell Intl.	44 1/8	45	- 7/8	- 1.94	11	3,367
A RSC Industries	4 5/8	4 3/4	+ 1/8	+ 2.63	36	15
N Scientific-Atlanta	15 7/8	13 7/8	+2	+14.41	15	371
N Sony Corp.	16 1/8	14 1/2	+1 5/8	+11.20	14	3,719
N Tektronix	52 3/4	53 1/2	- 3/4	- 1.40	12	989
O Telemet (Geotel Inc.)	2 5/8	2 7/8	- 1/4	- 8.69	13	8
A Texscan	20 5/8	20 3/8	+ 1/4	+ 1.22	30	122
N Varian Associates	55	53	+2	+ 3.77	23	449
N Westinghouse	39	39 1/2	- 1/2	- 1.26	8	3,346
N Zenith	14 5/8	14 3/8	+ 1/4	+ 1.73	244	277

Standard & Poor's 400

Industrial Average 159.06 157.26 + 1.80

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-Over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

TV criticized at media seminar

CBS News-Columbia University 'Media and Society' gathering hears 'Wall St. Journal' editor blast television journalism; treatment of business, law enforcement also debated

Television journalism came under unexpected attack on Sunday (Nov. 7). Even the executive editor of the *Wall Street Journal* told a group of more than 100 leading broadcast correspondents, media and business executives, government officials and public figures that TV news, compared with print journalism, is little more than "showbiz." The remarks, made by Frederick Taylor, punctuated a weekend seminar, sponsored by CBS News and Columbia University, that in three three-hour sessions explored a basic conflict between media and society: how far should the press go in informing the public when the information it purveys clearly influences events.

The seminar, from which CBS plans to produce at least one hour-long documentary, examined the media's responsibilities in covering law enforcement, business and the private lives of individuals. Held at the Scanticon-Princeton hotel in Princeton, N.J., it was the latest in a series of seminars, entitled "Media and Society" that were started eight years ago by the Ford Foundation and were taken over more recently by Columbia University. This was the first of the seminars to be sponsored by a major national news network.

Participants included Van Gordon Sauter, president, CBS News; Dan Rather, managing editor, *CBS Evening News*; Don Hewitt, executive producer, *60 Minutes*; John Chancellor, commentator, NBC News; Mike Wallace, Ed Bradley and Morley Safer, correspondents, *60 Minutes*; Benjamin Bradlee, executive editor, *Washington Post*; Tom Wicker, associate editor; *New York Times*; Representative Millicent Fenwick (R-N.J.); William M. Agee, chairman, Bendix Corp.; Mary Cunningham Agee, vice president, strategic planning and project development, Joseph K. Seagram & Sons; Lauren Bacall, actress; Charles Kuralt, correspondent, *CBS Sunday Morning*; Bob Schieffer, chief Washington correspondent, anchor, *CBS Weekend News*; James Schlesinger, consultant in residence, Georgetown University Center for Strategic and International Studies, and Federal Trade Commissioner Michael Pertschuk.

The most heated of the weekend's ses-

sions examined the media's treatment of business. Unlike the other two sessions, in which both print and broadcast journalists came under fire from panelists representing government and the public, this panel centered most of its fire on broadcasting.

Businessmen participating, including George Keller, chairman Standard Oil of California; Howard P. Allen, president, Southern California Edison; Bendix's Agee and Herbert Schmertz, vice president, public affairs, Mobil Oil Corp., appeared to believe that broadcast reporters too often go into a consumer report with little understanding of a company's business and consequently end up without all the facts needed to give an unbiased report. On top of that, said Schmertz, broadcasters will too often aim for drama rather than accuracy in their reports, with the result that a local retailer of an entire corporation can be crucified in the public mind.

Broadcast correspondents countered that companies most often try to keep as much information as possible about their products out of the hands of the press. "A businessman doesn't want anything said about his company but what his public relations and advertising campaigns say," said Hewitt, and according to John F. Lawrence, assistant managing editor, economic affairs for the *Los Angeles Times*, "90% of businessmen will not pick up the phone" and talk to a reporter, although there has been "some improvement" in the last 10 years in their tendency to do so.

The *Wall Street Journal's* Taylor maintained it is TV's presentation of the news, rather than its reporters' preparation for a story, that is most at fault. "Newspapers deal with facts, while TV deals with images," he said, following the session. "Both media set out to do the same thing, but one comes out showbiz and the other journalism." Taylor, who said he is "intensely involved with TV" through his company's

production of the *Wall Street Journal Report*, told his fellow panelists that TV offers "a different kind of journalism" that has "made life hard for all serious journalism." "TV", he said, "has too much impact." *60 Minutes'* Wallace, who said he couldn't "believe what he was hearing," told Taylor he "doesn't fully understand the process" behind television journalism and had done a disservice to himself to condemn it in the way he did.

The conflict between business and journalism—both print and broadcast—has resulted in increased litigation against media organizations as well as a growing number of requests for unedited airtime for rebuttals. As a hedge against the possibility of libel and defamation suits, ABC's *20/20* has added a lawyer to its staff, according to Geraldo Rivera, correspondent and senior producer for ABC News, and, according to Hewitt, CBS News executives "are struggling" with the idea of an op-ed program, such as that aired quarterly by ABC, to give the public a forum for airing complaints. "I think it's going to come," he said. Such a feature, however, is not likely to contain unedited material, according to Hewitt and the other broadcasters on the panel. "Our credibility is dependent on what we put on the air," said Roger Colloff, vice president and director, public affairs broadcasts at CBS News.

Although network broadcasters were the subject of most of the criticism during the session, several panelists asserted that most of the blame today lies with local stations' news operations. "*60 Minutes* no longer uses many of the tactics they used to," said Schmertz. "Others now use them, but not as well."

During the session on press coverage of law enforcement, discussion centered around how much information about an event the press should reveal when aware that its coverage might influence events or

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aid lawbreakers. Reporters and news executives participating appeared to believe that in most cases, the public is better served when the press reveals as much as it can about events. "The best rule is to print what you know," said the *New York Times's* Wicker. "You'll go wrong just as often." □

Professor challenges Roper news survey

Maryland's Lichty concedes it's case of 'apples and oranges,' but cites data showing more people get news from newspapers than TV

For years, the conventional wisdom has been that most people get most of their news about the world from television. Indeed, a collateral theory has been that newspapers are a dying breed. But now a professor of communications has published an article challenging both that wisdom and theory. He cites figures indicating that newspapers are the dominant source of news for most people.

Not surprisingly, the thesis of Professor Lawrence W. Lichty of the University of Maryland has not gone unchallenged. An official of the Television Information Office said the data on which Lichty relied are not "designed for intermedia comparison." He also said Lichty employed a "double standard" in his comparison.

Lichty, whose findings appeared in a special issue of the *Wilson Quarterly*, a magazine of the Smithsonian Institution's Woodrow Wilson International Center for Scholars, does not dispute the "apples and oranges" criticism of his comparison. But, he said, "I was asking for a little reality in where people get most of their news and information." Besides, he said, "they started asking the question, not me."

He was referring to "the question" the Roper Organization has been asking every two years since 1959 in a continuing study for the Television Information Office: "Where do you usually get most of your news about what's going on in the world today?" In 1981, 39% specified television only, 22% newspapers only and 20% television and newspapers. When multiple answers were tallied, 64% cited television, 44% newspapers, and 18% radio. The Roper reports have served as the basis of the belief in television's dominance as a purveyor of news.

Lichty's conflicting thesis is drawn from a report by the Simmons Market Research Bureau, of New York, which annually studies the exposure of Americans to various media. The 1981 study was contained in 43 volumes and was based on interviews with 19,000 adults. The Newspaper Advertising Bureau as well as the three major networks and individual radio and television stations subscribe to the Simmons report, which serves as a market research tool.

Lichty noted that the Simmons data show that more than two-thirds of U.S. adults read part of at least one newspaper a

day and that 12% read two or more, while "fewer than one-third . . . watch TV news, local or national, on a given day." The report also says that 31% of the adults read a national newsmagazine and that 18% listen to an all-news radio station.

The figure for those watching television news may be low. Adam Richard, executive vice president of Simmons, said a check of the data by Simmons analysts showed that the figure should be 55.6%, or 88 million people. Lichty was not prepared to dispute the product of Simmons's computers. But he said it does not change the central point of his article—"that one half of all Americans get their news only from television, that they have no other sources of information. That simply isn't true."

TIO challenges the manner in which Lichty uses the figures. Bert Briller, manager of creative services for TIO, said Lichty is comparing readership of any part of a newspaper with the viewing of television news programs. And he said that while Lichty reports that 1% of all homes watch Rather as often as four or five times a week (CBS says it is 4.2%), "he doesn't give the percentage of people reading the *New York Times* four times a week." He also said the Roper findings are substantiated by other studies—he cited a Roper study, published last month, which indicated that viewers turn mainly to TV for news of specific areas, such as business.

Lichty, in an interview, defended the use of the percentage of those who claim to read part of one or more newspapers on the ground that Simmons data say those polled claim they read the news section. As for not giving the percentage of constant readers for the *New York Times*, Lichty noted that "it is not a national news

service." He agreed that the comparison between the numbers who watch television news and those who read newspapers is not apt. His concern, he said, was in showing "where people get their information." He is not persuaded by Roper's findings. "Roper," he said, "has led us astray. It asks the wrong question."

Television's dominance as the source of most of the news for most of the people is not the only "myth" Lichty attacks. The medium's role—through the pictures it brought into the home—in causing America to give up on the Vietnam war and in forcing Richard Nixon from the White House may have been grossly overstated, in Lichty's view. At least, he says, "there is no empirical evidence that TV news 'shapes' mass public opinion—or that any medium does." He says "what 'the news' probably influences is not *how* we think but what we think and talk about."

As for the survivability of newspapers in the developing electronic age, Lichty says that Simmons and others make clear that video—"in its various forms"—is not about "to eliminate its less exciting print competitors as a source of information." He does not refer to the failure of major-market newspapers in recent years. Rather, Lichty compares television—in providing news as entertainment—to the "yellow" press of the early 1900's, to *Life* and *Look* in the 1940's and 1950's and to the current version of the *New York Post*. "TV news is another show," Lichty says, "and not a very habit forming one at that." So, he adds, barring some unforeseen development, such as "a collapse in literacy or curiosity," those who want "the news" will still rely on newspapers. □

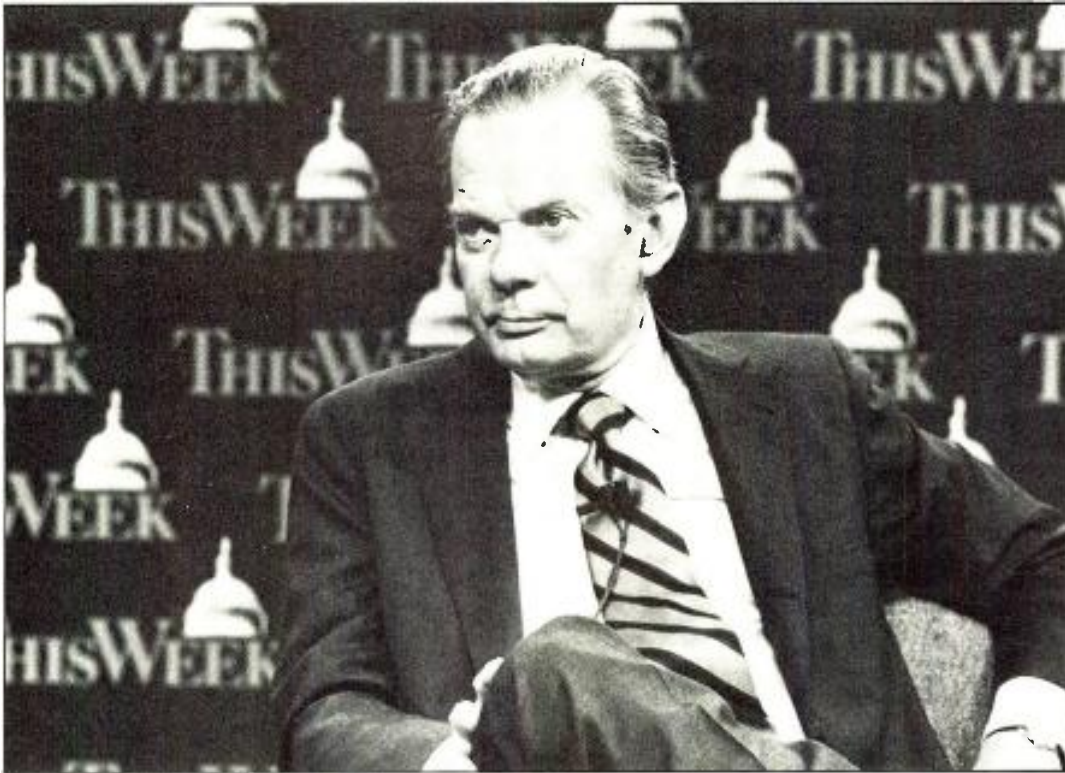
Congress eroding FOI Act?

News organizations are beginning to worry about what the counsel for the American Society of Newspaper Editors says is Congress's penchant for "nibbling away" at the Freedom of Information Act. Richard M. Schmidt Jr., in a memorandum to officers and directors of ASNE and to the Washington-based Freedom of Information Committee, composed of media organizations, says the nibbling is being accomplished through amendments to appropriations bills and budget resolutions. The technique makes surveillance difficult, Schmidt says.

The most recent example Schmidt cited is a Senate appropriations bill (S. 2916) that, in addition to appropriating funds for the Secret Service, amends the FOIA in a manner that exempts Secret Service records from disclosure. Earlier, press and public interest groups, in connection with a major rewrite of the FOIA (S.1730), had reached a compromise on a Secret Service exemption. The compromise language—granting the exemption to the extent that production of the requested records "could reasonably be expected to adversely affect the service's ability to perform its protective functions"—is not in the appropriations measure.

And if either measure becomes law in the current session, it will be the appropriations bill. The FOIA rewrite is expected to die. The appropriations bill has been reported favorably by the Senate Appropriations Committee and is expected to be considered by the full Senate in the post-election session that begins on Nov. 29. The House Appropriations bills for the same departments—Treasury, Postal Service, Executive Office of the President and some independent agencies—do not contain the same FOIA exemption. Thus, a reconciliation of the Senate and House measures would be required—assuming the measures are passed by the respective houses. Appropriations bills have been stalled in the Senate for extraneous reasons for the past two years.

Schmidt said Congress had used an appropriations measure to broaden exemptions from the FOIA last year, when the Internal Revenue Service was exempted from any record disclosures. "The use of this technique," Schmidt wrote, "makes it virtually impossible for one to track substantive legislation through the Congress, and it allows Congress to avoid hearings, markups, and detailed floor consideration with the opportunity for amendments." □



David Brinkley on *This Week*

The view from the trenches

After 39 years in broadcast journalism, David Brinkley is in the midst of a new and promising phase of his career. For 38 years, he had been a fixture at NBC. As both co-anchor (with Chet Huntley) and a commentator of perception and biting wit, Brinkley rose to the heights reserved for the most respected of broadcast journalists. Then came a time in the shadows, a time of frustration, and the wrenching decision to leave the network where he had spent most of his adult life. This week marks the first anniversary of This Week with David Brinkley, the Sunday morning news, talk and interview program with which Brinkley is re-establishing himself as a fixture, this time at ABC-TV. In the following interview with BROADCASTING editors, Brinkley talks of the times that were, and of those yet to be.

Let's begin with your background— how did you get into journalism in the first place?

I started work when I was still in high school in Wilmington, N.C. I have always liked to write, and I've always been reasonably good at it. I went to work on the local paper, free, and found that I loved it. And I have never done anything else since. I stayed there after I got out of school, went to United Press, then to NBC and now to ABC.

How would you say the network news operations have changed?

Well, they've become much, much more substantial, more serious— better staffed, better financed. Management's approach is more serious. When I started, the medium was heavily larded with editorial comments and opinions and harangues and sermons and so on. There were H. V. Kaltenborn and Raymond Gram Swing, Morgan Beatty, Richard Hark-

ness, Fulton Lewis. There was a funny old man named Gabriel Heatter who changed his underwear during commercials. I read somewhere. Lowell Thomas did fairly straight news. Otherwise, it was like a nightly pulpit for each of them. The straight news was done mainly by the local stations. I remember one major news broadcast that wouldn't let you use anything unless it came off the UP wire; nothing of your own could be put on. I think at that time they didn't have a whole lot of confidence in the news staff to play it straight or to be accurate or to be fair.

Your tone suggests that you didn't approve of those commentators, that you feel the more pure news approach is a better one for the media to take.

No, not necessarily. I was 23 years old, and I don't know whether what they did was good or bad; I can't even remember much of it now. What I do remember particularly was that it was not so much news as a personal

platform for these people. Maybe it was good, maybe it was something that was needed at the time, I don't really know.

With rare exceptions newsmen still are not allowed to say what they think. Considering the fairness restraints that are placed on the broadcast media, particularly, do you think it's good that management has kept them under control? Or do you think they ought to be turned loose?

By "fairness restraints" do you mean the fairness doctrine? The fairness doctrine is one of the silliest ideas I've ever heard. It is utter nonsense, and therefore it's difficult to discuss it seriously.

I remember one case that was so ludicrous I couldn't believe any adult had put it forward. Edwin Newman at NBC did a story about the fact that a lot of people who were counting on pensions in industry and so on would not get them because the companies go broke, or for whatever reasons. I don't remember all the details, but the fairness doctrine was held to require that NBC put on another program saying, "Well, yes, that is true—but there are also a lot of other pensions that will be paid." Which is about as stupid as saying, "Well, there's a fire at the Mayflower hotel," but you also have to say "there is *not* a fire at the Shoreham hotel." Or, that somebody was shot down on the street last night, but that most people were *not*. It is so stupid, I can't take it seriously.

But aren't you forced to take it seriously?

No. Frankly, I have never paid any attention to it, and if I'm hauled into court, I hope I will get good press. No, I don't pay any attention to it.

You once made the statement that "an objective man would have to be put away in an institution because he's some sort of vegetable." Do you still feel that way?

Yes. That is putting a very strict interpretation on the word "objectivity," in the way a computer is objective. If you put something in it and push the button you get back precisely what you put in, with no coloring, shading, changing or anything. To put the same requirement on a news broadcaster or any human being could mean that he was not in favor of anything or opposed to anything, didn't believe in anything, did not reject anything, had no standards, no values—and therefore, I think, would probably be dangerous to society and probably should be locked up.

Do you think network news is—for want of a better word—the "salvation" of the networks, in view of all the competition they're going to be getting in the entertainment area?

Well, there's no one else in broadcasting who can afford to run a first class, professional news service—although Ted Turner might disagree. Somebody told me how much we spent on satellites during the Falklands war, and it was staggering—millions. And there is no one else who can do that, who can afford to do that. Whether that will be the networks' salvation or in fact if they need salvation, I don't know. But at least for the foreseeable future, I think news will be the one thing the networks can do that no one else can. That is, do it in a serious way. Others can buy a wire service and sit there and read it, but that's not nearly enough.

How does *This Week with David Brinkley* fit into the evolution of network journalism?

Well, everything on it has been on television before in some form and in some place, but they had never been combined in one program before. We do a little news, and of course that's done elsewhere—there's plenty of that. We do interviews, but we do them in a different way from the others.

I hope it has made some contribution; I can't say what it is. It's at least shown that those Sunday morning programs don't have to go on forever doing the same thing over and over, 30-minute interviews with one person, with four interviewers sitting at a table—it looks like an airline ticket counter—and the guest set up in a chair like a witness in a courtroom to be grilled.

I think—in fact, I know—we have improved on that. Those programs are very tired, and have been for a long time. Julian Goodman, when he was president of NBC years ago, asked me what I thought they ought to do with *Meet the Press*, and I told him they should just put two people on it—one guest and one interviewer. And not four interviewers, with 3x5 cards in front that they keep turning like jacks and queens and aces.

You mentioned Julian Goodman. Could you talk about some of the other people who have had an influence on the media and on your

own career?

Well, suppose I just ramble discursively a little about the earlier days, and if any of it is of interest to you, fine; if not, OK. Either the first or one of the first programs on the network was John Cameron Swayze on NBC. Swayze was at the 1948 political convention in Philadelphia with one television camera, which was fed to New York. I'm not clear about all the details, but I think it was broadcast only in New York, and to fewer sets than you would now find in Woodward & Lothrop's [department store] showroom. He told me later that during the convention—which was a very active one—people were walking out and they were having fights about civil rights and Hubert Humphrey was emerging as a political figure—but during the course of the convention, his camera was up in the rafters, looking down so they could get a nice wide shot showing everything, and he could only get two people to climb up there and talk to him.

I, for awhile, was the sort of number two Washington correspondent for the Swayze program; Robert McCormick was the first. He did the bigger stories, and I did the others. Then they sent him to Paris, and I replaced him.

The program was terrible. I remember one night, to give you a specific example of how bad it was, a senator named Wayne Morse announced that he was leaving the Republican party to become an Independent. Anyway, the news got on Swayze's program in the following manner: Swayze said, "Senator Wayne Morse of Oregon announced today that he was leaving the Republican party to be an Independent. For that story, we go to David Brinkley in Washington."

I came on, not having known what he was going to say, and said, "Senator Wayne Morse of Oregon announced today he was leaving the Republican party to be an Independent. Here is Senator Morse."

And up came a scratchy piece of black and white film, with senator Wayne Morse saying, that, "Today, I am leaving..." And then I said, "And now, back to John Cameron Swayze in New York!"

It was perfectly awful. It was ludicrous. But we didn't know what we were doing, we didn't have any history to go by. We saw our competition then as the movie theater newsreels.

The newsreels were shown between features in the movies. Perfectly awful. Ship launchings, horse races, fashion shows, staged events entirely. No news. Plus, whichever studio owned the newsreel would use the newsreel to promote its movies. They always showed opening nights of a new movie, and the stars arriving in Rolls Royces and white furs... So we thought we were pretty good because we were getting this stuff on television faster than they were getting it in the newsreels in theaters. We finally put the newsreels out of business. Whether that's good or bad, who knows. For awhile, the newsreel theaters—and there were some which showed nothing but newsreels—asked permission to put our program on their screen.

Anyway, that was the Swayze program, and it was pretty terrible. However, I was lucky in a way; I made most of my blunders before there was any audience to see them.

After every program, we'd get lots of phone calls, and a typical phone call would say: "David? This is Sam Smith out in Bethesda, and I just wanted to tell you we've got a really wonderful picture!" And he didn't know or care what you had said or what you had done, they were impressed at seeing *anything*. So it was, "Great picture out here in Rockville!" It was a pretty juicy time, and I loved it.

Television began in a real way in about 1947 to 1948, somewhere along in there. And then in 1956 we were technically able to cover a political convention for the first time, and Julian Goodman said the only person we have who can do it is Bill Henry, who was then kind of well along, 70 or so, a long time journalism figure from Los Angeles. And then they said, "We think that whoever does the convention this time is going to become famous, and so we want somebody who is young enough that we can get some years out of him, and so we want you and Huntley to do it, and we'll use Henry, but he'll be in a secondary position."

