

Broadcasting Dec 20

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52d Year 1982
 AT&T's reordered universe
 life on the leading edge
 with Bob Schmidt

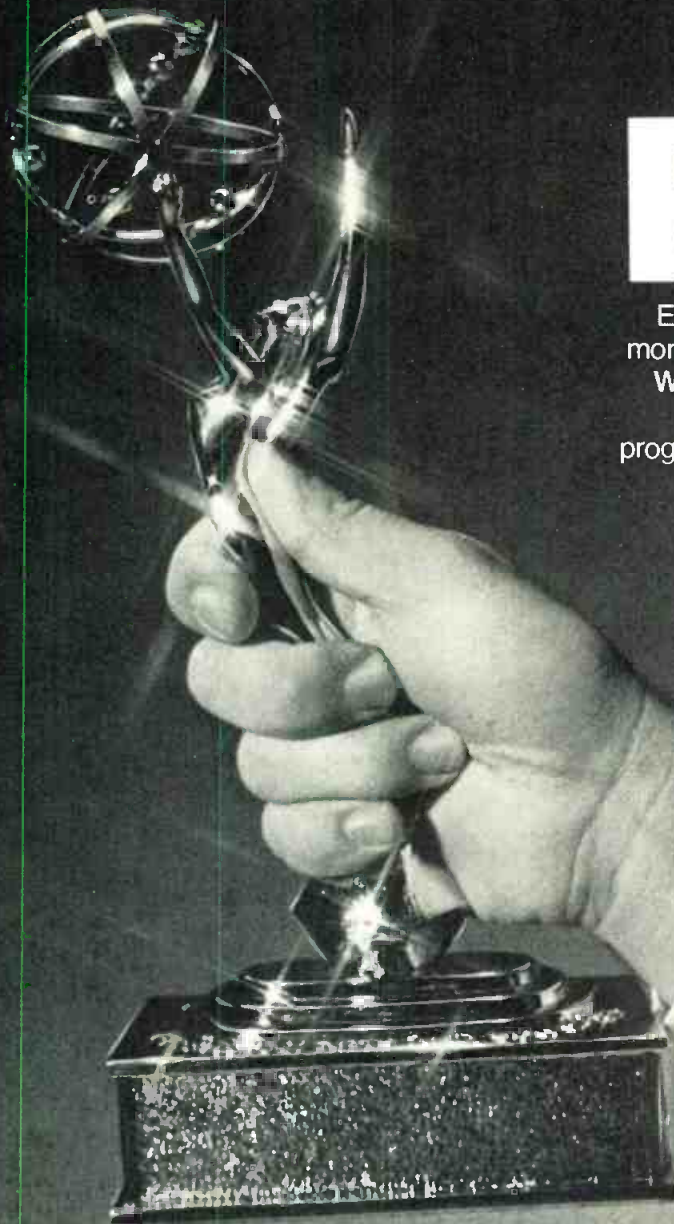
Warner Bros., for more than two decades, has consistently supplied the greatest number and the most important features for syndication.

Volume 23 not only continues
that tradition, but also
establishes a new era of
commitment to supply you
with the best.



Warner Bros. Television Distribution
A Warner Communications Company

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Even after ninety four Emmys in six years, more than any other station in New England, **WCVB-TV** doesn't take quality for granted.

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Quality is within your reach, when you reach for **Channel 5**.

CHANNEL 5

MMI

CHANNEL 5 WCVBTV BOSTON METROMEDIA, INC.

Broadcasting **Dec 20**

Down to the wire on Radio Marti, cable copyright □ Bob Schmidt's CTM: one step ahead of tomorrow □ AT&T's battle plan □ Productivity blastoff

GOLDENSON CALLS FOR REFORMS □ At Harvard discussion of television and politics, ABC's chairman calls for full suspension of equal-time provisions in presidential and vice presidential debates. He also says his company will fund public broadcasting convention coverage and will underwrite 1983 conference on election reforms. **PAGE 23.**

CABLE COPYRIGHT CLIFF-HANGER □ Turner-inspired amendment in Senate raises questions over Copyright Royalty Tribunal's mandated increases for CATV. **PAGE 25.**

WAIT TILL NEXT YEAR □ As hopes for Radio Marti fade in last days of lame-duck session, proponents look to another try in 98th Congress. Zorinsky says he and other opponents may be in position to urge administration to make proposal more acceptable. **PAGE 26.**

CABLE HOME COUNTS DIFFER □ Nielsen's national count for November is 29.3 million. Arbitron's total, using different methodology, is 4.6 million less. **PAGE 27.**

DIVISION OF AT&T □ Plan submitted to Judge Green spells out planned distribution of present companies as well as formula for stock reapportionment. **PAGE 29.**

AS BOB SCHMIDT SEES IT □ Since he left NCTA's presidency in 1980, he has been putting his entrepreneurial drive into CTM, a thriving transmission business that transports much of the satellite business out of Washington. In this "At Large" interview, he talks about the future of the wired nation and the information age. **PAGE 39.**

GANNETT'S GAINS □ At company's year-end conference in Washington, Neuharth reports on

media giant's growth in 1982, outlines *USA Today* expansion schedule in 1983. **PAGE 46.** Wirth and Packwood predict extensive communications activity in next Congress, including look at maximum station ownership. **PAGE 56.**

CBS'S OFFERING □ For first time since 1937, company will issue common stock, making 1.5 million shares available. **PAGE 50.**

LETTING NETWORKS IN CABLE □ Proposal to relax crossownership rules is endorsed by networks, NAB and NCTA, but opposed by public interest and religious groups. **PAGE 54.**

MILLER, FTC UNDER FIRE □ Gore and Dingell lead attack on agency's record in consumer protection. **PAGE 56.**

NBC REGROUPS IN PRIME TIME □ Three shows dropped as network revamps Tuesday, Thursday and Saturday schedules. **PAGE 62.**

SWEEPS SHOW UPHEAVAL □ Preliminary analysis of November Nielsen and Arbitron data indicates many major-market challenges to ABC affiliates' dominance. **PAGE 60.**

TIME AND MATSUSHITA ACCORD □ They announce long-term agreement to develop consumer equipment for teletext. **PAGE 64.**

FORD EXPANDS IN SPACE □ Manufacturer of satellites for 25 years applies to FCC for C and Ku satellites for domestic communications. **PAGE 64.**

YOUNG AT HEART ONLY □ Despite a touch of Peter Pan, Dick Clark is determined not to let his tastes "freeze in time." Those attributes have enabled him to succeed as entertainer/producer and now as production company owner. **PAGE 87.**

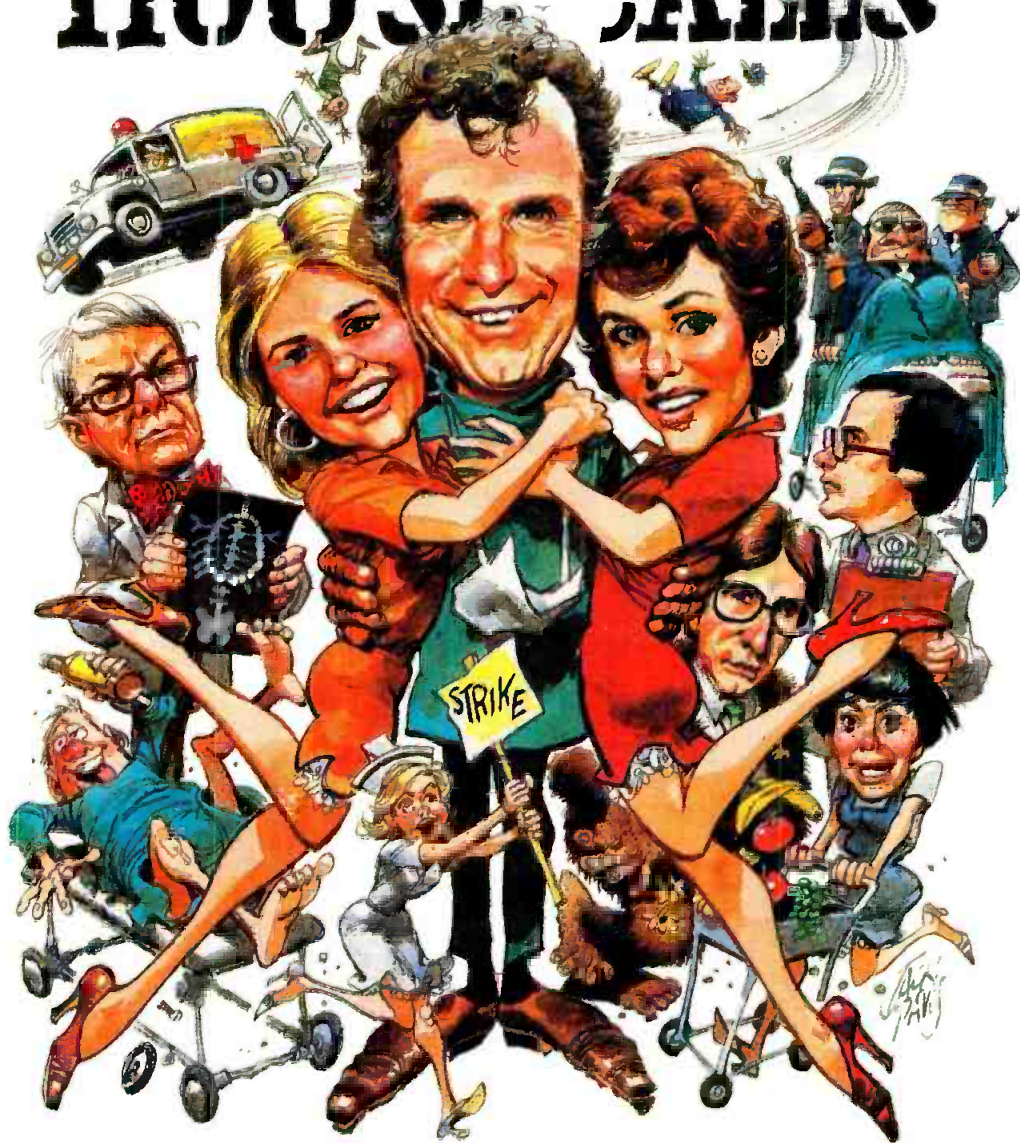
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HOUSE CALLS



THE RIGHT MEDICINE FOR YOUR MAY AND JULY SWEEPS!

When you're looking for a tonic to lift slumping ratings and disappearing young adults — it's time to reach for House Calls!

Here's what you get:

- **An adult sitcom** in the mold of The Odd Couple, M*A*S*H, All In The Family and Barney Miller.
- **A proven rerun performer** which this

summer rated 2nd among all shows on all 3 networks!

- One of the **highest ratios of young adults** in all of television!
- A sitcom that **held 90% of the M*A*S*H audience**, matching or outperforming any show that ever followed M*A*S*H!
- The only sitcom available January 1983!

HOUSE CALLS

The best medical plan a station can buy!
57 hilarious half hours from

MCA TV

Pay outrates free

Home Box Office outranked all three major television networks in prime time ratings in HBO homes for first time on Sunday, Dec. 12, with presentation of movie, "On Golden Pond." According to special pay-TV sampling by A.C. Nielsen, HBO had 51 share for night, against combined share in 40's for three networks.

National Niensens for CBS and NBC that night were on par with those of most Sunday nights, but those for ABC, which broadcast movie, *The Final Countdown*, were down from typical 15-to-17 range to 3.5. Previous milestone for HBO came when it tied three networks in HBO homes, with presentation of movie, "Fort Apache, The Bronx."

Help sought on high

Supporters of FCC rules barring networks from obtaining financial interest and syndication rights in programing they air expressed their views on Friday to residential counselor Edwin Meese III. Identities of half-dozen individuals involved were not immediately disclosed, other than that of former FCC Chairman Dean Burch, who with Michael Gardner is representing those opposing repeal of rules. However, it is known delegation consisted of representatives of producers and independent television stations. Aim, reportedly, was to demonstrate fight is not simply between big producers and big networks but that smaller entities also have stake in outcome.

Lead start

United States Satellite Broadcasting, direct broadcast satellite venture of Hubbard Broadcasting, may be in business sooner than previously thought. USSB still plans 1986 launch of high-power DBS system to beam programing to network of television stations for rebroadcast and directly to homes beyond reach of stations. It is now considering phasing in advertiser-supported DBS service by using fixed satellite to feed broadcast affiliates. By time DBS system is ready to go, it is hoped, infrastructure for full-blown DBS service will be set.

Ups and downs

National spot radio, sluggish in 1982, may be headed for upswing in 1983, according to McGavren Guild Radio. Analysis of cyclical trends in national radio activity by McG-G shows four-year cycle exists, with high point reached in October 1976, followed by downtrend in August 1978

and rising to high point again in November 1980. Rep says cycle moved to low point in September 1982 and now is projected to rise in 1983 and reach high point in fall of 1984.

Hangover

Pre-NATPE selling season for 1983-84 syndicated TV fare is hardly off ground, but early indications are that, despite abundance of new product for early fringe, shortage of access programing will be more severe this year than last, when fear of repeal of prime time access rule began drying up development of new material. Three or four access offerings are usually on market by this time each year, according to program buyers, who now find only one new show, Columbia Pictures Television's *Lie Detector*, has surfaced. Although likelihood of repeal of PTAR has lessened, according to program buyers, fear of possibility remains strong in production community.

Children's hour

FCC Commissioner Henry Rivera will ask Chairman Mark Fowler to call meeting of FCC officials, broadcasters and members of public to talk about children's television. Rivera told BROADCASTING last week he didn't think broadcasters were meeting children's needs. If group he wants Fowler to assemble agrees, Rivera said, it should search for remedies. "I don't think we can sit back and ignore this."

Numbered days?

Is FCC on list of endangered species? There is rumbling on Capitol Hill—specifically in Senate Commerce Committee—that commission may be becoming obsolete, at least in present form. National Telecommunications and Information Administration is conducting wide-ranging review of telecommunications policy-making functions and activities of federal government as result of requests of Senate Appropriations and Commerce Committees. Appropriations requested study of government use of spectrum, and Commerce, in inquiry into international telecommunications policy making. Commerce also asked for survey of telecommunications responsibilities of all executive branch agencies and for views on restructuring them. Commerce will conduct its own review of those responsibilities next year.

And source said that role of FCC is legitimate question for study. Outgoing Senator Harrison Schmitt (R-N.M.), member of Commerce Committee and its

Communications Subcommittee, last year raised question as to whether FCC, because of statute-prescribed procedures, was actually inhibiting development of communications industry.

Last out

Larry Israel, former president of Washington Post Co., may soon be exiting from broadcasting business. He is trying to sell last property in which he holds interest, WICS(TV) Springfield, Ill., to Los Angeles-based Shamrock Broadcasting, owned by Roy Disney family. "There have been some discussions but nothing definitive at this time," Israel reported. Price is estimated to be in \$12-\$13 million range. Israel and New York attorney Steven Kumble bought WICS(TV), NBC affiliate on channel 20, two years ago for \$10.7 million (BROADCASTING, April 14, 1980), but it was noted that with interest and inflation rates, sale would realize little, if any, profit.

Ticket for Marks

It is now definite, although not yet announced: Leonard Marks, communications attorney and head of U.S. Information Agency under President Johnson, will be named chairman of U.S. delegation to World Administrative Radio Conference on shortwave radio, to be held in Geneva in January 1984.

Next year

It may be February or March before any deal emerges that brings new partners into Viacom's pay cable service, Showtime. That was sense last week, as year-end holidays, traditionally slack business time, approached. Last month, when ABC, 20th Century-Fox, Columbia Pictures and Spotlight were all involved in such discussions, word had been that deal, if any, should emerge by early December. Now, with Columbia's move to HBO/CBS camp (BROADCASTING, Dec. 6), word is that ABC remains most interested party, and Fox is "lukewarm." Viacom desire for control is said to be major sticking point.

Vacancy

Arthur Stringer, president and chief executive officer of Seltel Inc., New York, for past two years, has resigned from television station representative firm. Stringer, who has been in rep field for 27 years and in broadcasting for 32, says he is pursuing other business opportunities. Successor to Stringer is being sought by Seltel and its parent company, Selkirk Communications, Toronto.

Cable castings

Motown movement

Detroit looks for a cable franchise award by next summer if all goes well with the process that got off the ground with the submission of three bids Friday, Dec. 10 (BROADCASTING, Dec. 13), to wire the city's 471,000 homes. After three-and-a-half months of study by the city's cable commission and reports from its consultant, the Cable Television Information Center, hearings will be held in early April. The commission will give a recommendation to the mayor, who will recommend one applicant to the council.

Detroit Inner City-Unity Bell Cable Systems has contracted with Cox Cable to design, construct and run the system. Cox would get 5% of the gross revenues. Inner City (Percy Sutton) and its principals own 43 1/2% of the applicant; Unity Broadcasting (Eugene Jackson) and its principals own 43 1/2%; Bell Cable Corp. owns 10% (one of its principals, Dr. Wendell Cox, has an interest in Bell Broadcasting, licensee of WJZZ[FM] Detroit), and KL Ventures, a cable consulting company, owns the other 3%. It bid a 120-channel, 400 mhz system with a 50-channel institutional loop. It expects to give \$40 million over the life of the franchise to Detroit's Cable Communications Public Benefit Corp., including \$10 million in the first two years.

Barden Cablevision, which owns several systems in suburban Detroit, plans a 126-channel system, donating \$8.5 million over 15 years for public access and local origination and a 61-channel institutional loop. The basic 42-channel tier costs \$3.95, the 88-channel second tier costs \$6.95 and a full 126 channels, \$10.95.

City Communications, one of whose principals is David Chase, owner of Chase Enterprises, owner of WTIC(AM) Hartford, Conn., plans a 120-channel interactive system. First-tier 59-channel service will cost \$3.95 and 120 channels will cost \$8.95. It, like the other applicants, has to give 3% of its gross revenues to the CCPBC. It estimates it will cost \$150 million to build Detroit.

Marquette exit

Cox Cable is pulling out of Marquette, Mich. The MSO announced last week that service to the city's 6,500 subscribers would be discontinued effective Jan. 13, 1983, because of the inability to reach a refranchise agreement with the city.

The city has already granted a nonexclusive franchise to a local company, Marquette Cablevision, and the city has refused to consider Cox's refranchise proposal. The stumbling block is rates. Marquette Cablevision has agreed to charge rates set by the city; Cox has refused.



Life of Riley. The cable industry is giving radio a run for the money with audience promotion contests. And that's just fine as far as Ida Ferrare and her husband, Rocco, are concerned. Ferrare, a Waterbury, Conn., grandmother of 13, won The Movie Channel's "Arthur Extravaganza" contest, beating out 150,000 entries. Shown above are the Ferrares at the conclusion of the "millionaire weekend" in New York that was the top prize. They are gathered around the plane that would jet them back home with their prizes, which included the services of an English butler. The total value of the prizes was \$22,000.

Cox says there still is a chance an agreement can be reached by approving its proposal. If that doesn't happen, Cox could sell the existing plant to the new company, or begin dismantling the plant Jan. 14. Cox has 220 miles of plant in the area serving more than 15,000 subscribers, but only Marquette will be affected by the termination. Elimination of cable service could mean very poor TV service in Marquette because of the hilly terrain. Cable penetration in the area is 62%, and it goes even higher in Marquette, in the 90%-range, Cox says.

Sporting proposition

Cablevision's Sportschannel pay cable service will absorb New England Prime Cable Network (Prism-New England) in a merger slated for Jan. 1. Prism-New England will cease operations then. The resulting all-sports service is to be known as Sportschannel-New England, and will offer Boston Celtics, Hartford (Conn.) Whalers and Big East Conference basketball, along with New York area sports. Cablevision is the operator of the Boston franchise. Chuck Dolan, Cablevision chairman, said he expects to retain a "majority" of the 17,000 Prism-New England subscribers, and hopes to add 100,000 within a year. Twenty-eight sys-

tems, including Cablevision Boston, will affiliate with Sportschannel-New England.

Valley deal

Standard Broadcasting Corp. Ltd. of Canada has reached an agreement with Valley Cable TV Inc. to grant a 55% ownership interest in the latter firm in return for \$20 million in new capital needed to complete Valley's franchise in Los Angeles' West San Fernando Valley.

Under the terms of a letter of intent signed by the two companies, SBC will become a "limited partner" in Valley Cable, which is 73% owned by Cable America Inc., a subsidiary of Cablecasting Ltd., another Canadian firm. SBC owns radio, television and cable properties in Canada and Great Britain. No changes in management are contemplated, although the share of profits (or losses) to local partners in the West Valley franchise will be reduced from 27% to about 12%, according to a company spokesman.

SBC capital will be used to reduce Valley Cable's indebtedness and speed completion of the system, scheduled for August 1983. The franchise was supposed to be built by last September, but Valley was granted an extension by the city council after a construction ban was temporarily imposed by the city-owned Department of

Water and Power. About 36% of the 150,000-home franchise is now built and there are about 10,000 subscribing households.

The agreement between Valley Cable and Standard Broadcasting is expected to become final by next February, assuming city council approval. As a "silent" partner in the franchise, SBC would have no management control over Valley's operations, although it would retain 55% of the franchise's profits or losses.

The Valley Cable affiliate is competing with United Cable TV and Group W Cable for the East San Fernando franchise, during which some questions have been raised about Valley's financial ability to build that 160,000-home system. A city council subcommittee is still evaluating franchise proposals. Standard would not be involved in East Valley Community Cable Inc., which is owned by Cable America and many of the same local investors who are involved in the West Valley company.

Surprise

Polls can be deceiving. That's the message Group W Satellite Communications was putting out last week, via a news release that said GWSC's Satellite News Channel (a joint venture with ABC) would be picked up by Cable TV of Coral Gables, Fla., instead of Ted Turner's CNN Headline News.

The system had conducted a contest in September, asking subscribers to choose between SNC and CNN Headline News. Turner had widely trumpeted the 59.9%-to-36% vote favoring CNN Headline (along with other, similar survey results). GWSC's interpretation of the results, which it, in turn, trumpeted last week with news of the system signing, was that with Turner's CNN and WTBS(TV) Atlanta (which uses CNN news product) on the system for some time, and CNN Headline News on a local broadcast station, CNN got a substantial cross-promotion boost. The SNC release quotes System Manager Tom Horne agreeing with the cross-promotion theory, and saying he was "rather impressed by SNC's showing" after the 30-day test.

Security protected

Warner Amex Cable has received a patent from the federal government for a computer-based home security system that it currently offers to 8,000 customers (both cable and noncable subscribers) in Columbus, Ohio; Cincinnati; Dallas; Houston, and St. Louis, all Qube markets. Two-way cable or telephone lines can be used as the transmission vehicle for the system, which has a central computer to monitor sensors in subscriber homes every few seconds, 24 hours a day. The sensors can detect heat, smoke, fire, burglar intrusion and can also be used to signal medical emergencies. The system is marketed by Warner Amex Security Systems. Miklos B. Korodi is president and one of the six developers of the system. The subscriber pays a one-time installation and equipment fee of \$1,250 plus a monthly monitoring fee of between \$16.50 and \$18.50.

On board

Hearst/ABC has signed nine new advertisers for schedules on its ARTS and Daytime cable services and has renewed four previous clients. Five new advertisers were signed for ARTS, including Taylor California Cellars, AT&T Long Lines, Yves St. Laurent, Prudential-Bache and Piper-Heidsieck champagne. New advertisers on Daytime include Ralston Purina (multi-year), Dow Chemical American Home Products and Kikkoman (soy sauce and other condiments). Chevrolet renewed for both ARTS and Daytime while Ore-Ida, Golden Grain Macaroni Co., and Universal Pictures renewed Daytime.

Consultant wanted

The city of Santa Monica, Calif., has issued a request for proposals in seeking "a qualified consultant to assist in preparing a plan for the development and utilization of cable communications." The Los Angeles suburb's city manager has put a Jan. 21, 1983, deadline on the RFP, which comes three months after the city council set up a cable task force to make recommendations on cable policy for Santa Monica and six months after the city's attorney raised questions about a change of ownership of Theta Cable, holder of a Santa Monica franchise, from Teleprompter to Group W Cable. The city is looking into whether terms of the franchise were

breached when the transfer was carried out last year.

Alaska ad spree

MultiVisions Ltd. of Anchorage has launched an advertising campaign to build up subscribers for the company's new cable television service. The campaign, created by Mingo-Jones Advertising, New York, is expected to bill about \$1 million annually. Television, radio and print advertising in Alaska will be used.