And that is what happened, and we did well at the convention, and somebody, I don't know who, decided to put the two of us on doing the news. So that was really the first serious news program—"serious" in the sense of covering news rather than staged events.

You were still at a quarter hour at that point?

Yes, 15 minutes. Prior to that time, it was almost all staged events: an airplane arrives, they put the stairs up and somebody in a homburg hat comes down and shakes hands, and that was how we covered a political summit meeting or some such thing. That was all you ever saw—

statesmen arriving, getting out of cars, walking up the steps. We were pretty bad in the beginning. For about a year, we were a flop, in fact. Then suddenly, for reasons I have never known, *Huntley-Brinkley* caught on and it ran for 15 years.

What has been your biggest accomplishment in your 40 years of broadcasting? The '56 convention, perhaps?

Well, that was the best thing that happened to me, but I'm not sure that's such a great accomplishment—I would say our coverage of Kennedy's murder and funeral. There had never been anything like it before, at least not in modern times. All the networks went on the air with it, when we got the first word on it from Dallas, and stayed on the air continuously around the clock for four days.

And it became a kind of national outpouring of grief; I think we gave people a place to center their grief, rather than being alone. We followed everything from the beginning to the end—all live. And I was very proud to have been a part of it. I think it was one of television's best hours.

What would you say has been your biggest sense of loss in your career? Leaving anchoring, leaving NBC? the news?

No, I didn't mind leaving the news. I wanted to leave it long before I did. It's a very tiresome job. It's confining. It's like driving a bus. You've got to be at Dupont Circle every night, rain or shine, sick or well at 6:43 or whatever it is. No, I did it for 25 years, and that was more than enough; I was more than ready to get out of it.

I've heard you quoted as having characterized your leaving NBC as being like a very trying divorce.

Yes. I guess you could put it that way. It was extremely difficult. I have many, many friends there—still have—and I shed a few tears. But I really wanted to get out and I was happy to get out and I was happy to come to ABC, and I'm very happy here now.

From an outsider's point of view, I would rank as a conspicuous accomplishment the fact that you have made a successful transition to a brand new life, and indeed, have broken through as another number one figure on Sundays with a whole new kind of journalism.

I'm surprised at it myself. It's been a great pleasure for me.

You were quoted in a speech in 1966, as saying: "Maybe Huntley and Cronkite and I and a few others are the last of a type." What did you mean by that?

What I thought was that since we began network television news, we probably had had more attention than any successors would have because from beginning sometime in the future, people doing that kind of work would be commonplace, there would be lots of them, and there wouldn't ever be another group like us—Huntley, Brinkley and Cronkite.

It turns out I was wrong, but that is what I thought at the time. Also, I had to make a speech and I had to say something! That counts for a hell of a lot of print—when you're here in public life, you've got to talk and so you have to think of something to say.

Does being a celebrity interfere with being a journalist?

To some extent, yes. It doesn't in what I'm doing now, but it did when I was traveling around the country in election years covering primaries and so on. In small towns, say, small cities. It sometimes got to be embarrassing because people would gather around me instead of around the candidate—and so I would have to go somewhere and hide, because that's really embarrassing, to the candidate and to me. So the answer is yes. But it's no problem now because I don't do that.

It's true for your colleagues, certainly—Dan Rather and...

But they don't do it, either. I mean, they don't go out, they're not going to be out on the streets of Des Moines when there's a candidate there making a speech. They'll have some correspondent to do it.

Every new person that is appointed to the anchor (which is a term I don't like and don't like to use), but every new person appointed to anchor a news program announces that he is not going to be studio-bound, that he is going to get out and cover the news...He never does it—and the reason is that you can't do it. Rather said it, among others. I was amused to see that he said the same thing we have all said over the years, and it's turned out exactly the same way. You can't do it.

Happy birthday. One year ago, on Nov. 15, 1981, ABC-TV's *This Week with David Brinkley* went on the air—a newborn challenging the 30-odd-year veterans of the Sunday morning interview programs. Two months ago, *This Week* captured the number one spot in that ratings game. As of the third quarter of 1982, ending in September, it had a 3.4 rating and a 14 share, as against a 3.1 rating and a 13 share for CBS's *Face the Nation* and a 3.1 rating and 12 share for NBC's *Meet the Press*. The first five weeks of the fourth quarter showed *This Week* still leading with a 3.9 rating and 15 share against a 2.9/10 for CBS and a 2.7/11 for NBC.

"It was Roone Arledge's idea that the Sunday morning formats, which were identical, needed to be changed," says *This Week* executive producer Dorrance Smith. "The original idea was that it was a flawed concept to put someone on the air for a half-hour to espouse that person's philosophy and to simply answer questions. The flaw in the concept was that you assumed that people knew who this person was and what they were talking about."

This Week makes a point of explaining what is going on. The show opens with a brief newscast by Brinkley, followed by correspondent James Wooten's background report on the topic of the week which, in turn, sets the stage for a panel interview with one or more personalities. Finally, a "free-for-all" round-table discussion follows among Brinkley, correspondent Sam Donaldson and news analyst George Will and an occasional guest contributor. Then there's a closing essay by Brinkley.

The key to the show, according to Smith, is its flexibility. Despite a basic program pattern, the live, satellite feeds from around the world and across the country make the show different every week. For the most part, timely news stories determine what guests will appear each week. When the alleged existence of Libyan hit squads in the U.S. was raised, Libyan leader Muammar Quaddafi was interviewed live via satellite. Henry Kissinger was the guest the week that martial law was declared in Poland.

And how does the competition feel about the new kid on the block? Producers for both *Meet the Press* and *Face the Nation* characterize *This Week* as having an "interesting format." However, producer Joan Barone of *Face the Nation* sees *This Week* as trying to combine in one hour what CBS's *Sunday Morning* and *Face the Nation* do in two. As she says, "We're all trying to get 'the interview' ... *Face the Nation* is in competition with [*This Week's*] interview, not its entire broadcast." Betty Cole Dukert, producer of *Meet the Press*, sees *This Week*, "whose purpose is to summarize the weekly news," as "quite a different type of program than ours." As for the significance of *This Week's* higher ratings, she says that CBS's fall ratings are normally lower than the rest of the year because the number of stations carrying the program is "thrown off" by football season scheduling. "When we get into the first quarter next year," she says, "it will be easier to tell."

What about the news events that have happened during this period? Was the Vietnam War the most important event that changed broadcast journalism?

Well, it certainly had a profound effect on the public psychology of this country. Whether it changed broadcast journalism that much—it changed the public perception of broadcast journalism to a substantial degree. Because it was the first war ever to be covered by television, or ever to be covered by anybody. In World War II, there was no television, but there were pictures in the newsreels and in *Life* magazine, and other places. But they were all handouts, without exception—Army handouts. You couldn't shoot anything of your own. And so what the public saw was a highly sanitized version of war. And that's what they thought war was like.

I read somewhere—I'm not sure this is exactly true, but the first time the Army handed out a photograph showing an American soldier, dead, was in the last year of the war, because they didn't want people to see it. They gave us lots of pictures of Japanese and lots of pictures of Germans and this and that, but no dead Americans.

So it was a shock to the American people and certainly instrumental in shocking them. I'm not sure that it changed us all that much, but it changed the way the public saw us, and to a great degree, antagonized people. They thought we were being unpatriotic or something for showing the story as it was, as the public had never previously known it to be.

I guess that's pretty much faded out by now, and along with it were a lot of other events that were shocking to a great many people. The

burning of the American flag on the Capitol steps and the burning of draft cards, and anti-war demonstrations outside of the White House and so on. We showed all of that, and they didn't like what they saw. And I don't blame them, I didn't like it much, either. But they tended to a degree to take it out on us because we were the people showing it to them.

Would you say that continued right through to, for example, the Watergate period?

Yes. I'm sure there are still a lot of people who think we destroyed Nixon unfairly, and that we were responsible. I think maybe they blame the *Washington Post* more than any other single news medium.

There were a fair number of people [involved in Watergate]—but that lacked the intensity, and there wasn't any blood and dead bodies in that, so it wasn't quite so effective. Plus the fact that roughly half the country never liked Nixon in the first place.

Is there, in your opinion, a bias towards action and excitement on TV news coverage?

Well, there's certainly a taste for it. And why not? I remember one time during the civil rights riots in Washington, there was the usual looting and burning and so on—and somebody at the *Washington Post* gave us hell for concentrating on the violent aspects of it. And for having a camera there. I remember there was a riot on Seventh Street and they were burning stores and looting and so on. And one of their [*Post*] people watched one of our cameras—or one of somebody's cameras—and saw it was always pointed at the most active part of the street, and they were very critical about it. And I called him or wrote him and said, "You're being crazy. What the hell do you expect us to do? If you're at a football game and a shooting breaks out on the 50-yard line, do you think we're not going to put the cameras on it? If you were sitting in a football stadium and something like that happened, where would you look? Would you look at the scoreboard or would you look at wherever the excitement was?" If we are to function as a sort of eye for the people, which I guess is to some extent what we try to do, we put the camera where we think the public would look if they were there. I don't know any other way to do it. So if you want to call that a "bias" for action and excitement, I guess you could do so. But I don't see anything wrong with it. If you want dull pictures, you can get plenty of them.

What's been the toughest story you've done so far?

I guess covering the recession has been rather difficult because no one knows what the answer is. You get a lot of conflicting opinions from economists, you put two of them side by side, and one will say one thing and the other will say the opposite. And that's of no great help to the public. They don't know what the answer is; I don't either.

It is a kind of story in which you can't really find the cause, and you can't really find the cure. So it's difficult to deal with, but it's important—so we do it anyway. But I guess that's the toughest one to deal with because it's fuzzy and amorphous, with very few clear, thrusting points to it.

Getting back to the *Huntley-Brinkley* show. It's natural for people to think back to the good old days and say what we did then was pretty good, pretty special, and better than what we're doing today. Do you feel that way now?

No.

Do you think we have progressed?

No, what we did then was not nearly as good as what we do today—and that is very little to the credit of people like me; it is to the credit of the technology.

I remember as a child, I had a coaster wagon called Radio Flash. Well, I feel today that we're all riding in a coaster wagon and the technology is pulling us along behind it. The satellites have opened up a whole world to us, almost without limit. Tape is vastly superior to film in almost every way. All the graphics machinery we used on election night, all the walls of 8-H, which is the only one I've ever worked in, until this year, were covered with big boards. Now we don't have any boards; all the stuff is done electronically, put on the screen electronically. The numbers are very clear, legible, instantly changeable.

So what we do now is vastly better—but mainly because the technology has moved so fast. If you consider the fact that we've gone from scratchy black and white film with an optical sound track, which has no highs in it, to what is really high fidelity sound, although you don't get

much out of a TV set—color, magnetic tape, satellites—in about 25 years, that's quite a remarkable achievement.

I'm struck by the difference between your vantage of broadcast journalism and ours—and it occurs to me that yours is essentially the view from the trenches. Is that accurate?

Yes. That's where I am.

How do you see the outside world from the trenches differently than we do? We tend to think in macro view, as it were, as opposed to a micro view; we tend to think in terms of where things are going to be in 10 years, and how they have changed and what momentous events are at work here. And I take it that your view is much more, not necessarily limited, but you're seeing it from the inside out.

Well, begin with the fact that mine *must* be the micro view, because let's say I'm doing the news (which I'm not at the moment) and 6:30 comes and I have to be there, and I have to be ready and I have to do it. People at home turn it on and they either like it or don't like it, but in any case, they don't have to do anything about it. They don't have to look at it, they don't have to do anything. I have to put it on and I have to put it on at 6:30, not 6:31 and not 6:29. That's the micro view, and that's the one I've lived with all my life.

The macro view would have to be yours, because I'm really not in a position to have one. I have never for example—never—seen a network coverage of an election because since we started covering them, I have always been on them, I have never sat home and looked at one. I have never sat home and looked at a political convention—because I've always been there *doing* it.

Does that affect your view of the news itself? Do you really have a very broad view of the news, of what is really happening in the world?

I think I do because if I didn't, my view of the news I would say is "macro," but my view of broadcast journalism is "micro," because I have to do it, rather than sit at home and look at it.

But of the news—I have to keep up with everything because at the moment our Sunday program is almost all ad lib; a little bit of news at the top is written, but except for that it's all ad lib. And so you really have to keep up. You can get caught and be made to look like a damned fool because you don't know what's happened or you don't know who did what. So you have to keep up with everything.

How do you feel about what's going on? Are you optimistic or pessimistic? I am impressed by the number of people who seem to think that this country is on a collision course historically, that for the first time, America may be failing. Do you sense any of that?

I think some aspects of this country are failing, particularly in the industrial area. I've also been to Japan recently, and in those terms—the Japanese are frightening, just frightening. They are monomaniacal about their work, whereas we tend to be much more lackadaisical. We see, for example, Chrysler Corp., which is and has been for some time on the edge of bankruptcy. In the last quarter, it made about 15¢ or some such figure. It made a tiny profit—actually it didn't make any profit on making cars, it made a few profits in real estate and on interest on money they're holding to pay for the new models.

Word got out that Chrysler made a little money. The first thing that happened was that the automobile workers, who make \$19 an hour for unskilled labor, were out demanding a raise, threatening if they didn't get it, to strike. A strike would put Chrysler out of business—absolutely without question. It would not survive a strike. But they talk of doing it anyway. With that kind of industrial behavior, trying to compete with the Japanese, who (a) don't strike, (b) work like beavers—I've never seen anything like it, it's frightening!

Some aspects of the American industrial community are going to be wiped out. Maybe, in the course of history, that's healthy; it may be that incompetent and failing enterprises should not survive, because there's no need for them. If the Japanese can make transistor radios better than we can, as obviously they can—OK, let them make them. So I think we're going through some sort of transition, encouraged by the fact that Americans increasingly dislike working in hot, noisy, dirty places like automobile assembly plants and steel mills.

We had Chancellor Schmidt of West Germany on the air a couple of months ago, and he said, "Well, we've got two million unemployed." And I said, "Yes, but you've got two million Turks and Yugoslavs in Germany as guest workers—why don't you send them home and solve your unemployment problem?" He said, "I can't because they do jobs

Germans don't want to do; they collect the trash and sweep the streets and oil the machinery and do all that kind of grubby, dirty work that the Germans don't want to do." We don't either.

So we are going through a transition period in which there will be some serious losses. I don't think the automobile industry, for example, will ever again be what it was in the past—so the people working there will have to work somewhere else, and I don't know where.

But I would not say that the country in general is on a downhill slide; it is still the most creative country in the world, technologically the most advanced in the world. Western Europe is very little better off than we are, the Soviet Union is far worse off than we are—it is a truly failing society. Its days are—you can almost count them.

I don't know what we'll be like when we come out of it, nor do I know how long it will be, but I do know the country will be substantially changed. I would not call it a "collision course" in the sense of headed for destruction. I think it's headed for substantial change, much of which will be painful because people will lose their jobs—they will eventually get other jobs, but not the same ones, and they probably won't make as much money. Very few people are paid \$19 and \$20 an hour for high school dropouts who are unskilled labor. They have got it because the automobile industry and some others were very prosperous for a time, and they have extremely strong unions. So they gouged all this money out of Detroit. I think that's beginning to end.

What can we do?

The political system, in my opinion, doesn't work very well. It is much too responsive to single issue pressure groups, tries to satisfy everybody. I can't remember the last time Congress did anything that required any courage whatsoever. They're terrified of Social Security, and whatever they do they will do haltingly and reluctantly and try, at the same time, to blame it on somebody else. But we could talk about that for a week.

I still wanted to see your view from the trenches in one more area. What is your view of the world? And I ask that in the context of broadcast journalism because you were talking about the effect that broadcast journalism has had on the coverage of wars and therefore, our perception of war. Now that we live in virtually a global village, what is television journalism's impact on our perception of the world, and therefore, the interaction of the world?

This country, until World War II, was almost totally isolationist and wanted nothing to do with the rest of the world. This country would, if it could, have built a fence around itself—with very few gates in it. It wanted nothing to do with the world; the isolationist movement was very strong.

To some extent, it survives. In addition to that, we now have a strongly pacifist view. It may be that—not television, but what television showed, from Vietnam, say, and Lebanon—has reinforced that view. I think it would take—well, I can't even imagine what it would take, short of another Pearl Harbor, to get the American people to agree to or to be eager to start a war. I think they're just dead set against it; they see it as a losing proposition.

Look at the result. World War II, the losers were Germany and Japan—both of whom are more prosperous today than we are. It's very much what people—and I just so happen to be working on a book on this subject—what people were saying in the thirties. One thing they said was, "What did we get out of World War I—death, blood and George M. Cohen!"

And that was the view. In slightly less dramatic terms, it is the view today; what did we get out of World War II? Well, we got rid of Hitler and Tojo. But what else? We've got huge debts, our enemies—or former enemies—are now beating us to death.

It's a pacifist country to a very great degree. You will notice that kids are not registering for the draft, and no one is much upset about it. There hasn't been much of a public outcry about it. There has been very little effort to enforce the law, mainly because there is not much public support for it. We may—not because of what we ourselves have done, but because of what we have shown the American people—have helped to bring that about.

How much of a role has television played in the performance of Congress? In the communications explosion we're in, everything they do is so obvious and beamed to the people back home so quickly, and the reaction from them is so immediate—is that the reason Congress is less courageous than it was 20 or 30 years ago?

Well, there are several reasons. One is that politics in this country has

become a full-time profession. There's no other country in the world that has politics like ours. Theoretically, we copy—with some modifications—the British system.

The British House of Commons is composed of part-time politicians who have jobs and businesses and professions outside. They do not make a living by being in Commons. There is no Parliament I know of in the world where people make a living by being a member. It is somewhat like a state legislature in this country, where you meet for a few weeks or a few months a year and you make a few hundred dollars—a few thousand at the most—and then you go back to your own home town and go back to work, selling Fords or whatever.

Washington politics has become a full-time profession. A lawyer from Fort Wayne with a new law degree will say, "I'm going into politics," meaning that he is going to spend his entire life on the public payroll, serving as attorney general, governor, senator—and he hopes—President.

And he intends to make a living out of that. He intends to do that to the exclusion of all else. The result is that when he gets into Congress, he has cut his ties at home. If he ever had a law practice, it's gone. If he ever ran a drug store, he has sold it. And he has nothing to go back to. So he is desperate to stay in Congress, partly because he likes the power, and partly because it's a living, it's his job, it's what he *does*. Like a dentist. If he doesn't like dentistry, it's too bad—he has nowhere else to go.

I think that is one thing that has made our politicians as cowardly and timid as they are. The effects of television have been numerous; one is that every member of Congress now regards himself as his own party. He may sort of call himself a Democrat, but he thinks of himself as being a party of his own—because he gets elected through television commercials, with no help from a party. He thinks he got himself elected—and owes nothing to the party. So when he comes here, there is very little discipline. It used to be that a few people like, say, Sam Rayburn and a few other long time leaders in Congress, could commit Congress to sign...well, I'll give you an example.

When they wanted to build the atomic bomb in 1942, I think, General George Marshall, who was a towering figure, went to see Sam Rayburn, the Speaker of the House. The two of them sat down and closed the door; big secret. George Marshall said, "Mr. Speaker, there's a new kind of bomb, Albert Einstein says it can be built...It must be kept totally secret; we need \$2 billion"—which was a hell of a lot more money than that it is now. Rayburn listened to him and said, "All right, General, we'll give you the money." And that was it. You couldn't begin to do anything like that today. You'd have more damned harangues and arguments and playing to the cameras and rushing out to talk to reporters—it is not much more than an undisciplined mob.

Is television missing its journalistic mark and do you think that in the coming years that the shape of television journalism is going to change significantly, and what forces are likely to change it?

In the great and no doubt famous phrase, "if present trends continue..." I suspect that television will wind up being a news medium whenever it is not being an entertainment medium, whenever there is not some entertainment program put on, there will be news. We will fill up everything the entertainment people do not fill up. I guess, again, if present trends continue—it'll be 24 hours a day of news, minus whatever entertainment and sports there is. And that's fine with me—I won't be here to do it, but somebody will.

Where will you be?

Well, I'm talking years and years ahead; I don't know how long this is going to take. But I'm not going to be on the air reading AP wires—whether I'm here or not, I'm not going to do that.

What do you see as the role of a TV journalist: diplomat, show business personality or public servant?

Well, I think of it to a great extent as a service industry, in some ways similar to a bakery. You can bake your own bread, but it's easier to buy it—most people don't have time to do it. We do the public a service that they're not really equipped to do for themselves—by keeping track of what happens around the world and telling them about it at 6:30 or 11:30 or whatever.

May I ask you what that motto on the wall means?

Well, it's a takeoff on the old MGM slogan of "Ars Gracia Artis" which means "art for the sake of art." Mine says "Ars Gratia Pecunia," which means "art for the sake of money." I just think it's funny.

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For the Record

As compiled by BROADCASTING, Nov. 1 through Nov. 5, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEQV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SII—specified hours. SI—studio location. TI—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM actions

*Lake Havasu City, Ariz.—New Life Christian School granted 91.1 mhz, 115 w, HAAT: 452 ft. Ad-

dress: 2700 Jamaica Blvd., Lake Havasu City 86403. Estimated construction costs: \$41,600; first-quarter operating cost: \$9,000. Format: Educational. Principal: nonprofit corporation; Richard Tatham is president. He is Lake Havasu City minister and pastor and has no other broadcast interests. (BPED-820604AB). Action Oct. 26.

*Tucson, Ariz.—Foundation for Creative Broadcasting Inc. granted 91.7 mhz, 3 kw, HAAT: 190 ft. Address: P.O. Box 3314 Tucson, Ariz. 85722. Estimated construction costs: \$32,000; first-year operating cost: \$30,000. Principal: nonprofit corporation. Roger B. Greer, Tucson businessman, is president. He is former broadcaster at KWFM(FM) Tucson. (BPLD-820604AB). Action Oct. 26.

Conway, Ark.—KCON Broadcasting Inc. dismissed application for 92.7 mhz, 3 kw, HAAT: 99 ft. (BPH-820129AN). Action Oct. 12.

Crookston, Minn.—Agassiz Group Inc. denied application for 96.1 mhz, 100 kw, HAAT: 455 ft. (BPH-800829AN). Action Oct. 12.

Crookston, Minn.—Joyce L. Hagen granted 96.1 mhz, 100 kw, HAAT: 442 ft. Address: 103 East Seventh St., Crookston 56716. Estimated construction cost: \$9,000; first year operating cost: \$60,000; revenue: \$80,000. Format: MOR. Principal: Joyce L. Hagen (100%). Crookston attorney. She has no other broadcast interests. (BPH-800829AR). Action Oct. 12.

Glenwood, Minn.—Dove Broadcasting Inc. granted 107.1 mhz, 3 kw, HAAT: 300 ft. (BPH-820302AU).

Action Oct. 25.