Full time

Cox Cable San Diego, the nation's largest single cable television system, will expand its offering of the USA Cable Network to 24 hours a day beginning Jan 1. Cox has been programming selected material from USA on a channel shared by that network with KCOX, the system's local origination channel. Kcox, moves to channel 24 on the system to make room for USA on channel 2.

Parton party

HBO has lassoed Dolly Parton. The country music star will tape her first television special for that pay network. The in-concert solo performances are set for March 28-29 at London's Old Dominion Theater, with a spring 1983 debut air date.

SEND MY FREE SAMPLE



Tanner has spent over three years developing the contemporary beautiful sound you've long desired.

This brighter, livelier, easy format is designed to reach and hold today's listeners.

For your Pacific Green demo simply fill out and mail to us the information below.

Or even better call Dick Denham collect at 901-320-4340.

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Station _____ Title _____

Address _____

City _____ State _____ Zip _____

The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112

Business Briefly

TV ONLY

Michigan Milk Producers Association

□ Campaign promoting "milk with snacks" begins Jan. 3 and will run statewide. Testing for milk at bedtime instead of water will also be part of campaign that will run through April in all dayparts. Target: adults, 25-54. Agency: Ross Roy, Detroit.

Alpha Therapeutics Corp.

□ Campaign for plasma centers (used for research purposes) begins Jan. 2 in Portland, Ore.; Charleston, S.C.; Memphis, and Honolulu. Flight will run into second quarter in all dayparts. Target: adults, 18-34. Agency: Donald D. Lewis Advertising, Burbank, Calif.

Today's Woman □ Campaign for women's clothing begins in late January in Miami, Fort Lauderdale, Tampa, St. Petersburg, Orlando and Fort Myers, all Florida. Flight will run through first quarter in day, early fringe and prime access times. Target: women, 35-54. Agency: Tully-Menard, Tampa.

First American Federal □ Savings and

loan campaign begins this month in Greensboro, Greenville and Raleigh, all North Carolina. Commercials will run in broadcast coverage of Atlantic Coast Conference (ACC) basketball games. Flight will run through March 13 and target adults, 25-54. Agency: Colle & McVoy Advertising, Minneapolis.

U.S. Army □ Recruiting campaign begins Jan. 10 in 112 markets. Flight will run through March 13. Target: men and women, 18-24. Agency: N W Ayer, New York.

Parker Brothers □ Campaign for various games begins Dec. 27 for eight weeks and another begins Jan. 24 for nine weeks. Both flights will run in 50 markets in fringe and weekend times. Target: teen-agers. Agency: Humphrey Browning MacDougall, Boston.

Allen Products Co. □ Campaign for Alamo brand dry dog food begins Jan. 17 in 18 markets. Seven-week flight will run in day, early fringe and late fringe times. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

Wm. Underwood Co. □ Campaign for



Toy splurge. J. Walter Thompson U.S.A., New York, has created three institutional 30-second commercials, more than 20 30-second co-op TV commercials and two 60-second radio spots for holiday campaign in support of Toys "R" Us Inc. chain of toy stores based in Rochelle Park, N.J. Spots position Toys "R" Us as leading store for "kids" of all ages. Each vignette features adults and children singing catchy jingle while enjoying product available at Toys "R" Us stores. Commercials began running in more than 35 major markets during Thanksgiving holiday and will continue through Christmas.

Season's Greetings
from
Metro Weather Service

Who was new in '82?

WRKO	Boston
WCAU	Philadelphia
WNYS	Buffalo
WELI	New Haven

METRO Weather Service
John F. Kennedy
Int'l Airport
Jamaica, N.Y. 11430
(212) 978-0209

Advantage

At scene of crime. McNeil Consumer Products, Fort Washington, Pa., has no immediate plans to begin regular consumer advertising for Extra-Strength Tylenol, but company ran informational messages last week for three days on TV stations in Chicago. Effort was significant in that seven persons in Chicago area died last October after taking cyanide-laced Extra-Strength Tylenol (BROADCASTING, Oct. 11 et seq.). In late October institutional messages were carried on three television networks asking public to trust Tylenol. Latest 60-second spot, similar to those telecast in October, featured Dr. Thomas N. Gates, medical director for McNeil, speaking of development of tamper-resistant package for Tylenol capsules. Agency for McNeil, division of Johnson & Johnson, is Compton Advertising, New York. J&J has not said when regular advertising for Tylenol will resume.

Agency change. ABC's Home Video Network, late-night pay service scheduled to start in 1983, has chosen Grey Advertising, New York, as its agency. Billings were not disclosed but are said to be in "multimillion-dollar" area. Pay service, designed to be recorded automatically on home videocassette machines, will cost about \$19.75 monthly.

Challenges to advertising. Eleven challenges to advertising, including four on television, were resolved during November by National Advertising Division of Council of Better Business Bureaus. Claims made in television campaigns for Maytag Co. (washer) and Richardson Vicks Inc./J.T. Baker Chemical Co. (Bag-a-Bug Gypsy moth spray) were found to have been substantiated. American Cyanamid Co./Lederle Laboratories (nutritional supplement) and Colgate-Palmolive Co. (Ajax liquid) agreed to modify their television advertising.

New products galore. New product introductions for first 11 months of 1982 reached record high of 1,367, up from 1,193 in comparable period of 1981, according to November 1982 issue of *Dancer Fitzgerald Sample/New Products News*. Total in November 1982 was 158, highest monthly total in 19-year history of Dancer's compilation. Among the more unusual new products, according to DFS, were Campbell's Great American croissants, Kellogg's Mr. Smith's bagels, Pet Foods' flour tortilla and Procter & Gamble's Oasis antiperspirant deodorant.

WHY IS
NEWSCOPE
THE HOTTEST SELLING
SHOW IN THE HISTORY
OF SYNDICATION?



A FIRM "GO"
FOR FALL '83

B E C

NEWS

IS THE NEXT STEP



Locally Anchored

No Repeats — Fresh 52 Weeks A Year

Satellite Fed — Six Days A Week

The Ultimate News Lead-In/Lead-Out

AND THAT'S WHY THESE LEADING BROADCASTERS HAVE

GANNETT BROADCASTING GROUP

WXIA-TV
KBTV
KPNX-TV
KOCO-TV
WLKY-TV
WPTA
KARK-TV

THE OUTLET COMPANY

KOVR
WCPX
WCMH-TV
WJAR-TV

MEREDITH BROADCASTING GROUP

KCMO-TV
WTVH
WNEM-TV
KSEE

KING BROADCASTING CO.

KING-TV

Atlanta
Denver
Phoenix
Oklahoma City
Louisville
Ft. Wayne
Little Rock

Sacramento
Orlando
Columbus
Providence

Kansas City
Syracuse
Flint
Fresno

Seattle

McGRAW-HILL BROADCASTING

KGTV

THE MILWAUKEE JOURNAL

WTMJ-TV
KTNV-TV

OVETA CULP HOBBY & FAMILY

KPRC-TV
KVOA-TV

SCRIPPS-HOWARD BROADCASTING

WEWS
WCPO-TV
WPTV
KJRH

THE HATCH STATIONS

KUTV
KSNW
KSNT
KSNF
KSNC
KSNG

San Diego

Milwaukee
Las Vegas

Houston
Tucson





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Wichita
Topeka
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Great Bend
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S E

COPE

TELEVISION NEWS

-  **People Oriented News-You-Can-Use**
-  **Cost Effective Method To Expand Your News**
-  **Daily Promotional And Support Materials**
-  **Premium Sales Vehicle**



OWNED THIS UNPRECEDENTED STATION COOPERATIVE.

CAPITAL CITIES COMMUNICATIONS WKBW-TV	Buffalo	JEFFERSON PILOT BROADCASTING WBTW	Charlotte
BELL COMMUNICATIONS WMAR-TV	Baltimore	HARTE-HANKS TELEVISION KENS-TV	San Antonio
EDIA GENERAL WFLA-TV	Tampa	BLAIR BROADCASTING KSBW-TV KSBY-TV	Salinas-Monterey San Luis Obispo
ENERAL ELECTRIC BROADCASTING WNGE	Nashville	LOYOLA UNIVERSITY OF THE SOUTH WWL-TV	New Orleans
MULTIMEDIA BROADCASTING WBIR-TV	Knoxville	WATERMAN BROADCASTING WBBH-TV	Ft. Myers
MORGAN-MURPHY STATIONS KXLY-TV KAPP	Spokane Yakima		
RIBUNE COMPANY STATIONS WGN-TV	Chicago		
OST CORPORATION WOKR	Rochester		
OST-NEWSWEEK STATIONS WJXT-TV	Jacksonville		



A co-production of:

GANNETT / Telepictures
CORPORATION

Accent seasoning salt begins in late January in 49 markets. Six-week flight will air in day, fringe and weekend times. Target: women, 18-49. Agency: Kenyon & Eckhardt Advertising, Boston.

Southern Bell □ Residence long-distance campaign begins in January in 21 markets. Flights will vary for four to five weeks in day, early fringe, late fringe and prime times. Target: adults, 25-54. Agency: Tucker Wayne & Co., Atlanta.

La Choy □ Campaign for Chinese food products begins in January in 43 markets. Flight will run about three weeks in day, early fringe, late fringe and news times. Target: women, 25-54. Agency: Cunningham & Walsh, Chicago.

Michigan State Lottery □ Follow-up campaign for statewide lottery game, Surprise Package, begins Dec. 27 for two-week flight. Spots will air in all dayparts. Target: adults, 25-54. Agency: Yaffe Berline, Southfield, Mich.

Jelmar Corp. □ Campaign for Tarn-X silver polish begins this week in about 30 markets. One-week flight will run in day and late fringe times. Target: women, 25-49. Agency: A. Eicoff & Co., Chicago.

Adolph Coors Co. □ Campaign begins Jan. 3 for Coors Light and Premium beer in over 93 markets. (Killian's Irish Red ale will also be included in some markets.)

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Box 270879, Dallas, Texas 75227
Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental Electronics

"A New Strength in Radio Broadcasting Equipment"

Spots will run in fringe and sports times. Target: men, 18-34. Agency: Foote Cone & Belding Communications Inc., Chicago.

RADIO ONLY

Krystal Co. □ Campaign for fast food chain restaurants begins in first quarter in about 13 markets. Spots will run about eight weeks targeting adults, 18-49. Agency: Cargill Wilson & Acree, Atlanta.

Howard Johnson Co. □ Franchise restaurant campaign begins in January in 26 markets. Four-week flight will air in afternoon drive times. Target: adults, 18-34. Agency: N Wayer, New York.

Barnes-Hinds Pharmaceuticals □ Campaign for contact lenses begins Jan. 15 in San Francisco market. Eight-week flight will target women, 18-34. Agency: Zechman & Associates Advertising, Chicago.

Stokely-Van Camp □ Campaign for Gatorade begins in January in about 70 markets. Three-week flight will run during 6 a.m.-7 p.m. times. Target: women, 25-49. Agency: Clinton E. Frank Advertising Inc., Chicago.

RADIO AND TV

Gannett Co. □ Campaign for USA Today begins Jan. 3 for 11 weeks in Houston and Beaumont, both Tex.; Jan. 10 for 11 weeks in Denver and Colorado Springs, both Colorado, and Jan. 17 for 11 weeks in Los Angeles, San Diego and Santa Barbara, all Calif. Flights will run in all dayparts. Target: adults, 18-49. Agency: Young & Rubicam, New York.

E.I. duPont & Co. □ Campaign for agricultural product, Lexone, begins in January in 43 markets. Flight will run about two months in all dayparts. Target:



Custom-made campaign. Fotomat Corp., Wilton, Conn., will introduce television, radio and print campaign today (Dec. 20) promoting its large-size custom series photo prints for holiday picture-taking. Campaign will continue through mid-January in 58 markets, with some radio and TV commercials running in all markets and others scheduling either radio or TV. Commercials, created by Foote, Cone & Belding, New York, compare Fotomat's large custom prints with ordinary photo prints.

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assistant editors.
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Tim Thometz, *Western sales manager* (Hollywood).
Charles Mohr, *account manager* (New York).
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Don Gallo, *production assistant*.

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Philippe E. Boucher.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

CORPORATE RELATIONS

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BUREAUS

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

Kathy Haley, *bureau news manager*.
Rocco Famighetti, *senior editor*.
Anthony Herring, *associate editor*.
Stephen McClellan, *assistant editor*.

Vincent M. Ditingo, *senior editor: radio*.
Marie Leonard, *Mona Gartner*,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.
Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



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This week

Dec. 31—Deadline for entries in 1983 annual *Andy Awards* for creative excellence in advertising. For first time, cable TV advertising will be category in awards. Other categories: television, radio, print, sales promotion and public service. Information: Andy Awards, 3 West 51st Street, Room 501, New York, N.Y., 10019, (212) 245-1781.

January 1983

■ **Jan. 5**—"How to Start a Satellite TV Dealership" session sponsored by *Satellite Center and Channel Guide*. Frontier hotel, Las Vegas.

■ **Jan. 5**—Deadline for entries in Vanguard award competition, sponsored by *Women In Communication*.

■ Indicates new or revised listing

tions. Information: WICI, (512) 345-8922.

■ **Jan. 5-7**—*Arbitron Television Advisory Council* meeting. Doral, Miami Beach, Fla.

■ **Jan. 6**—*Society for Private and Community Earth Stations (SPACE)* seminar on private cable. Frontier hotel, Las Vegas. Information: SPACE (202) 887-0605.

■ **Jan. 6-9**—Consumer Electronics Show, sponsored by *Electronic Industries Association's Consumer Electronic Group*. Las Vegas Convention Center, Las Vegas.

Jan. 7—Deadline for entries in George Polk Awards for discernment of news story, coverage and resourcefulness in gathering information and skill in relating story. Sponsored by *Long Island University*, Brooklyn, N.Y.

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—Deadline for entries in eighth annual Big Apple Awards, sponsored by *New York Market Radio Broadcasters Association*. Information: Louanne Theune, NYMRAD, (212) 935-3995.

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

Jan. 9-11—*California Broadcasters Association* mid-winter meeting. Palm Springs Spa hotel, Palm Springs, Calif.

Jan. 11—Deadline for entries in George Foster Peabody Awards for public service in radio and TV, sponsored by *Henry W. Grady School of Journalism and Mass Communications*, University of Georgia, Athens.

Jan. 11-12—*Edison Electric Institute*, association of investor-owned electric utilities, seminar on potential for electric utility diversification into cable television. New Orleans. Information: Dorothy Hovey, (202) 828-7460.

Jan. 12—*International Radio and Television Society* newsmaker luncheon, "Radio Networking in the 1980's." Waldorf-Astoria, New York.

Jan. 12—*New York Women in Communications* luncheon with Diane Sawyer, co-anchor, CBS Morning News. Essex House, New York.

Jan. 12—*Ohio Association of Broadcasters'* 'super sales blitz.' Dublin Stouffer's, Columbus, Ohio.

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. 13**—*Women in Cable* workshop/seminar. American Television and Communications headquarters, Englewood, Colo. Information: Margy McKenna, (303) 740-9700.

Jan. 13-14—*Virginia Association of Broadcasters* winter meeting. Hyatt Regency, Richmond.

Jan. 14-16—*Florida Association of Broadcasters* mid-winter conference. Holiday Inn Melbourne Oceanfront, Indianalantic, Fla.

Jan. 15—Deadline for entries in *Texas Medical Association's* annual Anson Jones Award competition honoring outstanding coverage of health topics by Texas news media. Information: Jon Hornaday or Mark Meyer, (512) 477-6704.

Jan. 15—Deadline for entries in *American Women in Radio and Television's* Commendation Awards for programs that portray women in positive light, enhance their image and professionalism and contribute to society's image of women by presenting them in realistic situations. Information: Joan Berlin, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

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. 18-20**—38th annual *Georgia Radio-Television Institute*. Macon Hilton, Macon, Ga.

■ **Jan. 16-21**—PTC '83, *Pacific Telecommunications Council* conference. "Telecommunications for Pacific Development." Sheraton Waikiki, Honolulu.

Jan. 17-21—*National Association of Broadcasters* joint board meeting. Posada Vallarta hotel, Puerto Vallarta, Mexico.

Jan. 19—*New England Cable Television Association* winter conference. Sheraton-Tara hotel, Nashua, N.H.

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. 21-22**—*Alabama Broadcasters Association* winter convention. Ferguson Center. University of Alabama, Sheffield, Ala.

Jan. 21—*Broadcasters Promotion Association* board

Major Meetings

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

Jan. 17-22, 1983—*National Association of Broadcasters* joint board meeting. Posada Vallarta hotel, Puerto Vallarta, Mexico.

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, 1983—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 17-21**—*National Public Radio's* annual conference. Hyatt Regency, Minneapolis.

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: May 30-June 2, 1984, Palmer House, Chicago; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 9-11, 1983—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

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

May 16-21, 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 26-June 2, 1983—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

June 12-15, 1983—*National Cable Television Association* annual convention. Astro Hall, Houston.

Future conventions: May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

June 13-July 15, 1983—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by *International Telecommunication Union*. Geneva.

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

Sept. 25-28, 1983—*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. Hilton hotel, New Orleans. Future convention: Sept. 23-26, 1984, Kansas City, Mo.

Oct. 2-5, 1983—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

Oct. 29-Nov. 3, 1983—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center.

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

■ **Nov. 14-16, 1983**—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

of directors meeting. MGM Grand, Reno.

Jan. 21-23 *Colorado Broadcasters Association* 34th annual winter conference. Four Seasons. Colorado Springs.

Jan. 24-26 LPTV West, conference and exhibition on low-power television sponsored by *National Institute for Low-Power Television*. Disneyland hotel, Anaheim, Calif. Information: (203) 852-0500.

Jan. 25 Deadline for entries in *Sigma Delta Chi* Distinguished Service Awards for outstanding achievements in journalism. Information: Sigma Delta Chi, 840 North Lake Shore Drive, Suite 801W, Chicago, Ill., 60611.

■ **Jan. 25-26**—"The Ethics of the Sports Story" conference sponsored by *University of Nevada-Reno*. Harrah's hotel-casino, Reno.

Jan. 25-27—*Washington Journalism Center's* conference for journalists, "Can the Crime Wave Be Stopped?" Watergate hotel, Washington.

Jan. 26 Deadline for entries in 15th annual Robert F. Kennedy Journalism Awards for outstanding coverage of problems of disadvantaged, sponsored by *Robert F. Kennedy Journalism Awards Committee*.

■ **Jan. 26-27**—"Cable Television and Satellite Broadcasting" conference sponsored by *Financial Times*. Hotel InterContinental, London. Information: Financial Times, conference organization, Minster House, Arthur Street, London, EC4R 9AX, England; telephone: 01-621-1355

Jan. 29-Feb. 1—*Radio Advertising Bureau's* managing sales conference. Amlac 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 presented to radio and TV stations for excellence in presenting religious values. Forms available from Martin Neeb, Box 71, Tacoma, Wash., 98447.

February 1983

Feb. 1—*Broadcast Pioneers* annual Mike Awards dinner. Hotel Pierre, New York.

Feb. 1—Deadline for entries in *Action for Children's Television* awards for TV and radio public service announcements encouraging good health habits for children and adolescents. Information: Judith Rubenstein, ACT, 46 Austin Street, Newtonville, Mass., 02160. (617) 527-7870.

Feb. 1—Deadline for entries in 26th annual Gavel Awards sponsored by *American Bar Association*. Information: ABA Standing Committee on Gavel Awards, 33 West Monroe Street, seventh floor, Chicago, Ill., 60603. (312) 621-9200.

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

Feb. 2-6—*International Radio and Television Society* faculty/industry seminar. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2-7—*International Radio and Television Society* "College Conference." Harrison Conference Center, Glen Cove, N.Y.

Feb. 4-5—*Society of Motion Picture and Television Engineers* 17th annual television conference. St. Francis hotel, San Francisco.

Feb. 5—Deadline for entries in Mark of Excellence contest sponsored by *Society of Professional Journalists*. *Sigma Delta Chi*, recognizing student reporters, editors, broadcasters, cartoonists and photographers. Information: 840 North Lake Shore Drive, Suite 801W, Chicago, Ill., 60611.

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

Feb. 8-9—*Arizona Cable Television Association's* annual meeting. Phoenix Hilton hotel, Phoenix.

■ **Feb. 9** *West Virginia Broadcasters Association* sales seminar. Ramada Inn, Morgantown, W. Va.

■ **Feb. 10** *West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

Stay Tuned

A professional's guide to the intermedia week (Dec. 20-26)

Network television □ PBS: *Christmas at Kennedy Center with Leontyne Price*, Wednesday, 8-9 p.m.; *In Performance at the White House* [Jazz], Wednesday, 9-10 p.m.; *Handel's Messiah*, Saturday, 11 a.m.-2 p.m.; NBC: *Bob Hope's Christmas Show*, Monday, 8-9 p.m.; *A Member of the Wedding* (live drama), Monday, 9-11 p.m.; *Grandpa, Will You Run With Me?* (celebrity entertainment showcase), Sunday, 7-8 p.m.; CBS: GE Theater: *Bill*, Tuesday, 9-11 p.m.; *Thursday's Child*, Wednesday, 9-11 p.m.; *Don't Touch That Dial!* (documentary about television), Thursday, 10-11 p.m.; *The Kennedy Center Honors: A Celebration of the Performing Arts*, Saturday, 8-10 p.m.; *Eye on the Media: Business and the Press*, Saturday, 10-11 p.m.

Cable □ WTBS: Christmas Eve Church Service (live from the Peachtree Presbyterian Church, Atlanta), Friday, 11:05-12:05 a.m.; HTN: *Beginnings* (Christmas documentary), Friday, 6-7 p.m.; USA: Three-hour Christmas Day Special, Saturday, *Raisins and Almonds* (drama), 8-9 p.m.; Thorton Wilder's *The Long Christmas Dinner*, 9-9:30 p.m.; *The Gift of the Magi*, 9:30-10 p.m.; *From London: The Mormon Tabernacle Choir*, 10-10:30 p.m.; *A Christmas Child* (drama), 10:30-11 p.m.; *Over There* (British/Irish documentary), Sunday, 3:30-4 p.m.; *Our Town* (play), Sunday, 10:30-12:30 p.m.; HBO: *Red Skelton Presents: Freddy the Freeloader's Christmas Dinner*, Monday, 7:30-8:30 p.m.; HBO Theater: *Camelot*, Saturday, 2-4:30 p.m.; *On Golden Pond*, Saturday, 8-10 p.m.

Radio □ (check local listings for air times) ABC Radio: *American Country Yearend Countdown* part 1, Saturday-Sunday, 3 hours; *Soundtrack of the 60's Christmas Party* (best-known Pop Christmas songs of 60's and interviews), 3 hours; ABC Contemporary: *Yearend American Top 40* (part 1-songs 100-51), Saturday-Sunday, 4 hours; ABC Entertainment: *Coping with Unemployment*, Monday-Thursday, 7:30 a.m., 9:30 a.m., 3:30 p.m., 8:30 p.m.; ABC FM: *Christmas In...* (worldwide reports), Monday-Thursday, 7:38 a.m., 10:38 a.m., 5:38 p.m., 10:38 p.m.; ABC Information: *Holiday Happenings* (six-part series), Monday-Friday, 2 a.m., 6 a.m., 8 a.m., 10 a.m., 4 p.m., 9 p.m.; Mutual: Orson Welles' 1935 *A Christmas Carol*, Saturday, 1 hour; *The Dick Clark Christmas Party* (contemporary music/interviews), Friday-Saturday, 3 hours; NBC: The Source: *Elton John in Concert*, Thursday, 2 hours; NBC Radio: *A Bob Hope Christmas* (rebroadcast), Saturday, 2 hours; NBC News: *Echoes of '82* (yearend highlights-part 1), Monday-Friday; CBS: Radio: *Cavalcade of Christmas Music*, Tuesday-Friday, 24 minutes each; *Christmas Music Notes with Andy Rooney*, Friday, 8:15-8:40 p.m.

*indicates a premiere episode

Feb. 10—*International Radio and Television Society* newsmaker luncheon. Speakers: Anthony Thomopoulos, ABC; B. Donald Grant, CBS; and Brandon Tartikoff, NBC. Waldorf-Astoria, New York.

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

■ **Feb. 15**—*Ohio Association of Broadcasters* legal workshop. Hilton North, Columbus, Ohio.

Feb. 15-17—*Western Educational Society for Telecommunications* annual conference. Civic Auditorium, San Francisco. Presentation of 'Best of WEST Awards' at Golden Gateway Holiday Inn, San Francisco.