Madison, Minn.—Lac Qui Parle Broadcasting Inc. granted 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 611 Thirteenth Street South, Benson, Minn. 56215. Estimated construction costs: \$51,200; first-quarter operating cost: \$14,600; first-year revenue: \$100,000. Principals: Julien J. Meyer and son, Maynard R. Meyer; Ronald C. Overlander and son, Terrence L. Overlander (25% each). Julien Meyer is former chief engineer at KBMO-AM-FM Benson, Minn. Maynard Meyer is chief engineer at KRZD(AM) Wray, Colo. Ronald Overlander is general manager at KBMO, where Terrence is salesman. (BPH-820104AA). Action Oct. 27.

Olivia, Minn.—Olivia Broadcasting Co. granted 101.7 mhz, 3 kw, HAAT: 276 ft. (BPH-811105AJ). Action Oct. 25.

Baker, Mont.—Empire Broadcasting Corp. granted 100.9 mhz, 3 kw, HAAT: 161 ft. Address: 327 North Main Street, Baker 59313. Principal: Empire is principally owned by Russell Newell, who is also principal owner of KFLN(AM) Baker, Mont. (BPH-820309AI). Action Oct. 25.

Ainsworth, Neb.—K.B.R. Broadcasting Co. granted 92.7 mhz, 2.51 kw, HAAT: 327 ft. (BPH-820318AD). Action Oct. 25.

Fairbury, Neb.—Rethk Inc. granted 99.3 mhz, 2.63 kw, HAAT: 320 ft. (BPH-820303AE). Action Oct. 25.

Carthage, N.Y.—Inter-County Broadcasting Corp. granted 103.1 mhz, 1.9 kw, HAAT: 363 ft. (BPH-811027AM). Action Oct. 26.

Lawton, Okla.—Broadco, Inc. granted 95.3 mhz, 3 kw, HAAT: 295 ft. Address: 2208 Brookwood Place, Edmond, Okla. 73034. Estimated construction costs: \$108,000; first-quarter operating cost: \$43,300; first-year revenue \$181,000. Format: Standard pops. Principal: William M. and Deedra M. Fritsch (jointly), Frederick R. Morton Jr., Dennis R. and Sherry L. Yelton (jointly) and Linda A. Meyer (one-quarter each). William Fritsch is account executive at KLTE-FM Oklahoma City. Deedra Fritsch is furniture salesperson. Frederick Morton is chief engineer at KOMA(AM) Oklahoma City. Dennis Yelton is music director at KOFM(FM) Oklahoma City. Sherry Yelton is bookkeeper for Oklahoma City restaurant. Linda Meyer is administrative assistant for Oklahoma accounting firm. They have no other broadcast interests. (BPH-810112AD). Action Sept. 7.

Lawton, Okla.—James E. McCuiston dismissed application for 95.3 mhz, 3 kw, HAAT: 95.3 mhz. (BPH-810415AD). Action Oct. 7.

Falfurrias, Tex.—Brooks Broadcasting Corp. granted 106.3 mhz, 180 w, HAAT: 188 ft. Address: P.O. Box 309, 304 East Rice Street, Falfurrias 78355. Principal: Raymond O. Creely (100%), who owns KPSO(AM) Falfurrias. (BPH-820128AK). Action Oct. 26.

Farwell, Tex.—The Best Broadcasting Inc. granted 92.3 mhz, 100 kw, HAAT: 433 ft. Address: 205 9th Street, P.O. Box 458, Farwell 79325. Estimated construction costs: \$189,000; first-quarter operating cost: \$31,000; first-year revenue: \$175,000. Principal: Gil W. Patschke (100%), who is president, general manager and owner of KZOL(AM) Farwell, Tex. (BPH-811016AQ). Action Oct. 26.

Elkins, W.Va.—Marja Broadcasting Corp. dismissed application for 99.3 mhz, 3 kw, HAAT: 125 ft. (BPH-820721AQ). Action Oct. 14.

*Lancaster, Wis.—Joy Public Broadcasting Corp. granted 88.1 mhz, 120 w, HAAT: 474 ft. Address: 1146 Mondawin Mall, Baltimore 21215. Estimated construction costs: \$13,800; first-quarter operating cost \$6,680. Format: Educational. Principal: applicant is also applicant for new noncommercial FM at Fredericksburg Va. Joseph Brown is vice president. (BPCD-81105AC). Action Nov. 8.

Leone, American Samoa—Radio Samoa Ltd. granted 101.1 mhz, 9.36 kw, HAAT: 1,368 ft. Address: P.O. Box 2567, Pago Pago, American Samoa 96799. Principals: Lawrence S. Berger, Ronald E. Pritchard (33.33% each), Marcus Loew II and Peter Reid Jr. (16.77% each). They own KUAM-AM-FM-TV

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Agana, Guam. Berger and Loew also own KHVH(AM) Honolulu. In addition, Berger owns 50% of KYOI(AM) Saipan. (BPH-820330AK). Action Oct. 27.

TV actions

■ Tucson, Ariz.—Roman Catholic Church of the Diocese of Tucson dismissed application for ch. 27, ERP: 1,191 kw vis., 119.1 kw aur.; HAAT: 3,719 ft. (BPET-820402KE). Action Oct. 14.

■ Glenwood Springs, Colo.—Western Slope Communications Ltd. returned application for ch. 3, ERP: 70.6 kw vis., 7.06 kw aur.; HAAT: 2,450 ft. (BMPCT-820923KE). Action Oct. 14.

■ Fort Walton Beach, Fla.—Hilton Organizations Inc. returned application for ch. 52, ERP: 1,987 kw vis., 198.7 kw aur.; HAAT: 656 ft. (BPCT-820920KF). Action Oct. 6.

■ Boise, Idaho—Sterling Associates Ltd. granted ch. 14, ERP: 2,512 kw vis., 251.2 kw aur.; HAAT: 2,688 ft.; ant. height above ground: 192 ft. Address: Route 6, 14 Sharrondale, Ringgold, Ga. 30736. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: James E. Price and A. G. Thiessen (50% each), who also are applicants for TV's at Madison, Wis. (BROADCASTING, April 5) and Rochester, Minn. (BROADCASTING, Oct. 26, 1981). Thiessen also is applicant for new FM at Hilton Head Island, S.C. (BROADCASTING, Dec. 21, 1981). Price also is applicant for new FM at Poplar Bluff, Mo. (BROADCASTING, March 29) and new TV at Lynchburg, Va. (BROADCASTING, May 24). Recently they both filed for new TV at Waterloo, Iowa (BROADCASTING, July 5) and Anacortes, Wash. (BROADCASTING, July 26). (BPCT-820714KE). Action Oct. 26.

■ Portland, Ore.—Commonwealth Foundation for Public Broadcasting dismissed application for ch. 30, ERP: 2,371 kw vis., 237.1 kw aur.; HAAT: 1,693 ft. (BPET-820226KE). Action Oct. 7.

■ Laredo, Tex.—Oro Broadcasting System dismissed application for ch. 27, ERP: 1,425 kw vis., 142.6 kw aur.; HAAT: 494 ft. (BPCT-820614KH). Action Oct. 7.

■ Bellingham, Wash.—Dismissed application for ch.

34, ERP: 1,230 kw vis., 123 kw aur.; HAAT: 2,376 ft. (BPET-801029KF). Action Feb. 24.

Ownership changes

Actions

■ WCRT(AM)-WQEZ(FM) Birmingham, Ala. (AM: 1260 khz, 5 kw-D; FM: 96.5 mhz, 100 kw, HAAT: 892 ft.)—Granted assignment of license from Magic City Broadcasting Corp. to Capitol-Birmingham Inc. for \$2.8 million. Seller is headed by Blanche Fredericks, president, who has no other broadcast interests. Stations were bought in 1973 for \$675,000 (BROADCASTING, Jan. 8, 1973). Buyer: Subsidiary of Capitol Broadcasting Corp., which is principally owned by Kenneth S. Johnson, president. CBC is licensee of three AM's and three FM's. (BALH-820908EL). Action Oct. 29.

■ KTED(FM) Fowler, Calif. (96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Edward G. Atsinger III to Billmar Communications Inc. for \$700,000. Seller is owned by Edward G. Atsinger III, who put station on air in 1980. Atsinger owns KDAR(FM) Oxnard, Calif., 25% of KGBA(FM) Holtville and 20% of KGFT(FM) Carpinteria, all California. Also, with brother-in-law Stuart Epperson, he owns four AM's and one FM and bought KMAC(AM) San Antonio, Tex., for \$1 million (BROADCASTING, July 6). Buyer is owned by William Donohue, former sales manager at Cetel Inc., Los Angeles TV rep firm, who has no other broadcast interests. (BALH-820728EX). Action Oct. 29.

■ KHOT(AM)-KUUL(FM) Madera, Calif. (AM: 1250 khz, 500 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 185 ft.)—Granted assignment of license from Madera Wireless Inc. to Continental Broadcasting Corp. of Madera Inc. for \$125,000. Seller: Brian Fernee and Roger Ridell (45% each) and John Schuyler (10%), who own KQIQ(AM)-KQYZ(FM) Lemoora, Calif., and hold CP for new FM at Cresswell, Ore. Buyer: Jose Molina (100%), who owns KXKS(AM) Albuquerque, N.M., and KPHX(AM) Phoenix and applicant for new FM at Glendale, Ariz. (BAPLH-820915GA,B). Action Oct. 29.

■ KDTA(AM) Delta, Colo. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Delta Radio Co. to Columbine Broadcasting for \$400,000. Seller is owned by Jimmie D. Gober and wife, Ruth M., who bought KDTA in 1976 for \$81,900 (BROADCASTING, May 25, 1976). They also own construction permit for KDTA-FM, and Jimmie Gober owns one-third of KNDN(AM) Farmington and one-third of KWYK-FM Aztec, N.M. Buyer: David J. Watts and wife, Kathleen A. (50% each). David Watts is former 51% owner of KKBK(AM) Aztec, N.M. of which he transferred control last year for \$117,600 (BROADCASTING, July 27, 1981). (BAL-820730FJ). Action Oct. 22.

■ WTYS(AM) Marianna, Fla. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Jackson Broadcasting Corp. to Joseph E. Davis for \$285,000. Seller: William F. Dunkle III and family, who have no other broadcast interests. Buyer: Davis is former president and 49% owner of WACR-AM-FM Columbus, Miss., which was recently sold for \$500,000 (BROADCASTING, Nov. 8). (BAL-820923EI). Action Oct. 28.

■ WNJY(FM) Riviera Beach, Fla. (94.3 mhz, 1.26 kw, HAAT: 480 ft.)—Granted assignment of license from Patten Broadcasting-WNJY Inc. to Lappin Communications-Florida Inc. for \$1,615,000. Seller is Southfield, Mich.-based group of three AM's and two FM's headed by Myron P. Patten, chairman. Buyer: W. Robert Lappin (75%) and wife, Dorothy (25%), who own WMAS-AM-FM Springfield, Mass. (BALH-820902HI). Action Oct. 26.

■ WCTV(TV) [CPI] Thomasville, Ga. (ch. 6, CBS, 100 kw vis., 19.5 kw aur., HAAT: 1,030 ft.)—Granted transfer of control of John H. Phipps Broadcasting Stations Inc. from Bessemer Trust Co. (100% before; none after) to John and Colin Phipps (none before; 100% after). Principles: Transferees are brothers and sons of late John H. Phipps, founder of WCTV. They seek positive control from transferor which has been acting as trustee. (BTCCT-820820HS). Action Oct. 29.

■ WSAK(FM) Sullivan, Ill. (106.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Sullivan-Arthur Broadcasting Inc. to Superior Broadcasting Inc. for \$310,000. Seller: Lee Griesmer (75%) and Art Manwaring (25%), who have no other broad-

cast interests. Buyer is owned by James N. Martin Jr., and wife, Eleanor (51% jointly) and John M. Sullivan (49%), who have no other broadcast interests. (BALH-820825EQ). Action Oct. 27.

■ WVTL(FM) Monticello, Ind. (95.3 mhz, 3 kw, HAAT: 135 ft.)—Granted assignment of license from Twin Lakes Broadcasting Inc. to Tippecanoe Broadcasting Inc. for \$425,000. Seller: Estate of Leon Buck (57.35%) and W. Douglas McLuen (42.65%) who have no other broadcast interests. Buyer: Neal Nussbaum and Mark Bauer (50% each). Nussbaum is TV program syndicator and former part owner of WFRL(AM)-WXXQ(FM) Freeport, Ill. Bauer is Goodland, Ind., attorney. Neither have other broadcast interests. (BALH-820915F2). Action Oct. 29.

■ WLOU(AM) Louisville, Ky. (1350 khz, 5 kw-D)—Granted assignment of license from Summers Broadcasting Inc. to Johnson Communications Inc. for \$1.6 million. Seller is equally owned by William E. Summers III and Vincent A. Pepper, who have no other broadcast interests. Pepper is Washington communications attorney. Buyer is subsidiary of Johnson Publishing Co., publisher of *Ebony* and *Jet*, which is owned by John H. Johnson (70%) and wife, Eunice (30%). Johnson also owns WJPC(AM) Chicago and also is part owner of Continental Cable Chicago Inc., applicant for Chicago cable franchise (BROADCASTING, Sept. 6). (BAPL-820908EI). Action Oct. 21.

■ KRRR(AM)-KBVD(FM) [CPI] Ruidoso, N.M. (AM: 1360 khz, 5 kw-D; FM: 93.5 mhz, 3 kw, HAAT: 191 ft.)—Granted assignment of license from Sierra Blanca Broadcasting Inc. to Walton Stations New Mexico Inc. for \$475,000 plus \$49,500 for FM CP. Seller: Edward D. Hyman (100%), who recently bought KBVD(FM) [CPI] for \$49,500 (BROADCASTING, Aug. 30). Buyer: John B. Walton Jr. (100%), who earlier bought KYSN(AM)-KKCS(FM) Colorado Springs, for total of \$2.32 million (BROADCASTING, July 19 and Aug. 16). He also owns KIDD(AM) Monterey, Calif.; KIKX(AM) Tucson, Ariz.; KDJW(AM)-KBUY(FM) Amarillo, Tex., and KLRB(FM) Carmel, Calif., last which he acquired full control last year for \$550,000 (BROADCASTING, Nov. 30, 1981). (BALH-820901GM,N). Action Oct. 22.

■ WDNV(AM) Dansville, N.Y. (103.7 hz, 12 kw, HAAT: 890 ft.)—Granted assignment of license from Dansville Broadcasting Inc. to Genesee Valley Broadcasting Inc. for \$270,000. Seller is principally owned by George and Russell Kimble, brothers, who also are principals in WCGR(AM)-WFLC(FM) Canandaigua, N.Y., and WAQX(FM) Manlius, N.Y. Kimbles also were principals in purchase of WEIV(FM) Ithaca, N.Y., for \$600,000 (BROADCASTING, May 10). Buyer: David W. Mance and Thomas P. Wamp (50% each), who are minority stockholders in WDNV. (BAL-820913FH). Action Oct. 26.

■ WGTM(AM) Wilson, N.C. (590 khz, 5 kw-U)—Granted assignment of license from Campbell Broadcasting Inc. to Campbell Hauser Corp. for \$300,000. Seller: A. Hartwell Campbell (100%), who also owns WGAI(AM) Elizabeth City, N.C. Buyer: Lee W. Hansen and L. Vann Campbell (50% each). Hauser is former executive with Chapel Hill, N.C., cable company. Campbell is vice president of and general manager of WGTM(AM) Wilson, N.C. (BAL-820913FH). Action Oct. 26.

■ KLNK(FM) Oklahoma City (98.9 mhz, 100 kw, HAAT: 420 ft.)—Granted assignment of license from Wavelength Associates to Zuma Broadcasting Co. for \$3,456,000. Seller is subsidiary of Sunbelt Communications, closely held group principally owned by C.T. Robinson, William Moyes, Michael Hesser and Robert Magruder. Sunbelt Communications also is licensee of KVOR(AM)-KSPX-FM Colorado Springs; KQEO(AM)-KZZX(FM) Albuquerque, N.M., and KFYE-FM Fresno, Calif. It bought KLNK two years ago for \$1.35 million (BROADCASTING, Sept. 27, 1980) and sought waiver of three-year rule to sell. Buyer is principally owned by Bill Lacey, who is also principal owner of KXLS(FM) Enid, Okla. William Lacey's brother, L. Dan Lacey III, owns KIQX(FM) Durango, Colo., KTMP(FM) Spanish Fork and 75% of KFTN(AM) Provo, both Utah. (BALH-820628EC). Action Oct. 22.

■ WMYD(AM) Wickford, R.I. (1370 khz, 500 w-D)—Granted assignment of license from Acton Communications of Rhode Island Inc. to Seth Broadcasting of Rhode Island Inc. for \$250,000. Seller: Subsidiary of Acton Corp., which owns WACSA(AM) Bangor, Me., and WDLW(AM) Waltham, Mass. George Phillips is president. Buyer: Stephen B. Anthony (49.25%), and Leon A. Blais and wife, Mary (49.5% jointly) and

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Walter A. Szeliga (1.5%). They own WBME(AM) Belfast, Me. (BAL-820913F1). Action Oct. 26.

■ KBJM Lemmon, S.D. (1400 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Mid-States Broadcasting Inc. from Gilbert L. and Welma Poese (50% before; none after) to Michael D. and Evelyn Troshynski (50% before; 100% after). Consideration: \$43,000. Principals: Sellers are 50% owners in licensee and are selling their interest. Buyers already own 50% of licensee and seek full control. They also own 50% of permittee KWSK(AM) Wishek, N.D. (BTC-820909ER). Action Oct. 26.

■ KLVU(FM) Dallas (98.7 mhz, 98 kw)—Granted transfer of control of KNUS Inc. from San Juan Racing Association Inc. (100% before; none after) to TK Communications Inc. (none before; 100% after). Consideration: \$8.5 million. Principals: Seller, subsidiary of San Juan Racing Association, is selling its sole remaining radio station which it bought in 1979 for \$3.75 million (BROADCASTING, April 16, 1979). Last year SJR sold all its radio stations, except KLVU, to Gulf United Corp. for \$62 million plus \$5 million in assumption of liabilities. Buyers are principal owners of WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., bought four years ago for \$5 million (BROADCASTING, Aug. 6, 1979). (BTCH-820903HQ). Action Oct. 27.

Facilities changes

AM applications

Tendered

■ KQXK (1590 khz) Springdale, Ark.—Seeks CP to change power to 2.5 kw and change to DA-D. Ann. Nov. 1.

■ KRML (1410 khz) Carmel, Calif.—Seeks CP to change hours of operation to U by adding 5 kw-N; install DA-D; change TL; and make changes in ant. sys. Ann. Nov. 1.

■ WDCR (1520 khz) Dahlonoga, Ga.—Seeks CP to change frequency to 1210 khz and increase to 10 kw/2.5 kw (Ch) and make changes in ant. sys. Ann. Oct. 13.

■ WSFB (1490 khz) Quitman, Ga.—Seeks CP to increase power from 250 to 1 kw Ann. Nov. 3.

■ WINU (1510 khz) Highland, Ill.—Seeks CP to change frequency to 880 khz; change hours of operation to U by adding 250 w-N; increase D power to 5 kw; install DA-2; and make changes in ant. sys. Ann. Nov. 4.

■ WBRM (1250 khz) Marion, N.C.—Seeks CP to move N site to D site. Ann. Oct. 15.

■ WRFD (880 khz) Columbus-Worthington, Ohio—Seeks petition for reconsideration; CP to increase power to 50 kw and change to DA-D. Ann. Nov. 1.

■ WPLW (1590 khz) Carnegie, Pa.—Seeks CP to change frequency to 660 khz and change to non-DA. Ann. Nov. 2.

■ WSVQ (740 khz) Harrogate, Tenn.—Seeks CP to increase power to 1 kw. Ann. Oct. 28.

■ WNPC (1060 khz) Newport, Tenn.—Seeks CP to change frequency to 760 khz and increase power to 10 kw. Ann. Nov. 2.

■ KSKY (660 khz) Dallas—Seeks CP to change city of license to Balch Springs, Tex.; change hours of operation to U by adding 500 w-N; install DA-N and make changes in ant. sys. Ann. Nov. 5.

■ KEYH (840 khz) Houston—Seeks CP to change hours of operation to U by adding 1kw-N; increase D power to 50 kw; install DA-2; change frequencies to 830 khz; change city of license to Spring Tex.; change TL; and make changes in ant. sys. Ann. Nov. 5.

Accepted

■ KDKO (1510 khz) Littleton, Colo.—Seeks MP (BP-820802AM) to change TL. Ann. Nov. 4.

■ WPRT (960 khz) Prestonburg, Ky.—Seeks CP to change TL; and add remote control. Ann. Nov. 3.

■ KTLD (1360 khz) Tallulah, La.—Seeks CP to change TL: increase ant. to 326 ft. from 200 ft.; reduce power from 500 to approximately 378. Ann. Oct. 15.

■ KUXL (1570 khz) Golden Valley, Minn.—Seeks CP to increase antenna height. Ann. Nov. 4.

■ WOIX (1510 khz) Blowing Rock, N.C.—Seeks MP

(BP-791012AG) to change TL; increase tower height from: 147 to 200 ft and reduce power output. Ann. Nov. 2.

■ WBEX (1490 khz) Chillicothe, Ohio—Seeks CP to move TL and increase ant. height. Ann. Nov. 4.

■ KTJS (1420 khz) Hobart, Okla.—Seeks CP to change TL and SL; request waiver of sections 73.1125 of rules. Ann. Nov. 3.

■ WENA (1330 khz) Penuelas, P.R.—Seeks CP to change hours to U by adding N service. Ann. Oct. 15.

■ WANS (1280 khz) Anderson, S.C.—Seeks CP to change TL. Ann. Oct. 13.

■ WLSC (1570 khz) Loris, SC—Seeks CP to increase power from 1 to 5 kw. Ann. Nov. 3.

■ WMSO (640 khz) Collierville, Tenn.—Seeks modification of CP (BP-810806BC) to relocate N ant. Ann. Oct. 13.

■ WABS (780 khz) Arlington, Va.—Seeks CP to decrease D ant. height from 379 to 361 ft. by removal of TV translator antenna. Ann. Nov. 3.

■ WOGO (680 khz) Cornell, Wis.—Seeks CP to change hours of operation to U by adding 500 w-N; install DA-2; change city of license to Hallie, Wis.; change TL; and make changes in ant. sys. Ann. Nov. 2.

FM application

Tendered

■ *KUNC-FM (91.5 mhz) Greeley, Colo.—Seeks CP to change ERP to 100 kw. Ann. Oct. 28.

■ *WPBH (90.5 mhz) Middlefield, Conn.—Seeks CP to change TL; change ERP to 15 kw (H); change HAAT to 724 ft. (H); change TPO and make changes in ant. sys. Ann. Oct. 26.

■ WRKT-FM (104.1 mhz) Cocoa Beach, Fla.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1524 ft.; add RC and make changes in ant. sys. Ann. Nov. 1.

■ WINZ-FM (94.9 mhz) Miami—Seeks CP to change TL; change HAAT to 1023 ft. and make changes in ant. sys. Ann. Nov. 4.