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.

Feb. 17-20—*Howard University's School of Communications* 12th annual communications conference. Theme: "Communications and Culture: Shaping the World." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 18-19—"Communication Satellites: Systems, Services and Networks," sponsored by *New York University School of Continuing Education*. NYU campus, New York. Information: (212) 598-2116.

Feb. 20—Deadline for entries in *International Read-*

ing Association's annual Broadcast Media Awards for outstanding TV and radio programming related to reading, literacy or promotion of lifetime reading habits. Information: IRA, 800 Barksdale Road, Newark, Del., 19711, (302) 731-1600.

Feb. 22-24—*Washington Journalism Center's* conference for journalists. Topic: "The Sports Business." Watergate hotel, Washington.

Feb. 28—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting given by *University of Michigan* department of communication. Information: U.M., department of communication, 2020 Frieze Building, Ann Arbor, Mich., 48109.

Feb. 28-March 18—First session of World Administrative Radio Conference for Mobile Services, sponsored by *International Telecommunication Union*. Geneva.

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 1—Deadline for entries in *Broadcasters Promotion Association's* International Gold Medallion Awards competition. Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego, 92182, (714) 265-6575.

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

March 4-5—Symposium on international satellite tele-

Errata

Presenter of **Sol Taishoff Award** ("In Brief," Dec. 13) was incorrectly identified as Bill Dalton, president and general manager of wxTR-AM-FM La Plata, Md. Presenter was **John Rohrbeck**, vice president and general manager of WRC-TV Washington and also chairman of Washington Area Broadcasters Association, sponsor of award.

vision, sponsored by *UCLA Communications Law Program* and *International Broadcasting Association*. UCLA, Los Angeles. Information: Charles Firestone, (213) 825-6211.

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

■ **March 8**—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency Capitol Hill, Washington.

March 9—*International Radio and Television Society* Gold Medal Award banquet, to be presented to Roone Arledge, president, ABC News and Sports. Waldorf-Astoria, New York.

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

March 16—Presentation of eighth annual Big Apple Awards, sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center, New York.

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 17-18—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Palmer House, Chicago.

March 17-22—*NATPE International* 20th annual conference. Las Vegas Hilton.

■ **March 21-23**—"How to video-conference successfully," sponsored by *Public Service Satellite Consortium*. PSSC Technical Center, Denver. Information: (202) 331-1154.

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

March 24-25—Fifth International Conference on Culture and Communication, sponsored by *Temple University*. Bellevue Stratford, Philadelphia.

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 10-13—*National Gospel Radio Seminar*. Opryland hotel, Washington.

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

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

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

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

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

May 1983

May 3-7—*American Women in Radio and Television's* 32d annual convention. Royal York, Toronto.

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

May 8-11—*International Television Association's* international conference. Royal York hotel, Toronto.

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

May 12-13—*Federal Communications Bar Association* Conference on International Communications. Capital Hilton hotel, Washington.

Open Mike

Radio raver

EDITOR: It certainly was refreshing to read Harold Levine's Dec. 6 "Monday Memo" concerning the important role radio played in the success of People Express Airlines. Although radio is sometimes viewed as a "no-frills" medium, advertisers who want to stretch their hard-to-get advertising dollars are seeing radio as a "first class" way to target—effectively and efficiently—to people with active life styles.

Radio should continue to be an integral part of the success of People Express. If it's true that the smart money is on radio, then Harold just moved to the head of the class.—*Thom Sutton, Eastman Radio, Dallas.*

EDITOR: I enjoyed the "Monday Memo" on People Express Airlines by Harold Levine in your Dec. 6 issue.

However, just for the record, Levine, Huntley, Schmidt & Beaver is not the agency of record. Since Oct. 8, People Express has been a client of Plapler & Associates.—*Larry Plapler, Plapler Associates, New York.*

Ill wind

EDITOR: November's Hurricane Iwa was the most devastating storm to hit Hawaii in 23 years. Thousands were forced to leave their homes, tourists were stranded, and communications failed as airports closed and power outages plunged much of the Islands into darkness. While many areas remained without power for days, others were subjected to rolling blackouts, which continued for nearly a week.

Barry Albright, chief engineer at KGMB-TV Honolulu, noted that storm situations inspire creativity, and Hurricane Iwa certainly called on KGMB-TV's. It aroused suspicion early on the afternoon of Nov. 23, when the *CBS Evening News* feed scheduled to arrive at 2 p.m. did not. Albright had a good idea about what might have happened, and within an hour he had a portable generator en route to the site of the Wold earth station. Power and telephone lines in the area had been knocked out as service and the back-up system had failed. By 4 p.m. the KGMB-TV generator was providing satellite coverage for Hawaii's three network affiliates, and KGMB-

TV took what was to have been the two o'clock feed live at 5:30.

The generator eased one problem, but Iwa's effects seemed ubiquitous. Toward the end of KGMB-TV's six o'clock newscast, all power at the station failed, keeping the station off the air for approximately three hours.

Within a few hours the relative tranquility of the station gave way to fire in the transmitter room. It took virtually every fire extinguisher in the building and an hour-long struggle to extinguish the blaze. By the next morning, the station's lights were candles, and those who knew the condition of the fire extinguishers were nervous. Extinguishers were replenished, but the lights stayed off until the rolling blackouts began, and with them the race to edit and retrieve materials from machines before the next power outage.

The CBS coverage of Hurricane Iwa for that day had to be completed on videotape and delivered to the Comsat earth station on Oahu's north shore. Because of the power failures, the microwave that transmits video to Comsat for mainland broadcast was inoperative. So, CBS Producer Roberta Hollander and KGMB-TV News Director Bob Sevey traveled to the earth station via helicopter to play the videotape on equipment previously delivered by KGMB-TV engineering. That equipment, too, serviced the other networks and continued to operate at the Comsat site for 10 days following the actual storm.

The days of Iwa were an exciting time, but the consensus is that it's better not to have a hurricane.—*Jan Stark, promotion director, KGMB-TV Honolulu.*

Will miss 'Mystery'

EDITOR: I also will be sorry to hear the final curtain fall on the CBS Radio *Mystery Theater* ("Riding Gain," Oct. 25). It is a shame that CBS, the network that revived radio drama in the 1970's, has decided to kill it. True, some of the programs missed the mark, but how relaxing it was to let one's imagination roam.

Perhaps at this time of so much talk of radio demographics and fragmented audiences in radio, one of the other networks will continue this show or another of its type. Radio drama deserves to stay alive.—*Dominic Patrissi, Newington, Conn.*

Monday Memo

A television journalism commentary from Mel Kampmann, Foundation for American Communications

How the networks can get an hour newscast

In the past six months the three television networks have expanded their broadcast news program time by an unprecedented 38 hours per week. This huge expansion (21 hours on CBS, seven hours on NBC and 10 hours on ABC) has been in the overnight, late night and early morning hours. It has not been in the much coveted but strongly defended prime access time. The networks, while undergoing tremendous growth in news presentation, still cannot get that extra 30 minutes—that full hour—of early evening news they have sought since the late 1960's.

The expansion they have settled for provides protection against Cable News Network and Satellite News Channels and not added revenue, audience or prestige. With the *MacNeill/Lehrer Report* about to get a go-ahead for a full 60 minutes each evening in prime time on PBS, the commercial networks themselves must still be content with fighting only a rear-guard action against the cable intruders. While the networks stand as fading suitors to their own affiliates, the new kid in town, cable news, has been making inroads with these same stations.

Each network is, in my opinion, overlooking what could be its strongest approach toward getting the go-ahead on an hour early evening newscast. The technology is at hand: Instead of one national newscast that gradually ages by three hours as the sun works its way west, networks could provide *four* separate, hour-long newscasts in the four time zones in the United States.

What I am suggesting is simply this: Each of the time zones (Eastern, central, mountain and Pacific) stretches from the Canadian border to the Gulf of Mexico or the Mexican border. Each segment of the country, no matter the number of states or the size of population, is unique unto itself, with different needs and interests from those of its neighboring time zone states.

The networks are remiss in presenting only one national newscast to four separate constituencies. North Dakota wheat farmers only care about Miami racial quota problems in the dead of winter; oil workers in Texas really have little interest in Los Angeles bus strikes and Seattle aircraft workers could care less about Chicago rapid transit problems.

With the most people of any state, California is really disenfranchised by the networks. By the time California gets up, Europe is in bed, Washington has reacted and gone to a late lunch and Wall Street is about to close. Yet the newscasts originating in New York and Washington will, for all intents and purposes, be the same seven hours later. Pacific



Mel J. Kampmann is vice president of the Foundation for American Communications, Washington, a nonprofit educational foundation that conducts some 15 journalism conferences a year. He has been in broadcasting for 28 years, serving as news director at WJLA-TV Washington, WPVI-TV Philadelphia, KOA-TV Denver, KRON-TV San Francisco and KFRE-TV Fresno, Calif. He was also general manager of KXJB-TV Fargo, N.D., and a news consultant with McHugh & Hoffman, Washington.

time, with only occasional voice-over slide updates on breaking or ongoing stories. (And shouldn't someone, especially the West Coast, begin paying more attention to what is happening in the Far East because of the growing economic impact being felt from that part of the world?)

Because of satellite technology, the networks have at hand the best stringer system in the world—their own affiliates. With planning and judicious spending, the networks can fulfill a longstanding unserved need—news of a regional nature to augment and add to top world and national news of the day. How would the idea of four separate newscasts work? First, the Eastern time zone would operate very much as it does now, with regional news centers in New York and Washington. At the same time, affiliates from Maine to Florida and Michigan to Kentucky could feed in regional stories via uplinks to satellites that cover the East Coast, border to border.

The central time zone would do its own newscast, with its own set of anchors, and be able to update any item that was on the Eastern feed. At the same time, if the central point were Chicago, it would work up feeds from north to south inside the central time zone, again uplinked via satellite from the affiliates.

As for the mountain zone, the most overlooked time zone of all, Denver or Salt Lake City could be developed as the receiving-feeding point. It would also have its own set of anchors, plus the updating capability of the two earlier feeds. Also, think of the possibilities of doing a newscast that features a live whip-around within the zone itself, or from any of the other three regions of the country. Talk about being up-to-the-minute.

As it works its way west, this idea provides the Pacific Coast states with a fresh, up-to-date regional newscast that also includes updates from the three preceding program feeds. For the first time the far West would be a viable newsmaking area.

Immediately coming to mind is how the networks, even with this innovation, could pry away the lucrative prime access from the affiliates, because compensation is always as important as "local time." It could be handled in several ways right from the start:

The networks could provide affiliates with uplinks and part payment on downlinks as a way of beginning to compensate for any loss of local commercial time. At the same time, it could bring many small-market affiliates into the 21st century by providing technology that many cannot yet afford. The viewer would get better service, the networks longer time periods for news and the affiliates extra compensation in hardware and technology, not to mention increased exposure throughout their own time zone, and, where warranted, the other regions as well. Because of this exposure itself, wouldn't this begin to improve the quality of journalism all around?

For the stations that already have satellite capabilities, increased network rates, commercial time trade-offs or pro-rated payment against the systems already purchased could be made.

Before the overall cry of cost efficiency can be raised, let it be said that downlinks would ultimately allow the networks direct broadcast service. It would also allow complete commercial feeds via satellite that are limited to a very few markets and a very few advertising agencies or program producers. At the same time, think of the live provisions in programming that could be afforded affiliates under such a satellite interconnection throughout the various parts of the country.

The possibilities are unlimited for the first total wrap-around newscast in prime time. It would become the most cooperative effort network and local stations yet attempted and would use the tools at hand in a way I believe they were meant to be used. The cable networks already know this; they are using the growing stringer system to their advantage. No manner of overnight, late night or early morning service by ABC, CBS and NBC will change this fact. The networks themselves must meet this challenge head-on. ■

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For more information and a demonstration cassette of The Great Sounds call The United Stations in New York at (212) 869-7444.

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TOP OF THE WEEK

A bold new initiative to reform America's election ways

ABC Chairman Goldenson puts his company behind campaign to reform electoral process—and to restore broadcasting's own First Amendment citizenship; he proposes national symposium, through Harvard's Kennedy School, to effect change between now and next presidential election

The sentiment and the rhetoric were worthy of the setting. Last Wednesday (Dec. 15) in Harvard University's John F. Kennedy School of Government, ABC Chairman Leonard H. Goldenson declared that the United States had become a nation "rich in information yet poor in political passion." He cited statistics showing that the U.S. was lagging far behind the western world in terms of citizen participation in the political process, and announced that his company would fund a major effort to try to reverse that trend.

The central element: a major symposium on electoral reform to be held in 1983 under auspices of the Kennedy School and ABC News. "The present political system has not adjusted itself to the realities of the electronic age in which we are living," Goldenson said. "To crystallize the issues of electoral reform for the general public, we must be prepared to use mass communications, including our own medium, television."

Among the important reforms Goldenson hopes that process could effect would be repeal of the equal time laws that now cripple broadcasting's ability to cover political campaigns freely, without having to accord the same attention to obscure candidates as to front-runners—a circumstance that ordinarily results in all candidates being denied substantial amounts of airtime outside regularly scheduled news programs.

Moreover, Goldenson proposed that the Public Broadcasting Service become the vehicle to provide gavel-to-gavel coverage of political conventions, and invited other network organizations to join ABC in sharing the costs of PBS's doing so. By week's end, that particular element of the Goldenson proposal had not elicited definitive comment from his opposite numbers. NBC President Robert Mulholland said that "the political conventions are a major news story and to



Goldenson at Harvard

decide two years in advance how we are going to cover them would be, in our judgment, a mistake." CBS officials said they had not seen Goldenson's proposal and would have no comment until they do. CBS Inc. President Thomas H. Wyman went on record 14 months ago saying that network would abandon gavel-to-gavel coverage of the 1984 conventions in favor of coverage dictated by news judgments (BROADCASTING, Oct. 12, 1981).

Goldenson reminded his Harvard audience that there are now more than 9,000 radio stations and more than 1,000 television stations in the country, with more than 83 million homes equipped to receive television and more than 25 million wired for cable. Yet, despite all the information those media propagate each day, "scarcely half the voting-age population turned out to choose among Reagan, Carter and Anderson" in 1980 and "last month, with government economic policy a topic on every tongue, only 35% voted for the new Congress."

As a result, Goldenson said, "we have turned the ideal of majority rule into the fact of minority rule. We live in the most successful experiment in democracy of modern history, yet we have just about the lowest percentage of voter turnout among the democracies of the world. Something is clearly wrong."

The ABC chairman challenged the symposium his company will sponsor to ask a number of hard questions—and he proposed his own answers to some of them. Among

the questions: Why do people choose not to vote? What can we do to encourage them to vote? Are campaigns too long? Are they too costly? What purposes do the political conventions themselves now serve? Does the structure of the election day itself discourage voting? And, in what he said was "for broadcasters a paramount question," what can "the world's most advanced mass communications system do to strengthen the world's most important democracy?" Among his answers: a proposal that election day be made a holiday (probably on Sunday), that polls be open for 24 hours and that all voting end simultaneously regardless of time zone—a procedure that would avoid the announcement of poll results in the East, for example, having a deleterious effect on vote patterns out West.

Goldenson said that ABC would address itself to the voter education issue by exploring ways to apply its own television and video expertise—perhaps with appropriate segments in *Good Morning America* or *Nightline*.

Commenting on the large amounts of money now being spent to elect candidates—and of proposals to put limits on campaign spending—Goldenson said he favored instead the removal of Section 315 prohibitions that prevent broadcasters from staging debates between or among candidates. He urged the permanent suspension of those provisions for presidential and vice presidential candidates, and said that, should Congress so act, ABC "would with-



Stanton, Goldenson, Brinkley, Burke, Wald, Miller

out question make suitable prime time available for debates."

In announcing his support for the Harvard-ABC symposium, Goldenson said that he had invited former Presidents Nixon, Ford and Carter to participate in it, and said that ABC News would prepare a "separate major television program on these issues." He also said ABC will propose that the National Association of Broadcasters urge its members, as he would urge ABC-TV's affiliated stations, to address the same electoral reform issues.

Goldenson's address was followed by a panel session moderated by Frank Stanton, the former president and vice chairman of CBS Inc., which discussed the ABC chairman's suggestions as well as a number of other political and journalistic issues. Excerpts from that discussion appear below.

Some of his peers put Goldenson thesis to its first test

"I think you had a sample here this evening of the type of events that would grow out of the symposium that Leonard Goldenson has proposed be undertaken by ABC in conjunction with the Kennedy School." So moderator Frank Stanton, the former president and vice chairman of CBS Inc.-and chairman of the Harvard University visiting committee that oversees the Kennedy School-summed up the discussion that followed presentation of the ABC chairman's address at Harvard

last Wednesday. The discussants: David Brinkley, ABC News correspondent and anchor of *This Week with David Brinkley*; David Burke, ABC vice president and assistant to the president of ABC News; Richard Wald, senior vice president of ABC News, and Harvard Law School professor (and Boston TV personality) Arthur Miller. Stanton lauded Goldenson's leadership of ABC as a "textbook case of imagination, courage and skill" and backed the conference as a potential contribution to future elections.

Brinkley called Goldenson's ideas good if not new but predicted that Congress would put the ones that affected it through the "grinder" of what it would do to or for incumbents in the next election. "Very often a new idea is an old idea that someone has decided to do something about," Brinkley said, adding that "the fact that someone has decided to do something about it changes the nature and quality of it." Remarking of congressional reluctance to bite the bullet on election reform, he said that "during an election campaign, they say they're too busy; it's too frantic; it might favor one candidate over another to change the rules, and so on. So, during an election year, they don't do anything. When the election is over, they decide the election is over, so they don't do anything."

Wald said any conference should consider carefully the effects of proposed reforms, because, he said, changes could produce their own set of problems. Burke said television should consider to what extent it itself is part of America's lack of passion. He said

"we're blind to the fact that our own medium is used (by candidates) to the detriment of the political process.) Moreover, he said TV contributes to "dehumanizing" elections and wondered "how much we intrude" in debates instead of simply letting rivals square off with no reporters' questions.

Miller said he thinks a conference on low voter turnout "will be pursuing life itself." Miller said the problem isn't that the media don't deliver enough information but it is rather "how much information Americans really want."

Wald agreed. "We spend an enormous amount of time addressing the issues and the public turns away in droves," he said. "Voters only get energized by the things that interest them. It's not in our power to make them eat their cabbage."

Goldenson said that if equal time requirements were suspended, ABC and the other networks would make suitable prime time available for debates. Burke, however, said many candidates look better in 60 second commercials than in debate. "Don't assume they spend a lot of money on commercials just because they can't get on the air," he said.

Has increased scrutiny made the President's job nearly impossible? White House coverage is far more intense and far better than ever, Burke said, calling this good. More coverage, Wald added, is both a plus and minus for the President. He said that the "constancy of (media) din" can help and hurt the White House, but he sees no way of making it go away." □

Turner's last-ditch stand

Amendment to stay CRT decision makes it into Senate resolution but fate was to be decided in conference last Friday evening when sports, movie and broadcast interests were expected to oppose measure

The fate of an amendment to stay the effective date of the Copyright Royalty Tribunal's increase in cable operators' copyright royalty payments for distant signals hung in the balance as BROADCASTING went to press last Friday evening. Primarily through the efforts of cable programmer Ted Turner, the amendment was attached to the Senate's continuing resolution, a stopgap funding bill.

Whether the amendment would survive the conference committee, where the House and Senate must iron out differences in their funding bills, was in doubt, however. At the urging of motion picture and broadcasting interests, who vehemently opposed the measure, the House Appropriations Committee firmly rejected the amendment two weeks ago. And Representative Vic Fazio (D-Calif.), chairman of the Appropriations Subcommittee on the Legislative Branch, was prepared to object to it in conference with the support of House Appropriations Chairman Jaime L. Whitten (D-Miss.). Late Friday afternoon, the Senate was expected to finish its work on the bill that night. The conference committee, however, was not expected to meet until Saturday.

Without a stay, which the Court of Appeals denied pending the National Cable Television Association, hundreds of cable systems around the country must decide by Jan. 1, 1983, whether to drop some distant signals, including, in some cases, the satellite-delivered superstations—WOR-TV New York, WGN-TV Chicago and WTBS(TV) Atlanta—or risk additional copyright royalties that could run into the millions of dollars.

Turner's efforts became more urgent last week after it became apparent to all that the compromise copyright bill (H.R. 5949), which contained a provision to stay the rate hike, had been killed in the Senate by sports interests opposed to the entire bill and after the U.S. Court of Appeals in Washington, which is hearing NCTA's appeal on the rate hike, rejected NCTA's petition to delay the effective date or stay the CRT order pending the appeal. Although, according to copyright law, cable operators would not have to pay the higher fees until NCTA's appeal is disposed of, they would have to pay the big-

ger bill retroactively if the NCTA appeal failed. And with millions of dollars at stake, few cable operators are willing to take the risk of keeping costly distant signals on.

The CRT rate hike came last October in the wake of the FCC's decision to drop its distant-signal rules, which limited the number of distant signals a cable system could import and carry and which required operators to black out programs on distant signals for which a broadcaster had exclusive local rights. The FCC decision was made in the summer of 1980, but it did not become effective until after the broadcasters' court appeal failed in July 1981.

Under the CRT's new rate schedule, large cable operators (those that generate more than \$214,000 in basic cable revenues each six months) are required to pay 3.75% of their basic revenue for each distant independent signal and one-fourth that amount for each distant network affiliate signal that they would not have been allowed to carry under the distant-signal rules. The schedule also calls for an increase in payments for distant signals that operators had carried under the old rules.

The effect of the decision on cable operators will be devastating, NCTA claimed in its court request for a stay. It said the increase amounted to as much as 1,500% for each of the previously prohibited signals and 75% for those previously permitted. In an affidavit attached to the NCTA court request, Service Electric Cable TV, a cable operator serving 160 communities in eastern Pennsylvania and New Jersey, said the CRT action would increase its payments from \$279,507 for the July 1981-June 1982 year to \$1,259,262 for 1983—a boost of almost 450%.

Since most cable operators will drop distant signals to elude the higher charges, the full impact of the CRT decision will be felt by those broadcast stations that use the added coverage gained through distant cable carriage to increase advertising rates and the satellite carriers that deliver the superstations to cable systems for a per-subscriber charge. Of the superstations, Turner's WTBS with some 22 million cable subscribers has the most to lose. Nory LeBrun, vice president of sales and marketing, Turner Broadcasting System, said in an affidavit attached to the NCTA stay request, that the increase will cause cable operators serving between one million and two million subscribers to drop WTBS.

Not waiting to see what the appeals court would do with NCTA's request, Turner began to lobby vigorously for the amendment two weeks ago. At his urging, Representative Charles Wilson (D-Tex.) tried to fix the measure to the House's continuing resolution during its markup by the Appropriations Committee, but it was soundly defeated there by voice vote with Fazio leading the opposition.

Failing in the House, Turner took his case to the Senate and persuaded Mack Mattingly, a Republican from Turner's home state of Georgia, to sponsor the measure. Mattingly sent a letter to his fellow senators last Mon-

day (Dec. 13) asking for their support. "I need your help to correct a situation that, if left uncorrected, will not only have severe adverse consequences for the cable television industry and the public that it serves," Mattingly said, "but will also thwart the intent of Congress as expressed in the Copyright Act of 1976."

With 15 proxies in hand, Mattingly was successful in getting the Appropriations Committee to attach Turner's amendment to the Senate's continuing resolution last Thursday night. The vote was 16-10. After it became apparent that the opposition would not challenge the amendment on the Senate floor, Turner turned back to the House to drum up support for the conference battle.

The National Association of Broadcasters and the Motion Picture Association of America, which divvy up the cable operators' royalty payments and which worked hard to convince the CRT to increase those payments, fought Turner at almost every turn. Although the NAB agreed to a stay in the context of H.R. 5949, it was opposed to Turner's "end run." In a letter sent to senators last Wednesday, NAB President Edward O. Fritts said "the Turner amendment is both unfair and unnecessary... A separate amendment—not attached to H.R. 5949—gives broadcasters nothing and cable operators everything."