■ *WTPC (95.5 mhz) Elsay, Ill.—Seeks CP to change frequency to 95.9 mhz; change ERP to 17.3 w (H); change HAAT to 186 ft. (H); change transmission line and make changes in ant. sys. Ann. Oct. 26.

■ WIBM-FM (94.1 mhz) Jackson, Mich.—Seeks CP to change TL: change HAAT to 40 kw and make changes in ant. sys. Ann. Oct. 26.

■ *KCEP (88.1 mhz) Las Vegas—Seeks modification of CP (BPED-791228BF as mod.) to specify TL, and change HAAT to 4.70 ft. Ann. Nov. 4.

■ KGOU (106.9 mhz) Norman, Okla.—Seeks CP to change TL; change HAAT to 300 ft. change type trans and make changes in ant. sys. Ann. Oct. 26.

■ WYHY (107.3 mhz) Lebanon, Tenn.—Seeks CP to change SL. Ann. Nov. 1.

■ KGOL (107.5 mhz) Lake Jackson, Tex.—Seeks CP to change frequency to 107.5 mhz. Ann. Oct. 26.

Accepted

■ *KRBD (105.9 mhz) Ketchikan, Alaska—Seeks CP to make changes in ant. sys.; change TL; change SL; change type trans.; change type ant. decrease ERP to 7 kw; change HAAT: to -372 ft. and change TPO. Ann. Oct. 26.

■ KPAY-FM (95.1 mhz) Chico, Calif.—Seeks CP to increase ERP to 8.17 kw. Ann. Oct. 26.

■ KNVR (96.7 mhz) Paradise, Calif.—Seeks CP to make changes in ant. sys. Ann. Oct. 26.

■ WIKS (99.5 mhz) Greenfield, Ind.—Seeks modification of CP (BPH-790927AK, as mod.) to increase ERP to 12.6 kw. Ann. Oct. 26.

■ WCJC (96.7 mhz) Madison, Ind.—Seeks modification of CP (BPH-820331AF) to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 2.7 kw; increase HAAT to 317 ft. and change TPO. Ann. Nov. 2.

■ WRBS (95.1 mhz) Baltimore—Seeks modification of CP (BPH-820409AH) to increase ERP to 50 kw; increase HAAT to 500 ft. and change TPO. Ann. Oct. 26.

■ *WDJM-FM (91.3 mhz) Framingham, Mass.—Seeks modification of CP (BPED-800102AF) to change type trans.; change type ant.; decrease HAAT to 87 ft. and change TPO. Ann. Oct. 26.

■ KTIS (900 mhz) Minneapolis—Seeks CP to in-

crease antenna height. Ann. Nov. 4.

■ KRNV-FM (93.1 mhz) Lexington, Neb.—Seeks CP to increase ERP to 100 kw; increase HAAT to 359 ft.; change type trans.; change type ant. and change TPO. Ann. Oct. 26.

■ WKXW (101.5 mhz) Trenton, N.J.—Seeks CP to make changes in aux. ant. sys.; change ERP to 47 kw; change HAAT to 120 ft. (H) and change TPO. Ann. Oct. 26.

■ *WTEB (89.5 mhz) New Bern, N.C.—Seeks modification of CP (BPED-801014AE) to make changes in ant. sys.; change TL. Ann. Nov. 1.

■ KQDJ-FM (95.5 mhz) Jamestown, N.D.—Seeks modification of CP (BPH-791128AE, as mod.) to decrease ERP to 36.5 kw; increase HAAT to 408 ft. and change TPO. Ann. Nov. 2.

■ *WRIU (90.3 mhz) Kingston, R.I.—Seeks CP to change TL; change type trans; change type ant. increase ERP to 3.44 kw; increase HAAT to 415 ft. and change TPO. Ann. Oct. 26.

■ KRRG (98.1 mhz) Laredo, Tex.—Seeks modification of CP (BPH-10.752) to decrease HAAT to 698 ft. Ann. Oct. 26.

■ KBMI (97.7 mhz) Roma, Tex.—Seeks modification of CP (BPH-810507AA) to make changes in ant. sys.; change TL. Ann. Oct. 26.

■ WBKV-FM (92.5 mhz) West Bend, Wis.—Seeks CP to change type ant.; increase ERP to 19.5 kw; decrease HAAT to 519 ft. and change TPO. Ann. Nov. 2.

■ KIOZ (102.9 mhz) Laramie, Wyo.—Seeks CP to utilize former ant.; at main TL; to be operated on ERP pf 38.3 kw; change HAAT to 1,088 ft. and change TPO. Ann. Oct. 28.

TV applications

Tendered

■ KBJH (ch. 47) Tulsa, Okla.—Seeks MP (BPCT-5179 as mod.) to change ERP 1,196 kw vis., 119.67 kw aur.; change HAAT to 1,400 ft. and change TL. Ann. Nov. 5.

Accepted

■ KTWC (ch. 3) Glenwood Springs, Colo.—Seeks MP (BPCT-800819KH) to change ERP to 67 kw vis.; 6.7 kw aur.; change HAAT to 2,526 ft.; and change TL. Ann. Nov. 4.

■ WCEE (ch. 13) Mt. Vernon, Ill.—Seeks MP to change main SL. Ann. Nov. 4.

■ WUNM-TV (ch. 19) Jacksonville, NC—Seeks MP (BPET-7906606KG) to change ERP to 3,036 kw vis.; 86.4 kw aur.; change HAAT to 1,838 ft.; and change ant. sys. Ann. Oct. 26.

■ KDBC-TV (ch. 4) El Paso, Tex.—Seeks CP to change ERP to 100 kw vis.; 10 kw aur.; change HAAT to 1,563 ft. and change TL. Ann. Nov. 4.

■ WLRE (ch. 26) Green Bay, Wis.—Seeks MP to install new ant. and change ERP 501.27 kw vis. and 50.17 kw aur. Ann. Nov. 4.

AM actions

■ WCCZ (1550 khz) New Smyrna Beach, Fla.—Granted CP to increase power to 1 kw. Action Oct. 21.

■ WRDC (1410 khz) Cleveland, Miss.—Granted CP to change city of license to Boyle, Mich.; change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2; change TL and SL; changes in ant. sys. Action Oct. 18.

■ WALL (1340 khz) Middletown, N.Y.—Seeks MP (BP810831AF) to increase ant. height from 299 to 308 ft. Action Oct. 21.

■ WGMF (1500 khz) Watkins Glen, N.Y.—Granted CP to increase D power to 1 kw. Action Oct. 21.

■ WONE (980 khz) Dayton, Ohio—Granted CP to modify standard radiation pattern. Action Oct. 21.

■ KWRD (1470 khz) Henderson, Tex.—Granted CP to increase power to 2.5 kw and specify SL and RC. Action Oct. 19.

FM actions

■ KHNH (92.7 mhz) Riverside, Calif.—Granted CP to change TL; change ERP to 3 kw; change HAAT to 300 ft.; change type trans. and make changes in ant. sys. Action Oct. 26.

■ *KCJH (90.5 mhz) Stockton, Calif.—Granted CP to increase ERP to 3 kw; change HAAT to 230 ft. and change TL. Action Oct. 26.

- **KONG-FM** (92.6 mhz) Visalia, Calif.—Granted CP to change TL; increase ERP to 19 kw; decrease HAAT to 819 ft. and make changes in ant. sys. Ann. Oct. 26.
- **KTCL** (93.3 mhz) Fort Collins, Colo.—Granted CP to install aux. ant. and aux. trans. at main TL; to be operated on ERP of 2.18 kw (H); change HAAT to 1,275 ft. and change TPO. Action Oct. 22.
- **WAUR** (107.9 mhz) Aurora, Ill.—Granted CP to decrease ERP to 22.4 kw; increase HAAT to 735 ft.; change TPO. Action Oct. 25.
- **KTRO** (98.9 mhz) Leavenworth, Kan.—Granted CP to change TL; change type trans; change type ant.; and change TPO. Action Oct. 22.
- ***WMPG** (91.7 mhz) Gorham, Me.—Granted CP to change frequency to 91.7 mhz; change ERP to 179 w; change HAAT to 223 ft. Action Oct. 25.
- **WHUE-FM** (100.7 mhz) Boston—Granted CP to change TL; change type ant.; decrease ERP to 15.85 kw; increase HAAT to 792.5 ft. and change TPO. Action Oct. 22.
- **WCEN-FM** (94.5 mhz) Mt. Pleasant, Mich.—Granted CP to change ERP to 65 kw; change HAAT to 224 ft.; change type transmitter and make changes, in ant. sys. Action Oct. 26.
- **WQAZ** (92.7 mhz) Cleveland, Miss.—Granted CP to increase HAAT to 262 ft. Action Oct. 22.
- **WENU** (101.7 mhz) Hudson Falls, N.Y.—Granted modification of CP (BPH-801230AH, as mod.) to change SL and RC; (outside city limits) request waiver of section 73.210 of FCC's rules. Action Oct. 26.
- **WGLD-FM** (100.3 mhz) High Point, N.C.—Granted CP to increase HAAT to 404 ft. and change TPO. Action Oct. 26.
- **KLNK** (98.9 mhz) Oklahoma City—Granted mod. of CP (BPH-800616AG, as mod.) to decrease ERP to 44.67 kw. Action Oct. 22.
- **KAZZ** (95.9 mhz) Sallisaw, Okla.—Granted CP to change TL; change ERP to 1.050kw; change HAAT to 462 ft.; change type trans. and make changes in ant. sys. Action Oct. 26.
- **KCOT** (104.7 mhz) Lamesa, Tex.—Granted CP to change TL; increase HAAT to 794 ft. and make changes in ant. sys. Action Oct. 25.
- **WQAA** (103.9 mhz) Luray, Va.—Granted CP to change TL; specify RC; change HAAT to 300 ft. and make changes in ant. sys. Action Oct. 25.

TV actions

- **KCRA-TV** (ch. 3) Sacramento, Calif.—Granted CP to change TL; change type ant. and change HAAT to 1942 ft. Action Oct. 21.
- **KTWC** (ch. 3) Glenwood Springs, Colo.—Returned application for MP(BPCT-800819KH) to change ERP 70.6 kw vis., 7.06 kw aur.; change HAAT to 2,450 ft and change SL and TL. Action Oct. 14.
- **WHCT-TV** (ch. 18) Hartford, Conn.—Granted MP (BPCT-4689, as mod. & reinstated) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change HAAT

to 1,214.9 ft. (contingent on grant of BALCT-800425KH). Action Oct. 21.

- **WBSP** (ch. 51) Ocala, Fla.—Granted MP(BPCT-801114KE) to change ERP to 1,500 kw vis., 150 kw aur.; change HAAT to 923ft.; change TL and ant. Action Oct. 14.

In contest

FCC actions

- FCC affirmed Broadcast Bureau's action approving amended agreement merging two applications for new UHF on ch. 64 at Kannapolis, N.C., and designating their application for comparative hearing with other applicant for same channel. Action Oct. 28.
- FCC affirmed without comment Review Board decision, released March 30, granting Millard Orick Jr. for new FM at Payson, Ariz., and denying competing application of Rim-Co Inc. Action Oct. 28.
- FCC denied review of Broadcast Bureau decision denying Jose Pedro Bio's personal attack, political editorializing and other campaign violation complaints against WJFD-FM New Bedford, Mass. Action Oct. 28.
- FCC granted Golden Plains Inc., assignment of KXXX-AM-FM Colby, Kan., to Lesso Inc., and granted Lesso's request for waiver of "duopoly" rule. Action Oct. 28.
- FCC denied petition by Stern Community Law Firm, National Citizens Committee for Broadcasting and Citizens Communications Center seeking public access to licensee annual financial reports and also denied petition by law firm of Cole, Raywid & Braverman seeking public disclosure of specific line items in annual financial reports. Action Oct. 28.
- FCC granted KMIR-TV Palm Springs, Calif., non-duplication protection for 18 months against KNBC-TV Los Angeles, on cable systems serving Palm Springs area. Action Oct. 28.
- FCC granted certificate to California Oregon Broadcasting Inc., in connection with sale of its wholly owned subsidiary, Southern Oregon Cable TV to McCaw Communications Companies Inc. Action Oct. 28.
- FCC renewed license of WQCK(FM) Manchester, Ga., subject to filing of revised EEO program within 30 days and detailed annual employment reports for last three years. Action Oct. 28.
- FCC ALJ Walter C. Miller granted Clay Television Inc. CP for new TV on ch. 25 at Orange Park, Fla., and found competing applicant, Orange Park Florida TV Inc., technically unqualified to be FCC licensee. Issued Oct. 28.
- FCC Review Board granted two-year short term renewal for WJIM-TV and full term renewal for WJIM-AM-FM Lansing, Mich. In initial decision last year, ALJ denied renewals for all three stations based on allegations of "clipping" of TV network programs, clipping misrepresentations, pursuit of private interest,

undisclosed use of taped weather broadcasts and deceptive maps. Board adopted findings of fact in initial decision except as modified, but reversed some of ALJ's conclusions. Action Oct. 29.

- FCC approved transfer of control of WSM Inc., licensee of WSM-AM-FM Nashville, Tenn., from NLT Corp. to American General Corp. FCC denied petition to deny transfer filed by National Black Media Coalition; Pluria Marshall, its chairman; Middle Tennessee Community Communications Coalition; Nashville Branch of NAACP and Walter T. Searcy, its president. Action Nov. 4.

- FCC granted conditional CP's to seven applicants for authority to offer Direct Satellite Service and dismissed eighth application as unnecessary. Application dismissed was that of Focus Broadcast Satellite Co. Action Nov. 4.

Call letters

Applications

Call	Sought by
New FM's	
KLRC	John Brown University, Siloam Springs, Ark.
KNMQ	Mesa Grande Broadcasting Co., Santa Fe, N.M.
KLGM	Buffalo Communications Corp., Buffalo, Wyo.
New TV's	
WSCT	Broadcast Production and Management Corp., Melbourne, Fla.
KRLR	Dres Media Inc., Las Vegas
WNDS	CTV of Derry Inc., Derry, N.H.
KXLT	L.E.O. Broadcasting Inc., Rochester, N.Y.
KTGC	Texas Gulf Communications Inc., Nederland, Tex.
Existing AM's	
KHYV	KBEE Modesto, Calif.
KRDZ	KHEE Hayden, Colo.
WWJZ	WTRR Sanford, Fla.
WIOB	WNRS Saline, Mich.
WCKX	WSYX London, Ohio
WMGZ	WGBU Farrell, Pa.
WGFV	WGFE Morovis, P.R.
WSAY	WUEZ Salem, Va.
Existing FM's	
WWKF	WFUL-FM Fulton, Ky.
WINQ	WXYW Winchendon, Mass.
WZXQ	WDGM Canton, Miss.
WLWV	WTWF Moncks Corner, S.C.
WNKS	WMAK-FM Hendersonville, Tenn.

Grants

Call	Assigned to
New AM's	
KGUS	Soho Broadcasting, Florence, Ariz.
KRVV	Mountain Wireless Ltd., Vail, Colo.
New FM's	
WMPZ-FM	Soperton Broadcasting Corp., Soperton, Ga.
KMGZ	Broadco Inc., Lawton, Okla.
KAUM	James G. Baum, Colorado City, Tex.
New TV's	
KCVT	Canadian Valley Television Inc., Shawnee, Okla.
WUHX-TV	Focus-Tidewater Inc., Norfolk, Va.
Existing AM's	
WOFN	WTRL Bradenton, Fla.
WXAG	WCCD Athens, Ga.
KVSV	KRZJ Beloit, Kan.
WASY	WDCI Gorham, Me.
WALI	WCMD Cumberland, Md.
WJCC	WJMQ Norfolk, Mass.
WHHQ	WTGG Hilton Head Island, S.C.
KAYO	KBKW Aberdeen, Wash.
Existing FM's	
WSCA	WQSI Union Springs, Ala.
KEEO	KLEO Caulksville, Ark.
KVSV-FM	KRZJ-FM Beloit, Kan.
WROG	WJSE Cumberland, Md.
WMLW	WTTN-FM Watertown, Wis.
KATH-FM	KATH Douglas, Wyo.

Summary of broadcasting

FCC tabulations as of Aug. 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,642	0	0	1,642	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

GSM-major Pacific Northwest station seeks market-oriented pro who can get the dollars our numbers deserve. Rush sales strategy, track record, salary and resume. Discretion assured. Box H-142.

General Manager. Radio station, Southeast. Medium market. Salary negotiable. Bonus opportunity. Our employees know of this ad. Write Box J-70.

General Sales Manager - opportunity with AM/FM combo in 700,000 plus TSA market. Group owner offers good salary, bonus and override to an aggressive sales manager or salesperson with track record. Send resume to Box J-112.

General Manager. Top-rated northern California, AM/FM station, which is part of a multiple group, seeks an individual experienced in radio and sales, with effective management and communication abilities. Position offers excellent growth potential. Annual sales of one million is realistic. Salary and bonus. Send resume to: Paul F. Bomrad & Associates, Ltd., 150 North Wacker Drive, Suite 2650, Chicago, IL 60606.

Station Manager-expanding radio chain seeks sales-oriented manager. Good market, pay, benefits and excellent future. Must be stable hitter whose background can take complete examination. Send complete resume to: Bob Zimmerman, 160 Clearview Ave., State College, PA 16801.

HELP WANTED SALES

Fledgling broadcast corp. with new FM targeted to go on the air 4-1-83, located in Incline Village, Lake Tahoe, Nevada, is accepting resumes for Sales Manager. Successful applicant must have proven track record of recruiting, organizing, training and directing sales department. Exciting opportunity to join well financed, growth oriented broadcasting company. Send resume to Jim King, KLKT, Tahoe FM 100, P.O. Box 3063, Incline Village, NV 89450.

Room to grow and stretch out, on the ground floor with a new group. Station is run-away No. 1, located in Rockies, with solid staff, that needs imaginative direction and strong sales leadership. Can you motivate? Reply to Box J-108. E.O.E.

Well-established FM station in West Virginia seeks aggressive individual with proven sales background. Good salary with opportunity for advancement or managerial position. Send resume in confidence to Box J-98. E.O.E.

HELP WANTED ANNOUNCERS

Drive-time mouth! Do you want to put your jaws to work being an entertainer? Do you enjoy live telephone interaction? Can you be fun and glib and do it all live? Then this major market station wants you! Send resume to Box H-144. E.O.E.

WRVA, a 50,000 watt station in Richmond, Virginia, is looking for experienced, bright, talented, glib personality with a sense of the humorous to fill afternoon drive slot. Send resume and tape demonstrating your proposed approach to: Lou Dean, P.O. Box 1516, Richmond, VA 23212. No telephone calls. E.O.E.

Rocky Mountain 5 kw MOR has opening for sharp on-air production-news pro. Excellent climate - Twin Falls, Idaho. Call Jack Hall, 208-733-3381, or send tape/resume to KTLC, Box 65, Twin Falls, ID 83301.

Announcer - full time, with 1 year commercial experience. Adult format - 40's & 50's. Send tape & resume: Box 1726, Rockville, MD 20850. Deadline: Nov. 24, 1982. Equal Opportunity Employer, M/F.

Announcer-sports director wanted for 100 KW FM in northern Wisconsin. T&R to Roger Utneher, WRLO, P.O. Box 509, Antigo, WI 54409. EEO.

Fledgling broadcast corp. with new FM targeted to go on the air 4-1-83, located in Incline Village, Lake Tahoe, Nevada, is accepting resumes for experienced announcers. Format: Live adult contemporary-heavy emphasis on news, community affairs, sports. Latest broadcast and production equipment. Exciting opportunity to join well financed, growth oriented broadcasting company. Send resume, tape to Jim King, KLKT Tahoe FM 100, P.O. Box 6063, Incline Village, NV 89450.

Texas opening for announcer/production! Good pay for good talent! Play by play an asset! Tape and resume to Dick Hoff, KXIT, P.O. Box 1350, Dalhart, TX 79022.

WLKW FM/AM, Providence, seeks resumes and tapes for qualified announcers, experienced in beautiful/easy listening and MOYL formats. Send to Tony Rizzini, P.D. WLKW, Providence, RI 02904. E.O.E.

Morning drive personality wanted. Must be an experienced, talented, adult communicator/entertainer. No beginners. AC/oldies format. Start December in Goshen, IN 46526. Send replies in care of Bill Musser, WKAM/WZOW, POB 497. An EOE.

HELP WANTED TECHNICAL

Chief Engineer. Radio chief engineer, immediate opening. Excellent facilities and equipment. Class C FM and medium power AM in Midwest. Must have first class/general license, broadcast experience and references. Complete information first letter. Equal opportunity employer. Write Box H-105.

Chief engineer needed for AM and FM station about 60 miles apart. Experience in all station engineering essential. AM is daytime directional. Good pay. Send resume to Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE, M/F.

AM/FM Chief Engineer - broadcast group requires experienced hands-on engineer for its complex AM/FM facilities in major market. Applicant must demonstrate AM/FM broadcast technical competence. For consideration of this challenging position, send resume and salary history to Box J-63.

San Juan, PR. Chief operator for a 50 KW FM and 5 KW DA leading stations. Must have first class license, broadcast experience and best references. We offer good pay and benefits. Send resume and salary history to Box J-91.

Broadcasting technician. Experienced broadcasting technician required by the New York office of a foreign broadcaster. Must be capable of maintaining and operating a wide range of audio & video equipment. Should be prepared to work irregular hours and be available for occasional travel. Send resume or letter of application to Box J-69.

Small market chief engineer, AM/FM, heart of the Rockies, beautiful place to raise kids, solid growing operation. Salary negotiable, benefits. Time is of the essence. Call Steve Benedict, 406-728-1450. E.O.E.

HELP WANTED NEWS

News pro. Quality news person for a quality radio station. Upper Midwest powerhouse seeking radio news professional with news director abilities, radio news gathering, editing, writing and on-air communication skills. Must be of highest standards. Salary, working conditions and growth opportunities are very attractive. Call 701-237-5346. Immediate opening. M/F, E.O.E.

Fledgling broadcast corp. with new FM targeted to go on the air 4-1-83, located in Incline Village, Lake Tahoe, Nevada, is accepting resumes for experienced News Director. Position requires daily collecting, writing, on-air reporting and mobile news coverage. Exciting opportunity to join well financed growth oriented broadcasting company. Send resume, tape to Jim King, KLKT, Tahoe FM 100, P.O. Box 6063, Incline Village, NV 89450.

News person wanted! Must have experience. KBJT/AM and KQEW/FM, Fordyce, Arkansas. Position must be filled by November 30th. Call Gary Coates, 501-352-7137.

Back-up sports-sales or sports-news combo. West-Midwest award medium college market. Some experience needed. EOE. Write Box J-75.

News Director - contemporary FM. Must be able to organize, train, supervise and motivate department. Tape, resume and salary requirements to Steve Christian, 156 Broadway, Long Branch, NJ 07740. All replies in confidence. EOE.

Announcer-sports director wanted for 100 KW FM in northern Wisconsin. T&R to Roger Utneher, WRLO, P.O. Box 509, Antigo, WI 54409. EEO.