If Turner fails to win his stay, cable operators will begin dropping WTBS and other distant signals prior to the Jan. 1 deadline. But Turner and his allies can be expected to take up the fight again during the next session of Congress. One of their tactics will be to incite subscribers to protest the loss of distant signals to their senators and congressmen. Southern Satellite Systems, WTBS's satellite carrier, suggested to cable operators that they fill their newly vacant channels with a message: "The actions of the U.S. Copyright Royalty Tribunal have forced us to remove this station. The U.S. Congress failed to veto this action, disregarding the complaints of cable operators. If you want to have this channel returned, please contact your U.S. congressman and senators while they are home on holiday recess." □



New man. FCC's new general counsel will be Bruce E. Fein, 35, associate deputy attorney general at Department of Justice, where he has worked in various positions since 1973. He is slated to step into new post in January, replacing Marjorie Reed, who has been acting general counsel.

Editor's note. BROADCASTING takes an editorial holiday next Monday (Dec. 27). Our next number: the annual double issue, to be published on Jan. 3, 1983. That edition will feature the first installment (1982) of our next history project: "The Second Fifty Years of Broadcasting." Plus: a look ahead to the Fifth Estate's 1983, media by media and issue by issue. From all of us to all of you in the meantime: best wishes of the season.

Mañana for Radio Marti

As 97th Congress closes its doors, proposal for radio station to broadcast to Cuba gets pushed aside on congressional agenda; new bill in 98th inevitable, say administration officials

The battle in Congress over the administration's Radio Marti bill last week appeared to have boiled down to the familiar cry of "Wait till next year." With opponents prepared in the last days of the 97th Congress to block action in the Senate, by a filibuster, administration officials were expressing the view that a new bill in the 98th Congress, which begins in January, is inevitable. But opponents hope the battle they have waged will have won them the high ground from which to fight for changes that would make the measure acceptable to them.

The White House, at least officially, was not giving up on the proposal it has assigned a high priority—authorization of \$7.5 million to establish an AM station to broadcast news of Cuba to that country. "The President is hopeful it will be passed in this Congress," a spokesman said. But the bill last week was displaced as pending business by the gas tax measure. And Senate Majority Leader Howard Baker (R-Tenn.), confronted with the dilemma of winning passage of several crucial items—the gas tax bill, defense appropriations and a continuing resolution to keep the government functioning—in the few days remaining before Congress quit, showed no inclination to bring it up again. One of the principal backers in the Senate, Senator Paula Hawkins (R-Fla.) was planning to attempt to attach the measure to the continuing resolution on which the Senate spent all night Thursday and which was still on the floor late Friday afternoon. "She's hell-bent on getting a vote," according to an aide. But opponents left no doubt they are prepared to wage a filibuster.

Officials at the State Department, which has been waging the administration's battle for the bill, say a decision on whether to renew the fight in the next Congress will



Senator Edward Zorinsky (D-Neb.), H.R. 5427's primary opponent.

probably be made next month. But, considering the President's evident interest in the bill, one source said, "I look for it to be reintroduced."

So does Senator Edward Zorinsky (D-Neb.), who has led the fight against the bill (H.R. 5427), which has passed the House. And he has no illusions about the possibility of talking the measure to death in the new Congress, when the Senate leadership would have the time it needs to deal with a filibuster. The bill also has its friends: 42 senators signed a letter circulated by Senators Hawkins and her Democratic colleague from Florida, Lawton Chiles Jr., urging support for the measure. The bill's backers say Radio Marti is needed to break what they say is the monopoly on news that the Cuban government has in that country.

But Zorinsky, who noted that the bill would have to start through the legislative process all over, going through committee hearings and debates in both houses, said: "I think there's a lot more known about Radio Marti now than when the House voted last time." Furthermore, he said, "those of us who opposed it may be in a position to urge the administration to make it more acceptable." Zorinsky is ranking minority member on the Senate Foreign Relations Committee's Western Hemisphere Affairs Subcommittee.

The administration intends to establish Radio Marti on an AM frequency, and AM broadcasters in Nebraska and elsewhere fear that Cuba will retaliate by causing interference to their stations. Zorinsky, who was re-elected in November to a second term, by a 68% margin, said Nebraska broadcasters "unequivocally and to the last individual are behind my actions." The broadcasters' concern is not the only reason Zorinsky gives for his opposition to the bill. "I don't object to bringing the truth to other nations, but only if it is done in a cost-effective manner," he said in an interview. And he does not believe the administration's plans meet that test. He says—as have other critics of Radio Marti—that Cuba could obliterate that station's signal, not to mention the signals of other stations on the frequency, with high power radio stations of its own.

One option Zorinsky would like the administration to consider is leasing time for Radio Marti broadcasts on commercial stations now on the air in Miami. "That option would not be possible if Radio Marti had gone to the floor and was passed," Zorinsky said.

Zorinsky's role as leader of the opposition to Radio Marti in the Senate has made him the object of high-level lobbying by the administration. He said Vice President George Bush as well as State Department officials, including Assistant Secretary of State for Inter-American Affairs Thomas Enders, have urged him to end his spoiler role. Cubans in the U.S. have also been active. Zorinsky said one group—the Cuban-American National Foundation—had brought in several of his friends to lobby him on the measure. And last week, Cuban poet Armando Valladares, who was released from a Cuban prison in October after serving 22 years, said in House testimony that the U.S. should establish Radio Marti.

A particularly vehement expression of the

Cuban-American community regarding the station was provided in an editorial broadcast in Spanish on WQBA on Dec. 8 by Armando Perez Roura, a commentator on the station. It refers to Zorinsky and two of those who helped in the filibuster, his Democratic colleague from Nebraska, James Exon, and Senator Charles E. Grassley (R-Iowa), as "imbeciles," "deceitful senators," "Castro's friends," and "traitors," and says, "Traitors will be punished soon."

Zorinsky said he sent a copy of the editorial, in translation, to the FCC for whatever action it thought appropriate. A commission official said the editorial might leave the station open to a complaint on the basis of the personal attack rule. □

Solution on horizon in New York cabling

It took some last-minute and behind-the-scenes negotiating, but it looks as though the year-long dispute among New York City, Cablevision and Warner Amex Cable over the geographical makeup of franchises in the borough of Brooklyn may be resolved—pending approval by the Warner Amex board of directors. The apparent resolution was reached during a Board of Estimate meeting last Thursday (Dec. 16), just days after rumors surfaced that Transportation Secretary Drew Lewis is being tapped to succeed Warner Amex's outgoing chairman and chief executive officer, Gustave Hauser (BROADCASTING, Nov. 29). Neither Lewis nor Warner would comment on that possibility.

Initially, the city had allocated the northern two-thirds of Brooklyn to Cablevision and the southern franchise to Warner Amex, a proposition that Cablevision found unacceptable. A swap of territories in the borough was equally unacceptable to Warner Amex. The latest compromise has Warner receiving a franchise composed of about one-third of Brooklyn, skewing north and west, with Cablevision getting the rest, including all of the southern tier, which is seen by many as the most attractive part of the borough, both in terms of demographics and system construction.

The Board of Estimate will hold a special meeting this Thursday (Dec. 23) to "cross the t's and dot the i's," on the Brooklyn compromise, as one city official put it. At this point, approval by the Warner Amex board appears likely, or at least that's the assumption the city is working under.

Although unconfirmed, the rumors that Drew Lewis has been offered the top slot at Warner Amex Cable focused attention on where the partners, Warner Communications and American Express, are believed to be looking—outside the company. With the word at Hauser's departure that it was time now to concentrate on the effort to make a profitable business out of the franchising victories Warner Amex had scored during Hauser's tenure, Lewis' reputation as a trouble-shooting management consultant who has rescued financially troubled companies would certainly seem to fit the bill. □

Charting the cable universe

Arbitron figures show 30% penetration nationwide; Nielsen says it's 35%

Arbitron and Nielsen released their cable penetration figures for November last week, and again they were millions of subscribers apart. Nielsen reported that 29,340,570 homes now have cable (35% of an estimated 83,300,000 television homes). Arbitron's numbers were considerably lower. That service said that 24,756,486 homes are cabled—30% of an estimated 83,462,600 television homes.

The difference in the rating services' numbers is attributable primarily to the differences in their methodologies. Nielsen bases its figures on census, cable system and other industry information, its diaries and telephone responses when recruiting diary homes. Arbitron's numbers reflect a new accounting system. Prior to the November report, Arbitron had relied on questionnaires sent to cable systems, trade publications, ca-

ble programmers and other industry sources. For the latest report, it added information gathered from nearly a half-million television diaries. The new source, Arbitron said, "is especially helpful in updating cable penetration for those areas served by cable systems which do not respond to questionnaires or telephone inquiries." (The National Cable Television Association puts its stock in the higher Nielsen numbers, said Char Beales, vice president, media services and research, because of Nielsen's more "comprehensive methodology.")

Part of the disparity between the two reports may stem also from their different definitions of markets. Nielsen's designated market areas (DMA) and Arbitron's areas of dominant influence (ADI) do not always coincide.

Arbitron released with its cable penetration totals a market by market breakout. According to the breakout, Palm Springs, Calif., with 88% of its 49,000 homes wired has the highest level of cable penetration in the

country. Las Vegas at 4% has the lowest.

Although they were far down the list in percentage of homes wired, the nation's top two television markets, New York and Los Angeles, are also its top two cable television markets, if only because of their sheer size. Arbitron found 1,584,093 cable subscribers in New York (25% penetration) and 805,221 in Los Angeles (19%). Chicago, the third largest television market, dropped to number 13 on Nielsen's list of cable television markets.

According to the Nielsen figures, the cable universe is growing at a rate of 400,000 net subscribers per month. (Its May report put cable penetration at 33.4% or 27,362,000 homes.) The Nielsen market-by-market breakout was unavailable last week. Arbitron's breakout follows.

Other markets with high cable penetration: Santa Barbara-Santa Maria-San Luis Obispo, Calif. (80%); San Angelo, Laredo and Victoria, all Texas (75%); Parkersburg, W.Va. (73%), and Elmira, N.Y. (70%).

Market	1982		% cable penetration		Market	1982		% cable penetration	
	TV HH	Cable TV HH	1982	1981		TV HH	cable TV HH	1982	1981
Abilene-Sweetwater, Tex.	110,000	66,464	60	58	Cincinnati	695,200	127,766	18	11
Albany, Ga.	128,200	53,693	42	37	Clarksburg-Weston, W.Va.	76,300	43,065	56	53
Albany-Schenectady-Troy, N.Y.	467,000	224,043	48	44	Cleveland	1,408,900	415,868	30	21
Albuquerque, N.M.	357,800	93,346	26	23	Colorado Springs-Pueblo	199,500	59,565	30	22
Alexandria, La.	67,500	28,523	42	41	Columbia, S.C.	247,900	76,535	31	26
Alexandria, Minn.	79,900	21,696	27	27	Columbia-Jefferson City, Mo.	142,000	52,654	37	35
Alpena, Mich.	11,500	7,390	64	58	Columbus, Ga.	183,300	75,207	41	36
Amarillo, Tex.	177,100	99,394	56	54	Columbus, Ohio	590,800	228,370	39	34
Anniston, Ala.	41,800	25,648	61	76	Columbus-Tupelo, Miss.	134,200	52,908	39	35
Ardmore-Ada, Okla.	68,200	29,585	43	39	Corpus Christi, Tex.	149,800	55,090	37	23
Atlanta	1,117,400	249,853	22	17	Dallas-Fort Worth	1,403,000	225,333	16	12
Augusta, Ga.	199,700	61,205	31	26	Davenport, Iowa-R. I.-Moline, Ill.	331,200	128,121	39	36
Austin, Tex.	262,000	119,374	46	40	Dayton, Ohio	477,100	174,705	37	32
Bakersfield, Calif.	125,100	81,528	65	59	Denver	911,600	146,061	16	12
Baltimore	856,900	113,209	13	7	Des Moines, Iowa	367,500	107,257	29	27
Bangor, Me.	109,400	27,239	25	21	Detroit	1,674,800	182,730	11	6
Baton Rouge	243,300	89,730	37	32	Dothan, Ala.	95,500	31,536	33	35
Beaumont-Port Arthur, Tex.	167,700	53,593	32	23	Duluth, Minn.-Superior, Wis.	177,100	55,267	31	29
Bend, Ore.	25,400	12,576	50	49	El Centro, Calif.-Yuma, Ariz.	60,200	41,124	68	64
Billings-Hardin, Mont.	78,300	34,343	44	41	El Paso, Tex.	194,400	79,824	41	38
Biloxi-Gulfport-Pascagoula, Miss.	58,900	37,577	64	68	Elmira, N.Y.	83,600	58,751	70	66
Binghamton, N.Y.	150,200	86,207	57	53	Erie, Pa.	132,600	38,950	29	26
Birmingham, Ala.	491,800	143,931	29	21	Eugene, Ore.	167,300	94,464	56	53
Bluefield-Beckley-Oak Hill, W.Va.	151,800	100,227	66	55	Eureka, Calif.	56,800	33,058	58	54
Boise, Idaho	158,100	43,078	27	13	Evansville, Ind.	259,700	101,229	39	36
Boston	1,930,800	395,280	20	17	Fargo, N.D.	192,500	76,631	40	30
Bowling Green, Ky.	54,200	15,326	28	21	Farmington, N.M.	27,600	17,015	62	51
Bristol, Va.-Kingsport, Johnson City, Tenn.	268,000	97,871	37	30	Flint-Saginaw-Bay City, Mich.	453,900	138,322	30	28
Buffalo, N.Y.	632,800	257,473	41	38	Florence, S.C.	129,300	56,708	44	34
Burlington, Vt.-Plattsburgh, N.Y.	237,600	92,732	39	39	Fresno, Calif.	372,700	76,823	21	18
Casper-Riverton, Wyo.	57,400	39,590	69	61	Ft. Myers-Naples, Fla.	173,900	110,539	64	60
Cedar Rapids-Waterloo, Iowa	318,000	94,934	30	23	Ft. Smith, Ark.	129,200	65,922	51	47
Charleston, S.C.	184,600	58,018	31	21	Ft. Wayne, Ind.	240,700	79,474	33	31
Charleston-Huntington, W.Va.	525,300	272,831	52	47	Gainesville, Fla.	73,800	42,160	57	51
Charlotte, N.C.	636,700	132,944	21	13	Glendive, Mont.	6,100	3,648	60	NA
Chattanooga, Tenn.	287,400	92,683	32	27	Grand Junction, Colo.	52,500	24,121	46	43
Cheyenne, Wyo.	49,600	28,958	58	56	Grand Rapids-Kalamazoo-Battle Creek, Mich.	578,100	219,808	38	33
Chicago	2,999,700	279,026	9	6	Great Falls, Mont.	63,200	30,087	48	45
Chico-Redding, Calif.	141,000	65,668	47	45	Green Bay, Wis.	351,300	95,984	27	19
					Greensboro-Winston Salem-High Point, N.C.	468,800	118,655	25	18