Newsperson - 1 year experience, adult format, 40's & 50's. Send tape and resume to Box 1726, Rockville, MD 20850. Deadline: Nov. 24, 1982. Equal Opportunity Employer, M/F.

WORD/Spartanburg is looking for a full-time sports journalist. Strong anchor and reporting skills necessary, play-by-play a plus. Plenty of growth potential and excellent facility and staff to work with. Evening and weekend work necessary. Tape and resume to: Gary Sparber, WORD Radio, Box 3257, Spartanburg, SC 29304.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for country AM. Morning drive personality. Track record in promotion, production and community involvement a must. Resume, salary, history to Box J-94.

SITUATIONS WANTED MANAGEMENT

Programming Professional looking for new challenge. 12 years with major broadcast group. Talk, music, news experience. Currently in top 5 market. Reply Box H-117.

Programmer with some sales experience looking for opportunity to manage small/medium station. Reply Box J-38.

Experienced, professional General Manager. Proven sales & audience builder. Organizer, teacher & motivator. Good with goals, budgets, bottom line and people. Knowledgeable all phases of station operation. First Phone. Good references. Box J-101.

GM looking. Experienced all phases. Morning man, PD, sales, SM, and fully capable CE. 7 years at same station. Excel in promotion and turnaround while maintaining bottom line. Write Box J-93.

High performing General Manager with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales and profit development ability. Organizational and basic management skills. If you are an owner who wants an achiever and can afford quality, write Box J-110.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Just starting out. College experience; AOR, top-40, MOR, adult contemporary, news. RRT permit. Strong production. Will relocate. Michael Selk, 212-543-9428.

Announcer seeking air shift and sports. Small-medium market. Presently doing the same. Available immediately. Reply to Box J-82.

Trained announcer seeking entry level position. Dedicated, hard-working, eager to rise to the top. Call Kevin Francis, 319-752-7846, after 6 PM. Monday, Wednesday or Friday evenings, or write Box 367, Burlington, IA 52601.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Excellent voice, low tone. Good reader, diligent. Claude Motley, 3138 N. 44th St., Milwaukee, WI 53216. 414-449-1796.

Experienced, versatile and motivated small-market announcer can help your station. Willing to relocate! Al Doyle, 312-279-2519.

Southwest, Midwest bound. Looking for a break. Attractive, talented, bright. Relocate immediately. Charlene Nyren, 414-529-3617.

Experienced A/C announcer, MD. Prefer medium or small market in northeast U.S. Bob Ugi, 716-591-0622.

2 years' commercial experience. Excellent production skills. Looking for small or medium market. Call now: 415-887-8315.

Be the first on your frequency to call me and you'll win a good broadcaster with writing ability. 201-773-3492.

Multi-talented morning personality available immediately, who can produce a radio magazine information show. Great voice, writing skills, major market experience with telephone talk skills. 216-732-8383.

1981 college graduate, enthusiastic broadcaster, willing to work hard. Experienced in country, A/C personality, play-by-play, and news. Neil Isaacs, 616-798-4613.

Ford Mullins, 6-year pro (WZBC, WCFR, WPOE, WKZE), KIIS grad., BA psych, seeks swing/prod. So. CA coast. 714-859-6381.

After ten years in this business, I am now looking for an exceptional programming or on-air position. I've worked a lot of stations, but ready to settle into a long-term relationship with a well-paying organization. I am currently in a top 20 market, and will consider any locale. Family man. Dwayne, 813-988-8152.

SITUATIONS WANTED TECHNICAL

Engineer with 15 years' experience with AM and FM, automation, construction, looking for permanent employment with stable operation. Box J-51.

SITUATIONS WANTED NEWS

Young, enthusiastic sports/news reporter wants to move into medium market. PBP all sports. Steve, 315-298-4850.

Experienced, enthusiastic, honest, and hard working young man desires position as a Sports Director, sportscaster, or News Director. Please call 513-833-3056 or 513-698-6560, and ask for Bill.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

Nineteen year programming vet available now. Well rounded, stable, research-oriented. Let's talk. Dave Marino, 717-564-7880.

Excellent job knowledge; I like to work and I like to win. 17 years of comprehensive experience in administration/operations/programming (Continental Network, RKO, Scripps-Howard) is available to you, now. Call Stew Robb, 804-397-2646.

RD. 501-793-8371.

An unusual request! If any reader knows if it would be possible anywhere in North America to train for the traditionalist Anglo-Catholic diaconate or priesthood and simultaneously do programming/airshift for a non-commercial classical FM, plus have my family's needs met, please quickly contact Box J-111.

Wanted: PD and/or air position with promotionally minded, young broadcast group that appreciates innovation. My 12 years in radio can set up a classy, personality, fusion/rock station for you. No stranger to stiff competition. 5½ years at last station. Minimum salary: \$2,000 per month. I can overhaul your lagging AOR and we'll have fun doing it. 415-493-3069.

Program Director - A/C in New England. Strong sales background. Community leader. Age 34. Reply Box J-105.

TELEVISION

HELP WANTED MANAGEMENT

Controller-take-charge person with administrative ability. Position requires broadcast accounting experience with understanding of and ability to direct computer operations. Degree preferred. Competitive salaries, excellent benefits, send resume and salary history to Box J-50. EOE.

Manager of university public TV station and FM station. Will also have appropriate academic rank and teach in undergraduate program. Graduate degree desired, not required. Require management experience. Send resume, name and phone numbers of three references to: Manager Search, School of Communication, University of Idaho, Moscow, ID 83843. Closing date: December 1. AA/EOE.

General Sales Manager for outstanding network affiliate in Sunbelt medium market. Equal opportunity employer, male/female. Reply to Box J-72.

Television General Manager-Group-owned network affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial sales and people skills essential, as well as proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box J-62.

Television station, Southeast, looking for take-charge traffic manager. Thorough knowledge of computers/traffic systems, plus ability to manage people. EOE. Write Box J-49.

Assistant Business Manager for TV/FM station. Need aggressive individual with broadcasting accounting experience. In-house computer system. Emphasis on collection of receivables, involvement with personnel activities of the station. BS accounting desired. Salary in upper \$20's, based on ability. Top 20 market. Equal opportunity employer. Located East coast. Send resume to Box J-106.

Controller - WCSC, Inc., Charleston, SC, a diversified communications company, seeks qualified financial officer with broadcasting experience to coordinate financial aspects of various divisions. High energy level required due to company's growth plan. Confidentiality assured. Respond: D. W. Coyle, WCSC, Inc., Box 186, 29402. 803-723-8371.

Chief Financial Officer. Kelly Enterprises, a closely held group of several companies engaged in television broadcasting (KCRA/Sacramento and KCPQ/Tacoma), banking and real estate, seeks CFO. Duties would comprise the management of the accounting and financial control functions of the various companies, including development of and monitoring of operational and capital budgets, represent the companies to financial community and counsel operating management on financial matters. Applicant must be an MBA and/or CPA and have a minimum of five-years broadcasting experience. Resume to: Don Saraceno, General Manager, KCRA-TV, 310-10th St., Sacramento, CA 95814-0794. EOE. M/F.

HELP WANTED SALES

Local TV sales manager-an excellent opportunity for an aggressive sales person. Small market in the heart of the Sunbelt. Please send complete resume to Box J-88. EEO.

Regional/Local TV AE wanted by a rapidly growing Sunbelt station. Must be a self-starter with superior sales and audience research skills. Sales development knowledge is a must. Minimum of 3 years of television sales experience required. Some travel. Send resume and overall sales philosophy to Box J-73. E.O.E.

Account Executive. Growing group broadcaster in top 20 market in SE seeks ambitious salesperson with knowledge of agencies and retail. Experience with MMP, AID, production and vendor programs desired. Write Box J-66. EOE.

KYEL-TV, Yuma, Arizona-El Centro, California, is looking for an experienced local TV account executive. An opportunity to grow rapidly in a fast-growing market. Send resume to Keith Lewis, KYEL-TV, PO Box 592, Yuma, AZ 85364. EOE.

HELP WANTED TECHNICAL

Career opportunity with a group-owned station Maintenance engineer for U.S. Virgin Islands TV station. 1-2 years' experience as broadcast maintenance engineer required. Salary commensurate with background. Two-year Associate degree or equivalent job experience desirable. Contact Joe Potter, 809-774-0300. We are an equal opportunity employer.

Television Broadcast Engineer. Major market looking for qualified broadcast engineer to run a high powered UHF television transmitter. For immediate consideration, please send resume and salary requirements to Box J-109. EOE, M/F.

Wanted: experienced CMX editors and video engineers familiar with RCA cameras. New York area. Write Box J-99.

Southwestern VHF has opening for engineer with training and experience in RF and/or microwave. Primary responsibility will be maintenance and further development of statewide translator system. Some overnight travel will be involved. General Class FC license and minimum two years' experience are at solute requirements. Please send resume to Chir Engineer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125.

Telemation Productions unit 4 is in need of remote maintenance engineer with experience Ikegami cameras. Ampex & Sony 1" tape, Chyro Ross & Utah switching, and more. Must be a self starter. Contact: John Gebhard, Chief Engineer Telemation Productions, 3210 W. Westlake Avenue Glenview, IL 60025. 312-729-5215.

Assistant Chief Engineer. KTXS-TV Abilene, Texas ABC affiliate. First class license. 3-5 years' broadcasting experience. Contact C.E. Billy Roseberry 915-677-2281. EOE.

Chief Engineer-KCRA-TV/Sacramento-Stockton CA. NBC affiliate. Applicants must be experienced administration, system layout, maintenance and transmission. Apply to: Bill Karpisek, KCRA-TV, 31 Tenth St., Sacramento, CA. 95814-0794. 916-325-3247. EOE.

HELP WANTED NEWS

Anchor-reporter for early & late news in a Southeast market. We're looking for a person with on-air experience & solid writing/reporting abilities. Prefer person with Southeast background. Send resume to Dan Basinger, ND, WCBI-TV, P.O. Box 271, Columbus, NC 39701. No phone calls. EOE.

The Weather Channel-Meteorologists. Resumes for TV talent positions are invited for The Weather Channel, the national cable-TV weather network. Send resume, tape, and a list of professional references to Director of Meteorology, The Weather Channel, 284 Mt. Wilkinson Pkwy, Suite 200, Atlanta, GA 30339.

News Director. Capable of leading young but growing staff. Must be accomplished producer and capable of doing it all. Good position within group. Write Box J-45. E.O.E.

Reporter. 2 positions open. Must be aggressive and experienced. We're looking for strong communicator with proven small to medium market track record. Write Box J-46. EOE.

Photo Journalist. Must have full working knowledge of ENG shooting and editing. Medium market positions with room for growth. Write Box J-47. EOE.

Producer to generate and produce investigative news material for top-rated, large eastern station. Solid journalism and imaginative approaches to stories essential. Successful candidate will be a self-starter, responsible, creative and almost certainly with prior investigative experience. EEO. Write Box J-7.

TV staff announcer/weathercaster-responsible on-camera commercials, live announcing shift a preparation/delivery of weekday weathercasts. Send resume and videotape to Production Manager, WSAZ-TV, Box 2115, Huntington, WV 25721. EOE.

Anchor/reporter. Position requires journalism degree; 1 or 2 years' news experience. Network affiliate North Carolina station. Send resume to Box J-55. EOE. M/F.

HELP WANTED NEWS CONTINUED

Sports Director. Top 100 station seeking energetic, knowledgeable, local sports-oriented individual who believes sports is more than gulps of network feeds. Write Box J-85.

Reporter/Producer. Serious prime-time newsmagazine needs another experienced journalist capable of producing and delivering in-depth reports on a variety of subjects. Unusual opportunity at top news-producing public station. Resume and tape to Gary Griffith, WTVS Newsroom, 7441 Second Blvd., Detroit, MI 48202 EOE, M/F.

Where is the small market news producer with warm, declarative writing, total program feel, and motivational organization? Top 40 Midwest station is looking. Send script and resume to Box J-115. EOE.

Farm Director: strong writing, shooting and ENG editing skills. Agriculture background required. On-air experience a necessity. Send tape and resume to Randy Parlett, Operations Manager, KQTV, P.O. Box 247, St. Joseph, MO 64506. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Medium market network VHF looking for bright, innovative program/operations manager. Will consider seasoned production or promotion manager. Send complete resume to Box J-84. An equal opportunity employer.

Photographer/editor/field producer to join 10-person staff of a top rated PM Magazine show. If you have experience shooting and editing top quality PM Magazine style stories, send your resume to Box J-54. E.O.E.

Major production company that has expanded to the Southwest is looking for qualified CMX 340 editor who has at least two years' experience editing CMX 340 or similar keyboard editor. Evening work may be required. Experience with digital video effects a plus. Send resumes and tapes (no calls accepted) to: Dan Rogers, Telemation Productions, 5016 N. 6th St., Phoenix, AZ 85012.

Promotion producer—major NE market, network affiliate seeks multi-talented writer/producer to create and implement episodic television, radio and print advertising for a variety of program products. 2-3 years television promotional experience required. Location production experience a plus. Send resume to Box J-59.

PM Magazine seeks videographer/editor. Shoot, edit, and produce PM program segments. Experience with electronic production equipment necessary. PM Magazine experience preferred. Top salary in scenic center of the South. Reply to Julie O'Reagan, WRCB-TV, 900 Whitehall Road, Chattanooga, TN, 37405. EEO.

Advertising and Promotion Manager for WHO Broadcasting Company (AM-FM-TV). Responsible for station promotions utilizing all media, community and station public relations, sales marketing and promotion, plan and implement special station events. Previous media and promotion experience desirable. Send resume, salary history and expectations in confidence to Vice President and General Manager, WHO Broadcasting Company, 1801 Grand Avenue, Des Moines, IA 50308. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Very successful Broadcast Division Director and General Manager available January 1, 1983 after 27 years with same company. Have led AM, FM and TV stations from red ink to profitability. Built stations from ground up. UHF, a specialty—including past success in mountainous terrain in face of strong local VHF competition. Experience in securing of financing for construction and operation of fledgling (and mature) facilities. Very strong in sales and programming. I am people and profit-oriented and will only consider working for well-established companies which have the same philosophy. Can produce references from banks, successful general managers I've hired, contemporary GM's and owners, plus present ownership. Prefer southeast. Will consider General Manager of AM-FM-TV or combination. Contact Box J-18. Presently located in southwest Florida.

15 years in broadcasting, production, and cable management. Strong in sales. Currently under-employed. Making lots of money, not much satisfaction. Award winning producer, nationally recognized programmer. Will relocate. Top references. Write Box J-53.

SITUATIONS WANTED SALES

General Sales Manager in radio seeks move to T.V. Write Box H-94.

SITUATIONS WANTED NEWS

Small, medium market. Need a sports reporter/anchor? Experience in and around major market and sports town. An aggressive, intelligent, creative, good-looking sports fan who can write and tell the story. MS in BJ, understands importance outworking the competition and teamwork. Just see my tape. Tom Kirkland, 11 Abbottsford Rd., Brookline, MA 02146. 617-277-1027.

Emmy winner! Reporter/anchor/woman, several yrs. experience in major markets. Desire to relocate. Top ten or medium market with equivalent pay. Achievements too numerous to list. Dependable, loyal. Reply Box J-89.

Let me help you with my on-camera, writing, and producing skills. Theater, film, broadcast experience. Professional, creative, hardworking. Will consider any size market. Ray Troha, 216-481-0437.

Award winning sportscaster looking for new challenges. Four years' experience in small markets. Seeking anchor-reporter position at station with news commitment. Call Jim, 915-944-9786, mornings.

Entry level—ambitious individual seeks studio or news photography position. Degreed in photography licensed and endorsed by the F.C.C. Willing to relocate and pay own traveling and relocation expenses. Please call or write. 215-879-0333; Hilliard Reeves, Jr., 5101 Wynnefield Avenue, Philadelphia, PA 19131.

Award winner—anchorwoman/reporter. Several years' experience in top 10 market. Versatile—hard news, government affairs a specialty. Attractive, black UCLA grad. Anxious to relocate to top 20 market. Please reply Box J-103.

Chief Assignment Editor. Eight years' experience in top 25 markets. Energetic; looking for new challenge. Write Box J-107.

Reporters can't glue a sentence together? Effer-vo-cent female Phi Beta Kappa Ivy League grad leaving publishing, looking to get on camera. I have tape, will travel. Melody, 212-876-6395, or Box J-104.

Experienced college grad looking for TV or radio. Emphasis on sports, with strong writing and production skills. Authoritative news sound. Available now. Have audio and video audition tapes. 312-288-5031; Eric Clemons, 5108 S. Kimbark, Chicago, IL 60615.

Anchor/reporter. Excellent producer. Management experience. Outstanding references. Miami, Florida. 305-271-7480, after 5:00. Now available.

Blonde, but not without brains, female in no. 1 mid-market station, weekend anchor/reporter, looking to join larger market dedicated news staff. Experienced, proven with the ratings. Write Box J-92.

Creative, dedicated, personable reporter ready to relocate to small-medium market. 2½ years' experience as television and radio anchor/reporter. B.A. Journalism. Tracy Bryan, 405-848-1544 or 405-525-0940; 240 NW 36th, Oklahoma City, OK 73118.

Sports: Rian Danz, 206-236-2124. 8225-A West Mercer Way, Mercer Island, WA 98040.

Sportscaster—Do you share my dedication to quality, creative sportscasting? Write Box J-95.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director. Enthusiasm, originality, strong technical and personnel skills. Special interest in promotions. From intern to prod. mgr. in 4 years. Looking for medium market, state of the art facility. Write Box J-52.

Seeks to impress. Creative, versatile, aggressive. Experienced in all phases of TV production. Entry level anyplace, anytime. David, 301-668-6570.

Producer/Editor with major television series, documentary, commercial and feature credits seeks position. Lawrence Ross, 6023 West 8th St., Los Angeles, CA 90036. 213-939-6159.

Writer/producer with network scripting credits seeks creative position. Strong film background. MFA UCLA. Andrew Burke, 213-452-7794.

CABLE

HELP WANTED SALES

Seeking urgently: Senior V.P. cable sales to head L.A. branch of established company expanding into domestic cable. Immediate employment. 2 years' experience needed. Send resume to Box J-102.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION OTHERS

Photographer: Phillips University, Enid, Oklahoma, seeks a skilled photographer; work 20 hours weekly in exchange for MBA degree fellowship. Fellowship provides cash stipend, plus waiver of tuition. Phillips University is an equal opportunity educational institution. Resumes, letters of interest by December 15, 1982, to: Bernard A. Loposer, Vice President for Development, Phillips University, Enid, OK 73702.

HELP WANTED INSTRUCTION

Dean, School Of Journalism. The University of Montana invites applications and nominations for dean of its School of Journalism. The position will be open July 1, 1983. Desired qualifications include significant experience and demonstrated competence as a newspaper, magazine, or broadcast journalist. Administrative ability is required; a master's degree and teaching experience at the college level are desirable. The job calls for academic, professional and administrative leadership of a 68-year-old school with accredited news-editorial and radio-television sequences, offering B.A. degrees in journalism and radio-television and an M.A. in journalism. The curriculum prepares students for jobs in the news media. The school has nearly 300 undergraduate majors, eight full-time faculty members, several part-time teachers who work in the news media, and a professional technical staff of six at KUFM-FM, a National Public Radio affiliate operated by the school's Radio-Television Department. Salary range: \$38,000-\$45,000. A letter of application and complete summary of education and experience must be postmarked no later than November 30, 1982. Send to: R.A. Solberg, Associate Academic Vice President, Chairman, Search Committee, Dean of Journalism, University of Montana, Missoula, MT 59812. UM is an equal opportunity employer.

Two-year appointment, non-tenure track Instructor or Assistant Professor of Broadcasting, Broadcast Journalism. Teach basic and upper division courses in mass communication, radio, television, and videotape production for both communication arts majors, and broadcasting/journalism majors. Ph.D. preferred. Will consider doctoral candidates. Salary open. Deadline: December 15. Write: Dr. Michael G. Flanagan, Chairman, Department of Communication Arts, Saint Mary's College, Winona, MN 55987.

Ph.D. to teach in broadcast curriculum of growing undergraduate program. Send resume, references to Charles Millsaps, Chairman, Journalism, Speech Comm., Telecomm., Box 5784, Radford University, Radford, VA 24142. Equal employment opportunity employer.

N.C. University, tenure-track appointment, Fall 1983, in established broadcasting program; close contacts with local outlets. Rank/salary commensurate with credentials. Ph.D. preferred. Involves teaching broadcast news, radio and TV writing and speech. Experience with ENG equipment desirable. Send credentials to Edgar R. Loessin, Chairman, Department of Drama and Speech, East Carolina University, Greenville, NC 27834. Application deadline: January 31, 1983. Current references must be provided on request. AA/EEO.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

\$1,000 Reward for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

AM/FM transmitters wanted. Any condition. Cash. Jim Speck, 1105 Highvista, Richardson, TX 75080. 214-234-3602.

Western Electric tubes, amps, mixers, consoles, drivers, speakers, horns, parts. 213-576-2642. David, PO Box 832, Monterey Park, CA 91754.

Towers. Need 1 to 3 used guyed 295'. Radio Engineering, 805-688-2333. P.O. Box 420, Santa Ynez, CA 93460.

Wanted: two 100' TV81 mini cables. Call 617-725-0810.

Want to buy a used TV transmitter, channel 5. One, five or ten KW. Contact G. Bonet, WORA-TV, Box 43, Mayaguez, PR 00709. 809-832-1150.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Complete SMC DP-2 automation system in service and A-1 condition. 6 carousels, 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 813-769-2475. Dave or Gary.

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 404-563-9331.

20 KW FM AEL w/1976 31021 exciter. On air w/proof. M. Cooper. 215-379-6585.

Two Harris Laserfax satellite recorders for sale at a bargain basement price of \$30,000. New machines sell for about \$28,000 each. I will also throw in \$5,000 worth of spare parts. Both machines are in excellent condition. Would like to sell as a package. Contact Mike Whaley 404-433-5100.

AM transmitters: CCA 5000D, 1977, on air, mint. RCA BTA-1R and Gates BC-1G, 1 KW AMs. M. Cooper, 215-379-6585.

10KW FM CCA 10,000DS, 1971, on air w/proof. Call M. Cooper, 215-379-6585.

500 watt Gates Model BC 500 K transmitter, in service, \$1000, as is, where is. WQDI, Homestead, FL 305-247-9444.

Complete color remote studio package—Over a million dollars worth of equipment at 1/3 of the new cost. Includes Norelco PC-100 Triax (5), Ampex VPR 2B (2), large Ampex switcher, excellent pulse, monitoring, audio, 2 vans, etc. All this can be financed for a well qualified buyer. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Quad VTR's—Year-end clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

Color Cameras—Year-end clearance on Norelco P-70, RCA TK 45A, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404-324-1271.

UHF transmitters—RCA TTU-30, Emcee 1kw transiator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Remote cruiser for lease—beautiful Ampex cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$3,000 per month. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Film Cameras—two RCA TK 27 film cameras, unbelievable year-end price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Transmission Line—3 inch 50 Ohm E.I.A., line 800 feet or more available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

New TV Startups—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

TK-27, \$2000. T.A. Bone, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

RCA BTF20E1 20 KW FM transmitter with solid state exciter. Price \$20,000, firm. 404-964-3764.

Collins 830D-1B 1,000 watt FM transmitter with 310Z-1 FM stereo exciter, 4CX1000-A power amplifier, frequency 88 to 108 presently 95.9, excellent condition, presently in use, to be replaced by 5KW on or around December 1st. Installation, operating and maintenance manuals included, plus 5 used 4CX1000-A tubes. You pick up. Call Henry Beam, 304-425-2151.

250 watt Collins 300-G AM trans now in service. Avail 12/1. \$950.00. Brian Tolby, WCCZ, New Smyrna Beach, FL 904-427-3492.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

"Phantastic Phunnies"—humor service of world's top comics! Month's 500 topical jokes—\$2.00. 1343-B Stratford, Kent, OH 44240.

Great radio comedy! Hundreds renewed again this year. Free sample: Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

CONSULTANTS

Tired of lost air time, make goods, lost spots, sloppy air look? Let us do a technical evaluation of your personnel & equipment. Tech/Resource, 702-825-6562.

Slash radio ownership costs. New FM frequency applications available. Radio Management Consultants, P.O. Box 88864, Atlanta, GA 30093. 404-925-0055.

If you need video technicians, call VTI. Trained techs available. No fee. 214-263-2613.

MISCELLANEOUS

Easy mellow voice will record your special spots—still only \$19 per minute, also quantity discounts. Sample tape \$5, refundable first order. Send copy to: Vox Box, P.O. Box 27439, Las Vegas, NV 89126.

Send just \$2.25 for complete list of radio stations in any U.S. state, addresses and telephone numbers included. Buy any 4 lists, get one free. All 50 states, only \$22.00. Leisure Productions, P.O. Box 402, Mohegan Lake, NY 10547.

Color-bar T-shirts, all sizes—\$9.95 PPD. Specify large or pocket size bars. Also: sweatshirts, windbreakers and BB hats with bars—Pamco, Box 441b, Massapequa, NY 11758.

RADIO

Help Wanted Programing, Production, Others



are searching for another great adult contemporary personality for their first station. Interested? Send tape and resume to R. Jay, P.D., WPFR Radio, 329 Cherry, Terre Haute, IN. 47807. ORBBC is an equal opportunity employer.

Help Wanted Sales

Account Executives

Rapidly-growing Katz Broadcasting Company has immediate openings for dynamic self-propelled salespeople with strong retail, small agency experience.

If you have a proven track record in a medium to major market and the desire and need to acquire a major account list, send resume to Janice R. English, Vice President, Administration, Katz Broadcasting Company, Park City Plaza, Bridgeport, CT 06604. Katz Broadcasting Company is an Equal Opportunity Employer.

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America's Employee-Owned Broadcast Group

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Help Wanted News

DALLAS URBAN CONTEMPORARY

K-104 FM, upgrading news dept. Searching nationwide for aggressive newspeople. Creativity a premium. Head with voice, please. T&R to: Drew Hayes, ND, KKDA-FM, Box 860, Grand Prairie, TX 75051. Calls OK. 214-647-1831. EOE, M/F.

TELEVISION

Help Wanted Management

TELEVISION GENERAL MANAGER

WNCT-TV Greenville, N.C., is seeking an experienced General Manager who has the ability to work with figures and an understanding of the importance of controlling costs. Although a sales background is not essential, the candidate must have an understanding of sales and inventory control, as well as the knowledge and backbone to maintain price. Planning, organization, and leadership ability are essential as well as a desire to become active within the community. Resume and salary history Should be sent in confidence to Box J-116.

**Help Wanted Management
Continued**

**DIRECTOR
BROADCAST
RESEARCH &
PLANNING**

We're seeking qualified applicants for the corporate staff position of Director Broadcast Research & Planning. Persons applying should have broad knowledge of television operations, electronic communications, as well as business planning and research skills. Send resume to:

Box J-96

An Equal Opportunity Employer

**GENERAL MANAGER
V.P. SALES**

KTWC-TV Channel 3, the first and only full power TV station in the fabulous Rocky Mountains of Colorado, is seeking an individual with a proven track record in sales. A creative person who loves to motivate and lead. The facilities are state of the art and so is the living (we are located between Aspen and Vail). If you have been looking for that special challenge, then respond to KTWC-TV, Box 8685, Aspen, CO 81612. E.O.E., M/F.

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MI 48106

**Help Wanted Technical
Continued**

**TELEVISION
TECHNICIAN**

With 3/4 inch VCR maintenance experience for major New York City cable company. Excellent salary & benefits. Prefer first or general class license & college education. Mail resume to:

Personnel Dept
GROUP W CABLE
5120 Broadway, NY, NY 10034
212-942-7200 Ext 375

Equal Opportunity Employer, M/F

**MAINTENANCE
PERSON**

For small production company

Totally familiar with all Sony 3/4" equipment, Cezar and Videomedia editing, Fernseh CG, Ikegami cameras and Sony field recorders. Looking for creative, responsible team player. Salary: \$30K.

DEPT 312410
1501 Broadway, N.Y., NY 10036

Equal opportunity employer, M/F/H

Help Wanted Technical

**Television Broadcast
Engineer**

A unique career opportunity in the subscription television industry.

If you hold a first class FCC license or equivalent and have at least 3 years prior experience as a television transmitter maintenance supervisor, television chief engineer or an assistant chief engineer, you could be part of the challenge Chicago Transmitter Maintenance Company offers in Chicago. You'll be in charge of maintaining subscription television broadcast equipment, including a five megawatt (E.R.P) UHF television transmitter, and studio equipment. Formal education in communications and broadcasting is preferred and thorough working knowledge of studio and transmitter equipment is essential. This 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 and salary requirements to:

Box H-130

An equal opportunity employer, M/F

**CHIEF
ENGINEER**

New full power VHF in the Rocky Mountains of Colorado to begin broadcasting Sept. '83. Must have 5 years' experience on broadcast equipment with emphasis on transmitter, some experience on remotes helpful. Responsible for all TV equipment and engineering staff. Send resume to KTWC-TV, Box 8685, Aspen, CO 81612. E.O.E.

**Help Wanted Programing,
Production, Others**

**TOP 10 PROMOTION
WRITER/PRODUCER**

Top 10 independent seeks a creative self-starter to write and produce exciting entertainment promos. Knowledge of exploitable aspects of movies a must. Located in desirable Sunbelt Southeastern location. All replies confidential. We are an equal opportunity employer, M/F. Send resume to Box J-71.

SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

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Classified Advertising**

**Help Wanted Programing,
Production, Others
Continued**

**EXECUTIVE
PRODUCER**

**KPIX
SAN
FRANCISCO, CA**

Programing Executive Producer position for large market television station. Must have minimum of 5 years' recent broadcast show producer experience, plus proven ability to manage a number of people. Responsibilities include managing production of locally produced shows and specials; maintaining budget adherence; recruiting and hiring show producers and supporting personnel; developing new programs, specials and series; and managing the acquisition and use of 3/4" equipment and facilities. Send resume' to: Program Manager, KPIX, 855 Battery Street, San Francisco, CA 94111.

KPIX is an equal opportunity employer.

**TV
ART
DIRECTOR**

**KPIX
SAN FRANCISCO,
CA**

KPIX-TV, the San Francisco Group W station and CBS affiliate, is searching for an Art Director to handle everything from on-air to print collateral. The advantage will go to the person who excels in electronic graphics and has strong management skills.

Send your resume to: Human Resources Manager, KPIX, 855 Battery Street, San Francisco, CA 94111.

KPIX is an equal opportunity employer.

**Help Wanted Programing,
Production, Others
Continued**



**WEST PALM BEACH
FLORIDA**

has an immediate opening for a creative and talented co-host to join our current female co-host in one of south Florida's most exciting television shows. Previous **PM Magazine** experience is desirable, but not mandatory. We are looking for a professional who is a real go-getter and not afraid to roll up his sleeves and work long hours with a rather erratic schedule to achieve professional excellence. You must be organized, have a good personality and be able to work with a wide variety of personality types. Prior theatrical or television experience and administrative skills preferred. Writing, production and a background in journalism or theater a must. If you think that you have the talent and ability to grow both personally and professionally, then this is the opportunity you have been looking for. Send tape and resume to:

Personnel Director
WPEC-TV 12
Fairfield Drive
West Palm Beach, FL 33407
An Equal Opportunity Employer

**Help Wanted News
Continued**

ANCHORS

Are you the best anchor in your market with several years of proven anchor experience? Are you a qualified journalist who can report, write and edit well? Are you interested in foreign, as well as national, news? Do you have a track record of mature journalistic judgement and professional reliabiltiy? Are you ready to work at any hour of the day or night with the nation's best anchors and producers? Do you like competition and have the will to win? If you can answer "yes" to those questions, send your tape and resume to:

Anne Lerner
CNN Headline News
1050 Techwood Drive, NW
Atlanta, GA 30318

An equal opportunity employer: M/F.

Help Wanted News

**NEWS/
FEATURES
REPORTER**

Evangelical Christian Ministry seeks News/Features Reporters. These positions require 3 to 5 years on camera experience with a degree in Journalism preferred. Interested applicants must also be free to travel.

If you are qualified and feel led to serve, please send resume and videotape in confidence to:

CBN Personnel
CBN Center
Va. Beach, VA 23463



CBN is an Equal Opportunity Employer.



CO-ANCHOR

News ratings leader searching for anchor with right combination of authority, personality and track record. If you're on your way to the top and looking for excellent facility with total commitment to news, send tape and resume to Bill Avery, News Director, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

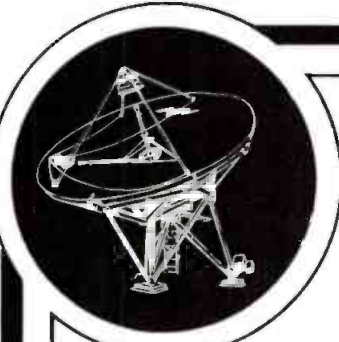
**NEWS/SPORTS
REPORTERS/ANCHORS/
PHOTOGRAPHERS**

Anchorage's number one-rated television news team is expanding. If you've got the experience; are looking for a challenge; and perhaps, are tired of large markets; then we'd like to hear from you. Send tapes and resumes to News Department, KIMO-Channel 13, 5700 E. Tudor Road, Anchorage, AK 99507. No telephone calls, please. Central Alaska Broadcasting is an equal opportunity employer.

FEATURE REPORTER

We've promoted one of the most talented people in the industry. Now we're trying to replace him. Tape and resume to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. EOE.

ALLIED FIELDS
Help Wanted Sales



**UHF
ANTENNA
PRODUCT
SALES**

Andrew Corporation, Upland California, has an immediate opening for a Broadcast Antenna sales position for an individual with experience in high power UHF television transmission and antenna systems. A B.S.E.E. or equivalent degree as well as direct broadcast sales experience preferred.

ANDREW offers an excellent starting salary and benefit package that includes profit sharing and employee stock purchase plan. Qualified applicants should send a resume, including salary requirements to:



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Position executive level, involves full-time travel. Monday/Friday, *multiple state territories*. Substantial advance against substantial commission. Annual campaigns, many markets for over two decades, insures increasing financial success.

Prefer prior CCA involvement, station level, but require station (radio/TV) management or sales management experience. Territory residence required. Provide full broadcasting background, education, prior earning level. Personal interview arranged for qualified candidates.

**WANTED
3 Regional
Salesmanagers**

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has owned 2 stations, understands radio business. Careful contract will avoid pitfalls of closing. 312—668-6200.

Employment Service

RADIO JOB PLACEMENT

National Broadcast Talent Coordinators specializes in placing qualified D.J.'s, news, sports, PD's, sales and management. NBTC works with radio stations from coast to coast, in all size markets. For confidential details, including registration form, enclose \$1.00 postage & handling to: **NATIONAL BROADCAST TALENT COORDINATORS**, Dept. B, P.O. Box 20551, Birmingham, AL 35216 205—822-9144.

RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET**, 6215 Don Gaspar, Las Vegas, NV 89108.

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WANTED: STATION GROUP OWNER

who can use \$300,000 or more of invested capital and who can use the management skills and experience of a profit making station and group manager in return for an equity position. Principals only. All replies confidential.

Write Box J-97.

For Sale Stations

CALIFORNIA: Regional low-frequency AM full-timer with Class B FM companion. Owned real estate. Opportunity for aggressive operator. Priced at \$1.9 million, with \$475,000 down & balance over 12 years at 10%.

FAR NORTHWEST: Profitable AM daytimer with PSA and Class A FM application pending. Priced at \$375,000, w/\$100,000 down and balance at 10% over 10 years. Present cash flow will service.

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Exploding Market. Top equipment, staff and reputation. Includes real estate. Low frequency. \$490,000. 29% down. Liberal terms. Qualified principals only. Box J-68.

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Suite 606
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nationwide mergers & acquisitions

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SE	Suburban	C1.C FM	\$2,750K	Cash	Bill Chapman (404) 458-9226
W	Medium	AM/FM	\$2,750K	\$1,200K	Ray Stanfield (213) 366-2554
SW	Medium	AM/FM	\$1,600K	\$525K	Bill Whitley (214) 680-2807
W	Suburban	Fulltime	\$1,300K	\$350K	Ray Stanfield (213) 366-2554
MW	Small	AM/FM	\$1,100K	Cash	Peter Stromquist (612) 831-3672
MW	Medium	FM	\$950K	\$300K	Jim Coursolle (414) 233-6222
SE	Medium	AM/FM	\$775K	\$175K	Greg Merrill (801) 753-8090
SE	Medlum	Fulltime	\$650K	\$100K	Bill Cate (904) 893-6471
FL	Medium	C1,IV AM	\$575K	Terms	Bill Cate (904) 893-6471
N.Eng.	Small	AM	\$575K	\$175K	Jim Mackin (207) 623-1874
Mid.Atl.	Metro	AM	\$525K	29%	Mitt Younts (804) 355-8702
SE	Small	FM	\$220K	Terms	Ernie Pearce (615) 373-8315

Chapman Associates will be at the Western Cable Show at Anaheim November 17-19. Booth No. 110.

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Brokers-Consultants-Appraisers

William L. Walker President PO. Box 2264 Arlington, VA 22202 703-521-4777	John F. Hurlbut Vice President PO. Box 1845 Holmes Beach, FL. 33509 813-778-3617
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Many of our New England buyers are now looking to Southern properties to buy. If you'd like to talk, please call or write.

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Bob Marshall, President

AM/FM combination operation ideal for owner-operator located near resort market. Real estate includes new tower, 2500 square-foot building and eight acres of land. Realistically priced at \$600,000 — less than 2.5 times gross. Strong management is all that's needed to turn these facilities around.

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SEVERAL OUTSTANDING ACQUISITIONS CLASS C FM SOUTHWEST SUNBELT STATES

We are currently offering several Class C FM stations in the Southwest, including Rocky Mountain States. Most of these Class C FM facilities include excellent AM stations in the acquisition package.

These offerings cover several states, including Texas, Colorado, New Mexico, and other Southwestern Sunbelt areas. Market sizes vary from major metro areas for corporate acquisition to situations more suited to owner/operator purchase.

To review the details of the specific Class C FM station most suited to your particular needs, contact Bernie Fuhrmann or Art Holt. If you are interested in an acquisition in the Southwest Sunbelt, we probably have the station you would like to purchase.

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
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THE HOLT CORPORATION

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Group of 3 adjacent cable systems in mid-Atlantic area for sale. 12,000 plus subscribers. \$1,000,000 cash flow in 1983. CATV a necessity. Systems being upgraded to 21 & 35 channels. Approximately \$750 per sub. If interested, write Box J-114.

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Books For Broadcasters

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T5798 CATV CIRCUIT ENGINEERING, by William A. Rheinfelder. Here is a virtual treasurehouse of practical advice and techniques on CATV design. Shows how to avoid all the most common design pitfalls. Provides everything needed about CATV circuit design, including specifications: first-, second-, and third-generation design; and pricing policies for CATV equipment. A wide range of auxiliary equipment is also discussed: level monitors, combining networks, power supplies, etc. Four Appendices and a comprehensive glossary comprise a minihandbook of CATV data. 294 pps., 138 illus.

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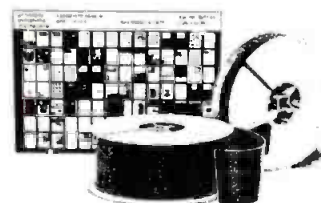
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Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

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Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

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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



Cox

David Cox, executive VP, Cowles Media, Minneapolis, named chief operating officer. **John Cowles Jr.** remains president and chief executive officer but also becomes publisher of Cowles's *Minneapolis Star and Tribune*.

Kenneth Hartell, business manager, KEX(AM)-KQFQ(FM) Portland,

Ore., named operations manager.

Eugene Manning, broadcast executive, Associated Press, mid-Atlantic states, joins WARK(AM)-WXCS(FM) Hagerstown, Md., as VP, general manager.

G. William Sheridan, general manager, WDIZ(FM) Orlando, Fla., joins WREM(AM) Oak Ridge, Ky., in same capacity.

Elden Hale Jr., news director, WFTV(TV) Orlando, Fla., joins WNEP-TV Scranton, Pa., as VP and general manager. **Robert Carroll**, morning news anchor, WNEP-TV, named director of administration.

Richard Berlin, operations manager, Total Television of Amarillo, Tex., joins United Cable Television there as general manager, Abilene, Tex., system.

Sheila Byrne, general manager, American Cable Television of Midwest City, Okla., named general manager, Wheat Ridge, Colo., system.

Tim Cowden, from KTLA(TV) Los Angeles, joins KAUT(TV) Oklahoma City as director of broadcast operations.

Paul Levinson, district supervisor, affiliate relations, CBS Television Network, New York, named district manager.

Gregory Reed, VP and general manager, Golden West Broadcasters KEX(AM) Portland, Ore., named to same position at co-owned KSFQ(AM) San Francisco, succeeding **James Myers**, resigned. **Walton S. Reid**, VP and general manager, co-owned KQFM(FM) Portland, assumes additional duties succeeding Reed.

Dennis Malloy, account executive, KLYF(FM) Des Moines, Iowa, named station manager.

Bruce Sutton, assistant commercial operations manager, WCVB-TV Boston, named commercial operations manager, succeeding **Val Conte**, retired.

William MacDowell, director of planning and administration, WBBM-TV Chicago, joins WDLZ(TV) Miami as station manager.

Jay Hempel, program manager, WTOL-TV Toledo, Ohio, named station manager.

John Kojima, business manager, West Coast staff, NBC, Los Angeles, named director, staff finance and administration.

Jack Kane, VP, financial planning and analysis, Group W Cable, New York, named VP, business analysis. **Edward Ritz**, director of financial reporting, named director of financial planning and reporting.

Wendy Freedman, from law firm Dretzin & Kauff, New York, joins NBC there as labor relations attorney.

Xernona Clayton, host-producer, *Open Up*, WTBS(TV) Atlanta, named coordinator of minority affairs for parent Turner Broadcasting System there.

Richard (Dick) Gozia, from Campbell Taggart Inc., Dallas, joins Harte-Hanks Communications, San Antonio, Tex., as VP, finance and chief financial officer, effective Dec. 6.

Barbara Mann, business manager, WXIX-TV Cincinnati, named VP.

Jerry Weaver, president and general manager, Fifteen Telecommunications Inc., licensee of noncommercial WKPC-TV Louisville, Ky., joins Central Educational Network, Chicago regional public television network, as acting president.

Barbara McDonnell, district sales manager, Avon Products, Nassau county, N.Y., joins Viacom Cablevision of Long Island, N.Y., as territory manager, responsible for hiring, training and monitoring of field sales force.

Marketing

Gene Yovetich, VP and management representative, NH&S/USA Inc., Chicago, named senior VP.



Goldfarb

Appointments, Ogilvy & Mather: **Robert Goldfarb**, from viacom, New York, to VP, director of programming, supervising all program development, New York. **Anne Charlotte Murdoch**, print coordinator, Henderson Advertising, Greenville, S.C., to traffic coordinator, Atlanta. **Debra Blu-**

mental, associate project director, Foote, Cone & Belding/Honig, Los Angeles, to research project director, Los Angeles. **Margo Witt**, from Dailey & Associates, Los Angeles, to assistant account executive, Los Angeles.

Vesna Besarabic, account supervisor, Benton & Bowles, New York, named VP, B&B Direct, wholly owned subsidiary.

Duane Johnson, executive VP, creative director, Carmichael-Lynch Advertising, Minneapolis, has formed own marketing and advertising consulting business, Duane Johnson & Co., Excelsior, Minn.

Elected senior VP's, BBDO, New York: **Jay Beckerman**, associate creative director; **Mike Drake**, director of media planning services; **Charlie Hasser**, management supervisor; **Larry Hoffner**, director of media buying, and **Bill Wiener**, director of media resources.

John Eickmeyer, associate creative director, Tracey-Locke/BBDO, Dallas, named VP.

Marc Scullin, account supervisor, Arnold & Co., Boston, joins Quinn & Johnson, there as VP, account supervisor.

George Savage, marketing services manager, Alpine Electronics, Torrance, Calif., joins Orenstein & Associates, Sherman Oaks, Calif., advertising and marketing firm, as management supervisor.

G. Larry Webb, Milici/Valenti advertising, Honolulu, joins Davis & Phillips, Norfolk, Va., advertising agency, as associate creative director.

Robert Agnew, account supervisor at Marsteller Inc., New York, named to same post at Trout & Ries Advertising, New York.

Michael Rutka, copywriter, W.B. Doner, Baltimore, named creative group supervisor. **Al Herring**, from Jason-Murray Advertising, Lansing, Mich., joins W.B. Doner, Detroit, as media planner.

Donald Kirkman, controller, Kidde Merchandising Equipment Group, Cambridge City, Ind., joins Earle Palmer Brown advertising, Bethesda, Md., in same capacity.

Mike Pendleton, assistant art director, Cranford/Johnson/Hunt Associates, Little Rock,

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Ark., named art director.

Elected VP's at N W Ayer, New York: **Nancy Bretly**, **Richard LeFurgy** and **William Wietecha**, account supervisors.

Connie Kennedy, media buyer, Barkley & Evergreen, Overland Park, Kan., named media supervisor. **Luanne O'Dell**, traffic coordinator, Barkley & Evergreen, named account coordinator.

James Joyella, VP, sales, CBS Cable Division, New York, named VP, marketing services, CBS-TV network sales.

Allan Keir, office manager, Blair Radio, Los Angeles, and **Marc Kalman**, office manager, Minneapolis, named VP's.

Rick Tichman, from TeleRep, New York, joins Seltel there as account executive, silver team.

Leigh Hubler, from Wells, Rich, Greene, New York, joins Foote, Cone & Belding there as assistant account executive.

Robert Brevetti, recent MBA graduate in marketing, St. John's University, New York, joins Katz Television, New York, as research analyst assigned to American Television's stars team.

Maurice Rashbaum, staff attorney, Legal Aid Society, New York, joins NBC there as director, network sales research.

Appointments, MMT Sales: **Joseph Antelo**, account executive, Chicago, to sales manager, A team there; **Leon Tronick**, from Field Communications, Los Angeles, to manager, B team there; **Liz Armas**, from Scali, McCabe & Sloves, New York, to assistant credit manager there; **Rob Wagley**, account executive, Atlanta

office, to account executive, Detroit office; **Georgiann Pace**, from WUAB(TV) Cleveland, to account executive there; **Sandy Spiegel**, from Peters, Griffin, Woodward, Chicago, and **Ted Travis**, from WJZ-TV Baltimore, to account executives, A team, Chicago; **Mary Medd**, graduate, sales training program, to account executive, BII team, New York, and **Andrew Capone**, graduate, sales training program, to account executive, Atlanta office.

Mitchell Feldman, from WMCA(AM) New York, joins Brydson Spot Sales there as account executive.

Paul J. Cioffari, Eastern Sales manager, CBS Cable Division, New York.; **W. Scott McGraw**, director, sales planning, CBS Television Network Sales, Chicago; and **Mark D. Walton**, analyst, sales planning, CBS Television Network Sales, New York, all named account executives, CBS Television Network Sales, based in New York.

David Ford, account executive, Group W's WBZ-TV Boston, joins Group W Television Sales, Chicago, in same capacity.

Jim Keeley, general sales manager, KMGH-TV Denver, joins KTRK-TV Houston, as VP, general sales manager.

James Loftus, account executive WCAU-FM Philadelphia, joins WARK(AM)-WXCS(FM) Hagerstown, Md., as general sales manager.

Donald McCoun, president and general manager, KOIK(AM) Hillsboro, Ore., joins KEX(AM)-KQFM(FM) Portland, Ore. as general sales manager, replacing Skip Townsend, resigned.

Warren Reed, local sales manager, WNEP-TV Scranton, Pa., named general sales manager.

Roland Broeman, local sales manager, WAXY(FM) Fort Lauderdale, Fla., joins WIOD(AM)-WAlA(FM) Miami as Broward, Fla., sales manager.

G. Robert Lahn, account executive, wxii(TV) Winston-Salem, N.C., joins WNCT-TV Greenville, N.C., as local sales manager.

Joseph Lembo, copywriter, WLKW-AM-FM Providence, R.I., named co-op sales manager.

Deborah Herman Buggs, senior account executive, KXAS-TV Dallas, joins KTVV(TV) Austin, Tex., as local sales manager.

Maria Baldini account executive, WTKO(AM) Ithaca, N.Y., joins WAAF(FM) Worcester, Mass., on sales staff.

Barry Martin, from Premium Distributors, Seattle, joins KKFX(AM) there as account supervisor.

Karlan Fairchild, from Photos by Carlin, Dallas, joins WFAA(AM) there as account executive.

Liz Doyle, buyer, MCA Advertising, New York, and **Jeff Slatkin**, retail sales manager, WGBB(AM) Freeport, N.Y., join WKHK(FM) New York as account executives.

Nora Golden, account executive WQDR(FM) Raleigh, N.C. joins wxii(TV) Winston-Salem, N.C. in same capacity.

Joe Massey, from WINK-FM Fort Myers, Fla., joins WCVU(FM) Naples, Fla., as account executive.

Karl Douglass, account executive, Group W's KYW-TV Philadelphia named account executive, Group W Sales there.

Programing



Levinsohn

Joseph Levinsohn, director, marketing services, television sales, ABC Pictures International, New York, named to new position of director, television sales.

Meyer Shwarzstein director of marketing development, ancillary rights division, MGM/UA, Los Angeles, joins Atlantic Television Inc

there as director of pay TV sales. **Patricia Funnare**, assistant to president, Atlantic Releasing, Los Angeles, joins Atlantic Television Inc., as director of program operations.

David Sussan, from his own firm, Caruso/Sussan Inc., joins Murray Bruce Productions, division of Columbia Pictures, New York, as production manager.

James Francis, director of marketing, MT Television, Los Angeles, joins Golden West Television Distribution there as West Coast sales representative.

Joseph Brown, Canadian general manager Columbia Pictures, joins MGM/UA distribution and marketing division, Toronto, in same capacity.

David Goodman, district manager for South east region, (Atlanta) eastern zone, CBS/Fox Video, named national accounts manager based at headquarters in New York. **Matt Herling**, senior sales representative, replaces Goodman as district manager based in Atlanta. **Jar Paros**, senior sales coordinator, becomes Eastern sales representative in eastern zone based in Detroit.

Michael Rahimi, cable operator liaison, The Entertainment Channel, New York, named director of national accounts.

Irwin Allen, television and motion picture producer, has signed exclusive production contract with Columbia Pictures Television, Los Angeles.

Paula Armel, director, affiliate services Hearst/ABC Video Services, New York, named director, affiliate relations. **Judi Kriss**, manager, affiliate operations, named manager, affiliate relations. **Cathy Kilper**, member of sales department, named manager, sales operations

Jack Jacobson, VP, director of operations Sportsvision, Chicago, named VP, chief operations officer. **Harlan Singer**, senior producer sports, WTBS(TV) Atlanta, joins Sportsvision a production manager.

Tony Nazzaro, from Roux Graphics Chatham, N.J., joins Wometco Home Theater Fairfield, N.J., as art director.

Michael Moody, financial analyst, 20th Century-Fox Film Corp., named supervisor telecommunications accounting, telecommunications division.

Randy West, director of affiliate relations, The Creative Factor, Los Angeles, named director project development division.

Christine Palinkas, research analyst KCOPTV Los Angeles, joins Telepictures there in same capacity.

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Jason Drake, operations manager, KFH(AM)-KBRA(FM) Wichita, Kan., named director of group programming for parent Kassebaum Radio Communications.

Robert Friedman, program director, wxix-TV Cincinnati, named VP. **Neil Black**, production manager, WBNG-TV Binghamton, N.Y., joins wxix-TV in same capacity.

Jonathan Lang, air personality, KBZT(FM) San Diego, Calif., named program director.

Dan Dickgrafe, air personality, KGCS(FM) Derby, Kan., named program director.

Greg Soohov, afternoon air personality, KSFI(FM) Salt Lake City, named program director.

Ruth Presslaff, from Narwood Productions, New York, joins United Stations there as station clearance representative.

Bill Edwards, music director and air personality, WGBB(FM) Freeport, N.Y., assumes additional responsibilities as assistant program director.

Reid Blakenship, program director, KKIS(AM) Pittsburg, Calif.-KDFM(FM) Walnut Creek, Calif., joins WARK(AM)-WXCS(FM) Hagerstown, Md., in same capacity. **Kurt Brown**, air personality, WEZX(FM) Scranton, Pa., joins WARK-WXCS as music director.

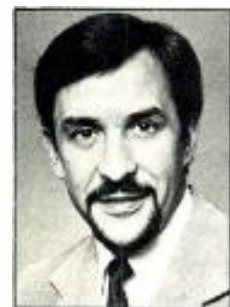
Linda Desmarais, president, Great American Entertainment, Miami, joins WTUV(TV) Miami as program manager.

Nancy Lenzen, producer, *Kelly & Company*, WXYZ-TV Detroit, named assistant program director. **Randall Barone**, producer *Good Afternoon Detroit*, WXYZ-TV, named senior producer.

Scott Andrews, from WLIO(TV) Lima, Ohio, joins noncommercial WCFE-TV Plattsburg, N.Y., as producer-director.

Jimmy Cefalo, member of Miami Dolphins professional football team, joins WTUV(TV) Miami as co-host, *PM Magazine*.

News and Public Affairs



Armstrong

John Armstrong, senior Washington producer, *World News Tonight*, ABC News, named assistant bureau chief, Washington, succeeding **Robert Zelnick**, named bureau chief, ABC News, Moscow. **Dean Norland**, acting manager of news coverage, Washington bureau, named manager. **David**

Tabacoff, from law firm of Fried, Frank, Harris, Shriver & Jacobsen, Washington, joins *World News Tonight* as producer.

Appointments, Cable News Network, Atlanta: **Rhonda Hasday**, from WCVB-TV Boston, **Nadine Stewart**, from NBC News, New York, and **Richard Byrd**, from KTBC-TV Austin, Tex., to producers; **Michael Shoer**, from CNN Headline Service, to producer-writer; **John Morgan**, from UPI, Baltimore, and **Larry Woods**, from *Atlanta Magazine*, to editors; **Marissa Carbone**, from WTTG(TV) Washington, and **Mark Friedman**, from UPI, New

York, to writers.

Patrick O'Donnell, director of news and special projects, KTVX(TV) Salt Lake City, joins WGN-TV Denver as news director.

Don Dunkel, West Coast bureau chief, ABC News, joins KING-TV Seattle as news director.

Gary Stewart, editor-producer, KOMO(AM) Seattle, named managing editor. **Glenn Lambert**, from his own firm, G.H.L. Associates, Denver, joins KOMO, succeeding Stewart.

Gwendolyn Young, news secretary, state Senator Gerald Labriola, Naugatuck, Conn., joins WEZN(FM) Bridgeport, Conn., as news director.

Michael Yardley, news director, WFEA(AM) Manchester, N.H., joins WFTQ(AM) Worcester, Mass., as news director.

Gordon Graham, from KRPC(AM) Houston, joins KTRH(AM) there as reporter-writer.

Jim Harrison, anchor-producer, WSTM-TV Syracuse, N.Y., joins KCOY-TV Santa Maria, Calif., as news director-anchor.

Robert Hoenig, night editor, UPI Audio Network, New York, named general manager. **Ken Robins**, reporter, National Public Radio, New York, joins UPI Audio, succeeding Hoenig.

William Schechner, correspondent, NBC News, Atlanta, named anchor, *NBC News Overnight*, succeeding **Lloyd Dobyns**, who will become anchor of news magazine program scheduled to debut in February.

Jay Scott, reporter; **Linda Wright Avery**, reporter, Saturday anchor, and **Terry Ruggles**, reporter and co-anchor, WCAU-TV Philadelphia,

named weekend anchors.

Tom Peterson, from WXYZ(AM) Detroit, joins WGN-AM-TV Chicago as reporter-radio anchor.

Diana Williams, weekend anchor, 6 and 11 p.m. news, WBTV(TV) Charlotte, N.C., named co-anchor, 11 p.m. news.

Carlton Sherwood, correspondent, Gannett News Service, Washington, joins WNEV-TV Boston as reporter.

Dennis Buterbaugh, news director, WJAC-AM-FM Johnstown, Pa., joins WTAJ-TV Altoona, Pa., as reporter.

Kathy Walsh, general assignment reporter, WSMV-TV Nashville, joins WXYZ-TV Detroit in same capacity.

Becky Diane Bullock, from KVAL-TV Eugene, Ore., joins KOMO-TV Seattle as general assignment reporter.

Carol McDowell, programming assistant, wxix-TV Cincinnati, named community affairs director.

Melanie Lawson, news intern, KTRK-TV Houston, named reporter.

Mary Gresham, from KMTV(TV) Omaha, joins WDAF-TV Kansas City, Mo., as general assignment reporter.

Andrea Shea, anchor-reporter, WABI-TV Bangor, Me., joins WESH-TV Orlando, Fla., as general assignment reporter.

J. Burt, recent graduate, Southern Illinois University, Carbondale, Ill. joins KROE-AM-FM Sheridan, Wyo., as reporter.

Lynne White, reporter-anchor, *Black News*,

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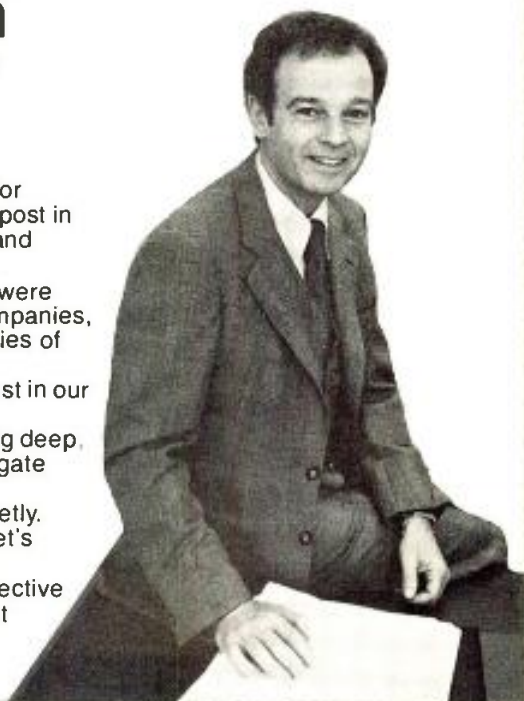
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weekend weather anchor, *10 O'Clock News*, WNEW-TV New York, named weather anchor, *10 O'Clock News*.

Paul Bouchereau Jr., meteorologist, WPSD-TV Paducah, Ky., joins noncommercial KETA(TV) Oklahoma City and statewide educational network, in same capacity.

John McElhinney, reporter/pilot, KMPC(AM) Los Angeles, retired Oct. 29. McElhinney is succeeded by **Pamela McInnes**, traffic reporter for KMPC.

David McCarthy and Kit Tyler, news photographers, KCOY-TV Santa Maria, Calif., join KTXL(TV) Sacramento, Calif., in same capacity.

Technology

Richard Alexander, product manager in video products division of Hitachi Densi, Woodbury, New York, joins Sony Broadcast Products Co. as sales engineer, based in Paramount, N.J.

Craig Taylor, sales engineer, Ashton Communications, Vestal, N.Y., joins Sony Broadcast Products as sales engineer, based in Rochester, N.Y.

Joseph Howe, VP, finance, and treasurer, C-Cor, State College, Pa., named senior VP.

Steven D. Dorfman, manager, NASA systems division, space and communications group, Hughes Communications, Inc., appointed executive vice president, Hughes Communications.

Al Scarborough, system engineer, United Cable Television of Abilene, Tex., named to newly created position of Southwest district engineer, remaining based in Abilene.

Tom Van Hoven, customer service manager, Century III Electronics, Los Angeles, named production control manager. **Bryan Rang**, manager of operations and customer service, Cable & Computer Technology Inc., Anaheim, Calif., joins Century III, succeeding Van Hoven.

Carmine Tagliatalata Jr., manager, services tariffs, RCA, New York, named director of regulatory affairs, RCA Communications there.

Jack Hanks, marketing operations manager, 3M's magnetic audio/video products division, New York, named manager of broadcast and related products division.

Ginny Faison, training specialist, Fernseh Inc., Salt Lake City, joins Quanta Corp., manufacturer of computer assisted radio and television newsroom management systems, Salt Lake City, as product support specialist.

Larry Shredl, sales representative, Pioneer VIP Addressable Systems, Pioneer Communications of America, Columbus, Ohio, named sales manager.

Rich Cohen, from KTWO-TV Casper, Wyo., **Dan Evans**, from KTVN(TV) Reno and **Roberta Eldridge**, from KTXS-TV Abilene, Tex., join Cable News Network, Atlanta, as directors-technical directors.

Stephen O'Driscoll, regional marketing manager, Don Aux Associates consulting firm, New York, joins Videosmith post-production facility, Philadelphia, as director of marketing.

Robert Kordick, manager of product cost and systems, General Cable Co., Greenwich, Conn., named division VP and controller, GCC's Cornish Products division, which is

manufacturer and supplier of communications equipment.

Norman Lange, VP, product marketing, Mohaw Data Sciences Corp., Parsippany, N.J., joins General Instrument Corp., New York, as VP, marketing.

Richard Sirinsky, marketing manager, Ampex Audio-Video Systems Division, Ampex Corp., Redwood City, Calif., named director of sales development.

Promotion and PR

James J. Wallace, director of communications, Middle South Utilities, New Orleans, joins Ogilvy & Mather Public Relations, Atlanta, as general manager.

Betsy Vorce, assistant director of national program publicity, PBS, New York, joins ABC/Hearst Video Services there as manager, publicity.

Steve Griffith, sports information director, Manhattan College, New York, joins NBC Press there as sports publicity representative.

Karyn Esken, public relations associate, *Chicago Tribune*, joins WLS-AM-FM Chicago as director of advertising and promotion.

Lorraine Foulds, consultant, Media General Cable of Fairfax, Va., named director of community liaison.

Gerardo Tabio, acting news director, WFTQ(AM) Worcester, Mass., named to newly created position of promotion director.

Jerri Meacham, special events coordinator, San Francisco Giants professional baseball team, joins KGO-AM-FM there as creative services director.

Cassandra Spudic, promotion producer, KDNL-TV St. Louis, joins KTVY(TV) Oklahoma City in same capacity.

Karen South, administrative assistant, White House, Washington, joins WOKX(AM)-WGLD-FM High Point, N.C., as promotion director.

Joanne Salvato, assistant promotion coordinator, WGBB(AM) Freeport, N.Y., named promotion coordinator.

Allied Fields



Gildner

Jay Gildner, deputy associate director, United States Information Agency, Washington, named senior VP, Radio Free Europe/Radio Liberty.

Connie Anthes, director of communications, Arbitron Co., New York, resigns.

Bob Morrison, technical consultant and manager of quality assurance groups for Gill Management Services, San Jose, Calif., named manager of host development for GMS, which provides billing service to cable companies. **Peggy Gill Dickson**, manager of information support services, named manager of market services.

Richard (Dick) Monahan, executive VP and

The winner is ... Jerry Perenchio, chairman and chief executive officer of Tandem Productions and co-founder and majority shareholder of Chartwell Artists Inc., received the Subscription Television Association's Louis Wolfson award at ceremonies last Monday (Nov. 8) at association's convention in Los Angeles. The award was accepted on Perenchio's behalf by Robert Cahill, general counsel and senior VP, Embassy Communications and general counsel for Tandem.

co-owner, Kops-Monahan Communications, New Haven, Conn., group station owner, voted lifetime emeritus member of Radio Advertising Bureau's board of directors because of "his outstanding contribution to advancement of professionalism in radio sales management."

Meg Gianessi, director of membership and public relations, National Association of Business and Educational Radio, Washington, joins National Mobile Radio Network there as executive director.

Augustine Dempsey, station manager, non-commercial KVPR-FM Fresno, Calif., named manager, CSG/station relations, Corporation for Public Broadcasting, Washington.

Peter Banulis, associate director of research and development, A.C. Nielsen, Northbrook Ill., and **Lucia Oddo**, manager of Nielsen Store Observation Service, named VP's of company's market research group USA.

Edward Ockenden, manager, ABC FM radio network, New York, joins Durborow Associates/CMM, cable marketing management firm there as senior VP.

Francesco Carassa, professor of electrical communications, Polytechnic of Milan, Italy has been awarded ninth Marconi International Fellowship, given each year by Polytechnic Institute of New York to "scientist who has made a distinguished contribution to communication science and technology that improves the quality of life."

Ellie Pynes, Western regional marketing director, Warner Amex Satellite Entertainment Company, Los Angeles, elected chairman of Southern California Cable Club.

Dwight Ellis, VP, department of minority and special services, National Association of Broadcasters, Washington, named visiting professor communications department, Langston University, Oklahoma City.

Deaths

William Sigmund, 72, retired managing partner, Henry J. Kaufman & Associates, Washington advertising and public relations firm died of stroke Nov. 7 at Georgetown University hospital, Washington. He is survived by two children.

Phil Barnow, 40, general assignment reporter, KNXT(TV) Los Angeles, died of cancer Oct. 30 in Los Angeles. He is survived by his wife, Jarson and daughter.

Lester Roloff, 63, radio evangelist, died Nov. 2 in light plane crash near Madisonville, Tex. He is survived by his wife, Marie, and two daughters.

CCTA's Spencer Kaitz: Raised on cable TV

At the ripe old age of 34, Spencer Kaitz finds himself one of the most senior cable trade association executives in the industry. His involvement in the activities of the California Cable Television Association date back to the early 1960's when he worked for his father, the late Walter Kaitz, hired in 1960 as the first executive director of what was then called the California Community Television Association.

"I literally grew up in the business," recalls the younger Kaitz, CCTA's president since 1981. "I did clerical work for the association during high school. I've been involved in it consistently for nearly 20 years."

Kaitz became a full-time employee of the California trade group in 1973 as its assistant executive director and legal counsel. In 1980, Kaitz succeeded his father, following the latter's death in late 1979, as executive director and general counsel. Last year his title was changed to president.

Spencer Kaitz grew up in Castro Valley, the San Francisco Bay area suburb where the CCTA is headquartered, and graduated from the nearby University of California at Berkeley. In 1972 he graduated from UC's Boalt School of Law, after serving on the *California Law Review* for two years. Upon graduation, Kaitz married his fellow classmate, Roberta Marchisio, who is now a lawyer and president of a real estate firm.

"After law school, the idea was that I'd work for a law firm for a couple of years and then see what I wanted to do," Kaitz explains. He took a job with a San Francisco firm whose work was unrelated to communications. The job was never more than half-time, since shortly after graduation Kaitz was drafted to help his father. Kaitz's mother became ill and died of cancer. "My mother's illness and death were very rough on my father," Kaitz conveys. "I went to the association to help him out and it was assumed that I would eventually go back to the San Francisco law firm. I never did."

Instead, Kaitz dug in, playing a central role in CCTA's efforts to obtain California's precedent-setting cable deregulation bill, the nation's first pole-related legislation, strong theft-of-service regulations and other state laws important to the industry. Much of his insight into the political process was passed on from the senior Kaitz, who had worked in Sacramento, Calif., the state capital, as a lobbyist and legislative counsel before joining the CCTA.

"We have always had a reputation as



Spencer Robert Kaitz—president, California Cable Television Association, Castro Valley, Calif.; b. Sept. 22, 1948, Oakland, Calif.; BA in political science, University of California-Berkeley, 1969; LLB, UC-Berkeley Law School, 1972; staff attorney, Hanson, Bridgett, Marcus & Jenkins, San Francisco, 1971-72; assistant executive director and general counsel, CCTA, 1973-80; executive director and general counsel, 1980; present position since 1981; m. Roberta Marchisio, Dec. 3, 1972; children—Diana, 5; Monica, 2.

one of the stronger cable trade associations," Kaitz declares. The group currently has more than 350 active members, 250 associate members and draws more than 10,000 attendees to its annual Western Cable Show. Its member operators represent systems serving more than 2.5 million California homes.

"We find ourselves being used as a model for other state associations, because what happens in California almost inevitably proves to be the precursor of what's needed in New York, Illinois and other major urban states," Kaitz says. "Every single one of the political battles we've fought in California has appeared elsewhere."

Kaitz attributes the association's success to, among other things, a high level of personal involvement among its members and concomitant enthusiasm for its activities.

"Cable has some advantages, in that it is geographically dispersed throughout almost every community and the managers are usually well tied in to those communities. They know their markets, and we capitalize on that by asking people to go to the state capital. Sometimes [we ask them to go] once or twice a year, and sometimes as many as seven or eight times. And they go."

Kaitz is also proud of the CCTA's efforts to "defuse" problems before they come to the legislature's attention, by forming good ties with constituent groups he believes are likely to go to lawmakers with

communications-related concerns.

"We spend a high percentage of our resources and time on outreach," he points out, "so that we can try and avoid some of the debilitating battles that have plagued the broadcast industry and many other industries that have been locked into confrontations with those who do not feel adequately served or left out." Kaitz lists these constituencies as programmers, educators, consumers, minorities and cities. By "building bridges of cooperation with these communities," Kaitz believes the cable industry will find support when it's under legislative attack. He cites the recent defeat of the so-called Robinson Bill in California's legislature as an example of this coalition-building in action. The bill would have subjected cable operators in the state to the authority of a state public utility commission.

The CCTA has a laundry list of deregulatory goals that Kaitz says are designed to put the cable industry on an even footing with such competitors as STV, DBS, MDS, SMATV and broadcast stations. A primary goal is achieving "some kind of franchise renewal protection," so that operators meeting their commitments will not be vulnerable to franchise withdrawal by municipalities.

"The next five years are going to be tough," Kaitz says. "The test of this association will be its ability to avoid the attacks on the industry that would impose more regulation and, should those attacks occur, achieve deregulation in spite of them."

Acknowledging that cable has a serious problem with public misunderstanding, Kaitz feels "there's no bigger challenge facing us in the next decade than developing our own service effectiveness." He thinks the public has been over-promised on what cable can deliver, but the emergence of cable in major cities has given the industry "enormous weight" in the state legislature, according to Kaitz.

"The public and the legislature are unaware of the complexity" of building big-city systems, he feels. "What they are aware of is the promise. And as the promise is interrupted by our developing the right systems and perfecting things, we have problems. I think there's going to be a decade of those problems, because we're building up in huge markets."

Kaitz prides himself on putting in a full day's work, which often involves extensive contact with legislators, individual operators and fellow attorneys. When he's not working, Kaitz chooses to spend time with his wife and two small children. His spouse accompanies him on many business trips and, like his father before him, Kaitz says that "when my kids are a little older they probably will participate in [the association] in some way too." ■

Gulf & Western's **Paramount Pictures** and **MCA Inc.**, parent of Universal, will join with **Warner Bros.** to buy equal shares in pay cable **The Movie Channel**, currently owned by Warner Amex Satellite Communications, joint venture of Warner Communications Inc. and American Express. Deal is resurrection of negotiating effort that broke off at end of summer. Licensing of films to Movie Channel will be on nonexclusive basis. Whereas exclusivity was one sticking point when MCA and Paramount joined with Columbia Pictures and 20th Century-Fox to form ill-fated Premiere two years ago. MCA and Paramount thus become both competitors with partners of Time Inc., parent of HBO—two producers and Time are also joint partners in USA Network. New Movie Channel partners said they would put "substantial equity" into Movie Channel. Estimates of network's value fall around \$100 million, suggesting new equity injections of \$25 million each for producers. Amex share under new organization is reportedly 12.5%.

Time Inc., parent of HBO and cable MSO, American Television and Communications, will finally complete its **exit from broadcast television ownership**, process begun decade ago. Time and LIN Broadcasting have announced agreement for **sale of Time's wotv-tv Grand Rapids, Mich.** (37th TV market), to LIN for **\$32 million cash**, subject to FCC approval.

U.S. District Judge Harold Greene has certified to **Supreme Court** all appeals of his Aug. 24 order approving consent decree ending **Justice Department's antitrust suit against AT&T**. Greene acted on Wednesday, day after Justice and three states that had filed appeals requested certification to high court and AT&T supported their motions. Consent decree as modified by Greene requires restructuring of AT&T and divestiture of AT&T's 22 local operating companies—all to be accomplished by Feb. 24, 1984. Greene said if reorganization activities are stayed pending resolution of appeals, "conditions within AT&T and, more importantly, within the entire telecommunications industry, are likely to be extremely unsettled during the period of the delay." And if there is no stay, Greene added, reorganization is likely to be created before final resolution of appellate process. Greene noted that several states and public utility commissions have indicated they would seek orders from federal courts to block divestiture where it would conflict with state law or policies. Accordingly, he added, "unless the issues are

resolved by the Supreme Court on an expedited basis," there could be conflicts between judicial districts and even appellate circuits. All told, 11 states, seven regulatory commissions and a number of private parties have appealed Greene's order.

Oak Media Development Corp., provider of programming to S and other pay TV services, announced last Wednesday 10.1% of its ON TV subscribers paid \$15 to tune in to **pay-per-view showing of Broadway musical Sophisticated Ladies** Nov. 10 presented live from New York. Altogether, less than 150,000, or about 1.5 million potential viewing households paid extra charge to see musical on STV and cable systems throughout the country. Oak's vice president for marketing, Arthur Reynolds, told STVA convention in Los Angeles last week his company was "disappointed by the response," which he attributed to short promotional lead-time and lack of awareness among the audience concerning Broadway shows.

U.S. district judge in Arizona has granted injunction barring Phoenix company from advertising or selling device it says decodes pay television programming of National Subscription Television (ON TV). Judge Walter E. Craig issued injunction on request of ON TV after Video Gallery Inc. advertised *Arizona Republic* on Oct. 24 device called "signal pulse generator" that was said to be capable of unscrambling ON TV's signal.

National Public Radio identified suppliers behind its new premium service, **NPR Plus**, set to debut Jan. 3. Unlike NPR Basic which is supplied free to member stations and produced in-house, NPR Plus will rely on outside programming outside the network. These include: for classical music, member stations WETA Washington; WCNY-FM Syracuse, N.Y.; KANU(FM) Lawrence, Kan.; WUFT(FM) Gainesville, Fla.; WGBH-FM Boston; and Bethesda, Md.-based **Parkway Communications**. Jazz programming will be jointly produced by Tony Batten of Tony Batten Productions, New York, and noncommercial KUOW-FM Seattle.

Associated Press plans to access its members extra 9.5% of their annual dues in 1983 to cover operating expenses and help finance purchase of new equipment. Assessment, which company officials say is in line with annual assessments over past

NRBA details deregulation plans

The National Radio Broadcasters Association revealed its strategy for achieving radio deregulation in a report released last week. It also presents a prognosis that total radio deregulation may not occur without concessions.

The NRBA's stand on radio deregulation, has been an issue of much debate. The association has been linked with a proposal establishing spectrum fees as a quid pro quo for congressional deregulation. However the NRBA denies it advocated spectrum fees and published this report in order to set the record straight.

The report stated that "NRBA does not support the concept of a 'spectrum fee,' which it said would be subject to escalation by future Congresses or FCC's. 'No matter the label, a spectrum fee is a tax and the power to tax is the power to control,' said the report. 'Furthermore, spectrum fees accord a broadcaster no property right in a station.'

In addition the report said that NRBA opposed spectrum fees as a quid pro quo for deregulation. The report argued that broadcasters provide an "invaluable service" to their communities and thus "adequately compensate the public for the so-called 'exclusivity' of license."

"The NRBA proposal suggested a 50-year contract between the U.S. government and the incumbent licensee to replace pre-

sent licenses. All government regulation of radio would end except for technical management of the spectrum. The broadcaster would have the property right in his station. He could sell it, lease it, bequeath it. The station's value could be shown on a balance sheet as equity for credit and borrowing purposes and, very likely, could be depreciated," the report said.

The contract, NRBA noted, could only be canceled by egregious conduct violating U.S. law. "The broadcaster would pay a modest annual contract consideration to the government and, most important, because the consideration would be fixed by contract, it could not be changed by any future Congress or government agency."

NRBA stressed that the "government could not change the terms of the contract." It noted that the amount of the contract consideration is subject to negotiation "ranging from 1/4 of 1% of gross revenues, to 1%, to a modest fixed sum subject to inflation/deflation adjustment!"

The report also suggested that the funds collected from the contracts might be used to support noncommercial, educational and college/university radio.

But NRBA stated that radio broadcasters are not obligated to fund noncommercial radio and it is not suggesting that they have any such obligation.

Meese on fairness, children. White House Counsellor to the President Edwin Meese III does not expect the Reagan Administration to take a position on FCC Chairman Mark Fowler's proposals to do away with the fairness doctrine and equal time rule until a formal proposal to that effect is put before Congress. Meese was in Los Angeles last Wednesday (Nov. 10) to announce White House support for a proposed Senate and House resolution declaring March 13-19, 1983, to be National Children and Television Week, and told BROADCASTING "the administration has not taken a stand on the future of the fairness doctrine or equal time rule." Meese said the administration generally supports "the idea of self-regulation by the [broadcast] industry" but any announcement regarding proposed changes in content-related rules would be premature. "It's a matter of timing," he explained.

Richard D. Mendelson, executive VP and chief operating officer, **Katz Communications**, New York, named **president**, continuing as chief operating officer. He succeeds as president **James L. Greenwald**, who becomes chairman and continues as chief executive officer.

Eric Bernthal, attorney FCC Chairman Mark Fowler wanted as **FCC general counsel** ("Closed Circuit," Nov. 1), has **turned down job**. Fowler is reported to be looking for another candidate outside commission.

Tucson, Ariz.-based **Surrey Broadcasting**, which last year agreed to buy six of seven of Charter Broadcasting's radio stations for \$32 million (BROADCASTING, Dec. 14, 1981), will now **buy only three for \$10 million**. Deal had to be renegotiated after foreign investor Surrey brought in to help buy stations pulled out. Surrey Broadcasting, which owns **KAIR(AM)-KJYK(FM)** Tucson, Ariz., **KIOI(FM)** San Francisco and **KCBQ-AM-FM** San Diego, Calif. Charter also recently was granted FCC approval to sell its seventh station, **WDRQ(FM)** Detroit, to **Amaturo Communications** for \$5 million. **Kalil & Co.**, Tucson, handled transactions.

ars, is first to include percentage, 3.1%, for capitalization circumstance made necessary by AP's lenders to allow organization to increase its present indebtedness. Past annual assessments have gone only toward covering operating expenses.

CC received 396 cellular radio applications for markets 31 through 60 last week. It received 69 applications for wireline locations and 327 for nonwireline.

CC Chairman Mark Fowler has agreed to schedule **commission meeting** early next year to **clarify** whether **Computer II decision** imposes—or whether it should impose—separate subsidiary requirement on Bell Operating Companies after they're vested from AT&T. FCC Commissioner Joseph Fogarty said last week before **Organization for Protection and Advancement of Small Telephone Companies**: "I intend . . . to urge the commission to unshackle the BOC's so that they may compete on an equal basis with the rest of the independent telephone industry."

interview in **Washington Post** last Friday (Nov. 12), **David Brinkley** said his reason for leaving NBC after 37 years was his dislike of then-NBC News President **William J. Small** (who was to leave network later in disagreement with his superiors (BROADCASTING, March 1).) Brinkley is quoted as saying: "Implicit in what I told them at NBC was that it was Small or me. I could not work for him." Brinkley discusses his years at NBC and his move to ABC in this issue's "At Large," page 95.

Eight former members of Independent Television News Association met in New York last Monday (Nov. 8) and **filed for incorporation of INDEX**, new service that plans to provide 60 minutes national news via satellite daily to member stations. **WPIX-TV** New York, which produces and distributes **Independent Network News**, is partner in **INDEX** and will share newsroom facilities in New York and Washington. **INDEX** is meant to replace **ITNA**, which has been threatened with extinction since retaining member, **Metromedia Inc.**, announced it would create national news service of its own for marketing to independent stations. Eight charter members of **INDEX** resigned from **ITNA** on Nov. 1, after declining offer from **Metromedia** to supply three, seven-minute newsfeeds daily in place of **ITNA's** sent 60-minute feed. **Metromedia**, which could be left without national news service as of January unless it is ready to go on its own, declined to comment last week.

State Department is expected to name Diana Lady Dougan, a member of board of Corporation for Public Broadcasting, **coordinator for international communications and information policy**, with rank of **ambassador**. State has informally notified White House of plans to name Dougan and she has been serving as consultant at State since last month. She will report to Under Secretary of State **William Schneider**, who is responsible for security assistance, science and technology.



Broadcasters and producers from most European countries, Soviet Union, Japan, Poland, Australia, Yugoslavia and other countries gathered in Paris in early November for meeting in preparation for first **American MIP-TV** to be held in Miami Beach next year (BROADCASTING, Nov. 8). Ten **American producers offered advice to international audience on how to get programing on American television**:

Kay Koplovitz, USA Cable: "Documentary and Information formats continue to grow in the U.S. and that's your best choice."

Alan Perris, Post-Newsweek Video: "Ad hoc networks and station consortiums are the most ready to go partners."

Richard Harper, Richard Harper Associates: "Dubbing must be done, if at all, in the U.S."

Andre Blay, Embassy Home Entertainment: "Twenty percent royalty to the producer from the American licensor is the going rate."

Barry Thurston, Field Communications: "The best opportunity is in family mini-series and specials."

Peggy Green, Dancer Fitzgerald Sample and subsidiary **Program Syndication Services**: "Foreign producers must develop relationships with ad agencies early in the development of a program."

Walter Schwartz, Blair Television: "U.S. stations will only accept overseas product for weekends or special occasions."

Paul Talbot, Fremantle: "U.S. audiences demand fast involvement. The slow foreign theatrical tradition does not work on U.S. TV."

Richard Colbert, Colbert Television Sales: "Cable strives to be different from commercial broadcasting. This is your most fertile area but you must have an American representative."

Harvey Seslowsky, National Video Clearinghouse, co-producer of **AMIP** and moderator of meeting: "We have been missing true interaction. We are ready, you are ready, but we must talk in person."

Hill's the answer

As a story elsewhere in this issue explains, a suit challenging Denver's award of a cable television franchise is being taken very seriously. At issue is the authority of any municipality to issue exclusive franchises or adopt any regulations beyond those pertaining to the public health and safety.

If the plaintiffs were to prevail, there would be near chaos in the franchising process. The mere filing of the suit has forced a radical change in the plans of the Denver winner, Mile Hi Cablevision.

It will be to the advantage of the cable industry and its subscribers if the Denver suit never comes to term. The mechanism of abortion is already contained in S. 2172, the Senate bill introduced by Barry Goldwater (R-Ariz.) to limit local regulation of cable.

S. 2172 has been under relentless attack by the National League of Cities and "citizen group" types who have been recruited to the cities' cause. Surely the league will take another look at the bill in the light of the Denver challenge.

The Goldwater bill establishes rational limits for city regulation, but leaves cities with enough control to fulfill the necessary function of franchise supervision. It would, in short, validate the function that the Denver suit would outlaw.

Perhaps the bill needs to be reviewed for the First Amendment implications raised in the Denver suit. Certainly it deserves the vigorous support of the cable industry.

Futures

The prices being paid for television broadcasting stations continue to escalate despite the proliferation of competition among electronic media. Sellers are pocketing money that nobody would have believed back in the days when television broadcasting and its three national networks were the undisputed rulers of the electronic turf.

The latest was Jimmy Leake accepting more than \$80 million for VHF network affiliates in Little Rock, Ark., and Tulsa, Okla. ("In Brief," Nov. 8; see also "Changing Hands," page 89).

A week earlier it was an independent V, KTLA(TV) Los Angeles, being spun out of a complicated deal, along with associated production facilities and a subscription TV service, for the record to date: \$245 million. That topped the previous record of \$220 paid for a VHF affiliate in Boston last year.

Last month it was Chronicle Broadcasting swapping its affiliated V in San Francisco for an affiliated V in Oklahoma City plus \$100 million.

Last August it was Field Enterprises selling an independent UHF in Chicago for \$136 million and Metromedia selling a network-affiliated V in Minneapolis for \$75 million.

To judge by those figures alone, it would be easy to surmise that television station sellers had suddenly come upon a colony of chumps with money to burn. Not quite the case.

The buyer of the Leake stations is Joe Allbritton, whose business talents may be measured by his purchase of the *Washington Star* and its broadcast properties for \$28.5 million, his subsequent sale of the now-defunct *Star* and its associated radio stations for \$36 million and his retention of the *Star's* three television stations, including WJLA-TV Washington, with a current market value in the stratosphere. Those manipulations merely warmed Allbritton up for his biggest deal, acquisition of control of Washington's venerable Riggs National Bank.

The buyers of KTLA are unknown in broadcasting, but they

have a record of inventive acquisitions going back to their origins as partners in Wall Street's Bear, Stearns & Co.

The partner in the Chronicle swap of its KRON-TV San Francisco for KOCO-TV Oklahoma City plus \$100 million is the Gannett Co., the gung-ho media giant, which is growing exponentially but is known for its attention to the bottom line. Gannett was also the buyer of Metromedia's WTCN-TV Minneapolis.

The buyer of Field's WFLD-TV Chicago was Metromedia, which also set the old record of \$220 million with its purchase of WCVB TV Boston. Metromedia's stock was trading last week at around \$270 a share, hardly a Wall Street appraisal of a profligate.

Clearly buyers with established reputations as savvy operators think television broadcasting is here to stay—a long while. How many years will it take to amortize \$245 million for one station?

Stuck with it

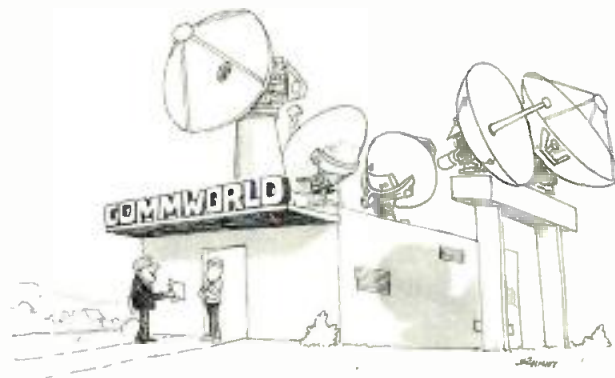
A discouraged U.S. delegation to the just-concluded conference of the International Telecommunication Union has learned anew that the world is harder to handle than it used to be. In forums such as the ITU every nation has one vote which equalizes clout and indeed puts coalitions of like-minded underdog at some advantage.

It is understandable that at times, the delegation that this country sent to Nairobi, Kenya, felt like walking out. A U.S. resignation from the ITU may still be a possibility, but it is difficult to know how such an action would improve things.

The ITU and its various associated apparatuses maintain reasonably tidy supervision over allocations of the spectrum which could easily become a cacophony of signal interference left to undisciplined use. It may be frustrating for a U.S. with its highly developed technology to deal with the quirky demands of undeveloped countries. Would it be less frustrating to go our own way and hope others would voluntarily stay off our wavelengths?

The U.S. has enough trouble, as things stand, with such difficult neighbors as Cuba, which is already interfering with U.S. stations and is threatening to interfere more. The U.S. handling of that situation is less than exemplary. Indeed it is worsening relations with the administration's insistence on activating Radio Marti.

The guess here is that if the U.S. keeps cool, defending its legitimate rights and letting no others play it for a sucker, the ITU will be around to do the essential work that must be done in an era of enormously expanding technology.



Drawn for BROADCASTING by Jack Schmitt

"Hi, I'm Tom. For this week only our local cable company offering a free hook-up and two-month trial. Can I sign you up."



Picking up support.

This year more than a half-million people attended the free concerts, dance performances and art exhibits at Festival '82, Grand Rapids' three-day outdoor celebration of the arts. And WJFM Radio found a very practical way to lend its support.

The station invited listeners to help clean the area by joining the Festival '82 Cleanup Crew. The first people to arrive on Sunday after the festival with a pair of gloves and a rake were promised a free T-shirt. That evening, within half-an-hour, more than 200 conscientious listeners showed up to join the Cleanup Crew.

The chairman of the Festival '82 publicity and program committee wrote to thank the station saying, "Your idea for having your listeners help clean up was excellent. I saw a lot of WJFM T-shirts stuffing trash bags for us!"

Helping our audience show they care about their city is all part of the Fetzer tradition of total community involvement.



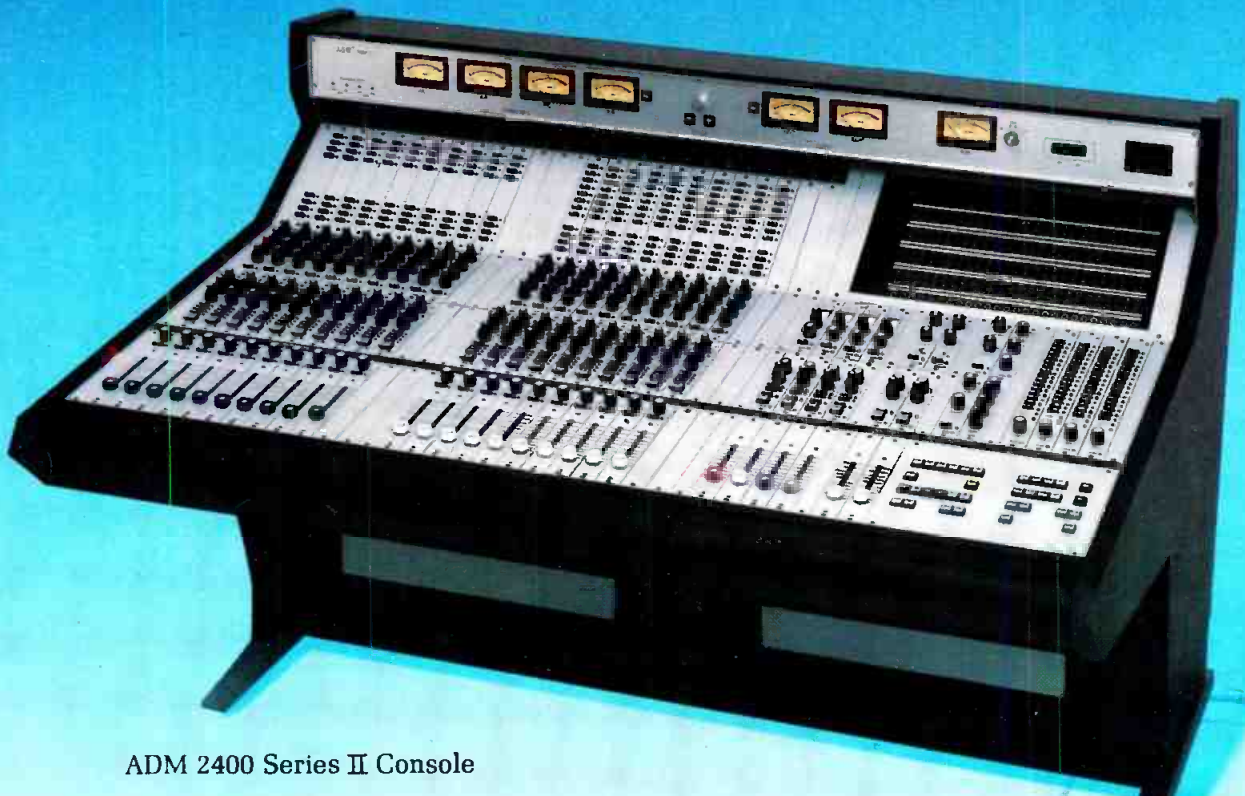
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WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

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