Market	1982		% cable penetration		Market	1982		% cable penetration	
	TV HH	cable TV HH	1982	1981		TV HH	cable TV HH	1982	1981
Greenville-New Bern-Washing- ton, N.C.	211,400	59,072	28	16	Philadelphia	2,481,900	791,050	32	25
Greenville-Spartanburg, S.C. - Asheville, N.C.	576,000	136,720	24	20	Phoenix	774,300	119,510	15	9
Greenwood-Greenville, Miss.	67,400	39,630	59	53	Pittsburgh	1,229,600	544,504	44	41
Harrisburg-York-Lancaster- Lebanon, Pa.	483,400	219,334	45	45	Portland, Ore.	814,100	189,068	23	17
Harrisonburg, Va.	37,000	13,172	36	32	Portland-Poland Spring, Me.	303,000	112,866	37	36
Hartford-New Haven, Conn.	797,700	371,742	47	43	Presque Isle, Me.	29,500	14,375	49	45
Helena, Mont.	18,700	10,415	56	47	Providence, R.I.-New Bedford, Mass.	557,500	49,195	9	7
Houston	1,326,000	345,017	26	13	Quincy, Ill.-Hannibal, Mo.	117,200	41,300	35	31
Huntsville-Decatur-Florence, Ala.	245,200	97,607	40	35	Raleigh-Durham, N.C.	576,100	181,566	32	25
Idaho Falls-Pocatello	103,500	39,873	39	40	Rapid City, S.D.	93,700	43,848	47	41
Indianapolis	800,200	199,006	25	22	Reno	158,200	85,391	54	50
Jackson, Miss.	261,400	82,277	31	26	Richmond, Va.	435,900	134,390	31	25
Jackson, Tenn.	55,900	25,405	45	39	Roanoke-Lynchburg, Va.	359,700	116,159	32	30
Jacksonville, Fla.	383,100	128,519	34	25	Rochester, N.Y.	337,500	100,133	30	21
Johnstown-Altoona, Pa.	269,500	177,699	66	61	Rochester-Austin, Minn.-Mason City, Iowa	140,700	49,146	35	33
Jonesboro, Ark.	67,700	33,083	49	41	Rockford, Ill.	188,100	84,501	45	49
Joplin, Mo.-Pittsburg, Kan.	173,600	62,388	36	33	Roswell, N.M.	54,700	36,336	66	62
Kansas City, Mo.	704,000	211,297	30	24	Sacramento-Stockton, Calif.	851,200	204,593	24	21
Knoxville, Tenn.	420,500	131,357	31	24	Salinas-Monterey, Calif.	184,800	118,013	64	61
La Crosse-Eau Claire, Wis.	150,800	65,526	43	40	Salisbury, Md.	81,500	52,730	65	55
Lafayette, Ind.	42,200	29,200	69	64	Salt Lake City	533,400	91,604	17	14
Lafayette, La.	183,300	77,247	42	32	San Angelo, Tex.	35,900	26,761	75	59
Lake Charles, La.	90,300	39,487	44	38	San Antonio, Tex.	502,700	179,562	36	14
Lansing, Mich.	214,700	84,556	39	35	San Diego	723,400	387,525	54	51
Laredo, Tex.	30,200	22,634	75	68	San Francisco	1,998,500	721,484	36	35
Las Vegas	200,100	7,596	4	1	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	176,000	140,466	80	75
Laurel-Hattiesburg, Miss.	85,100	30,694	36	30	Savannah, Ga.	192,700	70,169	36	30
Lexington, Ky.	292,300	117,123	40	30	Seattle-Tacoma	1,110,400	399,654	36	32
Lima, Ohio	40,100	26,490	66	65	Selma, Ala.	17,600	8,775	50	39
Lincoln-Hastings-Kearney, Neb.	254,400	96,943	38	33	Shreveport, La.-Texarkana, Tex.	440,500	161,626	37	32
Little Rock, Ark.	453,400	123,882	27	20	Sioux City, Iowa	149,300	43,035	29	25
Los Angeles	4,241,000	805,221	19	14	Sioux Falls-Mitchell, S.D.	231,800	75,375	33	29
Louisville, Ky.	520,700	134,616	26	17	South Bend-Elkhart, Ind.	281,300	72,960	26	25
Lubbock, Tex.	150,700	64,027	42	38	Spokane, Wash.	326,900	130,456	40	37
Macon, Ga.	145,000	74,560	51	43	Springfield, Mass.	230,700	89,453	39	36
Madison, Wis.	202,900	59,028	29	24	Springfield, Mo.	274,400	62,793	23	18
Mankato, Minn.	33,300	17,883	54	45	Springfield-Decatur-Cham- paign, Ill.	329,300	168,605	51	48
Marquette, Mich.	56,000	34,829	62	59	St. Joseph, Mo.	49,500	26,757	54	54
McAllen-Brownsville, Tex.	162,400	51,344	32	23	St. Louis	1,040,600	101,487	10	8
Medford, Ore.	117,300	57,816	49	48	Syracuse, N.Y.	358,800	174,204	49	46
Memphis	582,100	138,356	24	18	Tallahassee, Fla.	155,700	64,993	42	35
Meridian, Miss.	71,800	25,529	36	30	Tampa-St. Petersburg, Fla.	1,077,600	257,916	24	15
Miami	1,156,700	251,321	22	15	Terre Haute, Ind.	162,900	53,398	33	29
Milwaukee	685,900	88,117	13	8	Toledo, Ohio	405,800	141,982	35	33
Minneapolis-St. Paul	1,141,700	93,548	8	6	Topeka, Kan.	132,100	63,122	48	47
Minot-Bismarck-Dickinson, N.D.	134,400	55,897	42	39	Traverse City-Cadillac, Mich.	151,000	47,711	32	30
Missoula-Butte, Mont.	116,100	51,052	44	40	Tucson, Ariz.	259,800	44,518	17	14
Mobile, Ala.-Pensacola, Fla.	399,700	144,988	36	33	Tulsa, Okla.	430,800	167,125	39	36
Monroe, La.-El Dorado, Ark.	196,100	75,312	38	29	Tuscaloosa, Ala.	50,200	24,232	48	40
Montgomery, Ala.	169,700	62,100	37	33	Twin Falls, Idaho	26,700	14,146	53	52
Nashville	641,100	131,610	21	16	Tyler, Tex.	95,200	47,917	50	53
New Orleans	606,500	180,500	30	24	Utica, N.Y.	101,200	63,212	62	60
New York	6,457,900	1,584,093	25	20	Victoria, Tex.	25,000	18,685	75	84
Norfolk-Prstmth-Newport News- Hmptn, Va.	495,800	152,338	31	18	Waco-Temple, Tex.	216,800	133,322	61	59
North Platte, Neb.	17,500	6,061	35	33	Washington	1,510,100	197,111	13	11
Odessa-Midland, Tex.	132,100	86,128	65	58	Watertown-Carthage, N.Y.	76,100	38,037	50	52
Oklahoma City	561,100	218,263	39	27	Wausau-Rhineland, Wis.	154,800	36,289	23	21
Omaha	341,800	76,766	22	13	West Palm Beach	368,500	182,641	50	43
Orlando-Daytona Beach, Fla.	626,900	258,829	41	36	Wheeling, W. Va.-Steubenville, Ohio	155,000	88,414	57	55
Ottumwa, Iowa-Kirksville, Mo.	29,400	8,810	30	34	Wichita Falls, Tex.-Lawton, Okla.	155,300	87,576	56	49
Paducah, Ky.-C. Girardeau, Mo.- Hrbg., Ill.	336,400	120,351	36	32	Wichita-Hutchinson, Kan.	413,000	192,391	47	44
Palm Springs, Calif.	49,800	43,724	88	86	Wilkes Barre-Scranton, Pa.	471,600	284,076	60	57
Panama City, Fla.	63,700	26,319	41	25	Wilmington, N.C.	123,600	39,066	32	33
Parkersburg, W. Va.	38,200	27,924	73	72	Yakima, Wash.	168,500	77,273	46	47
Peoria, Ill.	212,200	91,202	43	41	Youngstown, Ohio	277,000	98,965	36	25
					Zanesville, Ohio	30,500	19,279	63	61

Ma Bell divides

Chairman Brown details largest corporate restructuring in history; reorganization of \$140-billion AT&T fills 471 pages; seven new companies to come from 22 spun off operating companies

AT&T Chairman Charles Brown said it has been described as "the largest restructuring in corporate history." And considering that the reorganization involves more than \$140 billion in assets and a million employees, as well as more than three million stockholders, no one was likely to disagree. The reorganization plan itself, called for under the consent decree that ended the Justice Department's antitrust suit against the company, occupied 471 pages of a filing submitted on Thursday to Judge Harold Greene in Washington for his approval.

The plan describes in detail the proposal to implement AT&T's agreement to divest itself of its 22 local operating companies. Western Electric, Bell Laboratories and the Long Lines Department will remain part of AT&T.

Brown said an essential purpose of the reorganization effort "is to provide as smooth a transition as feasible, to preserve the quality of service enjoyed by Bell System customers and to maintain the earnings and dividends expected by investors."

As for whether the divestiture plan will affect costs of telephone users, the company believes it will not. AT&T General Counsel Howard Trienens, in response to a question at the news conference at which the plan was announced, said what will affect costs will be competition and techniques used by customers to "bypass" the AT&T network. He said those factors will "drive rates to cost." The incentive for "bypass," in turn, will be determined by the charges for access to the local exchanges. The FCC is expected this week to set the parameters of the access charge.

Much of the plan had been revealed earlier, as AT&T developed portions of it. But among the new information was the manner in which ownership of the seven new companies to be created out of the 22 local operating units will be apportioned. Shareholders will be allocated one share of stock in each of the seven companies for each 10 shares of AT&T they own, while retaining their present number of shares in the remaining AT&T. Those owning fewer than 10 shares—and they account for 17% of the shareholders and one fourth of 1% of the outstanding shares—will receive cash for their fractional shares.

Greene approved the AT&T settlement, with some required modifications, in August. If he approves the implementing plan—which is subject to public comment for 60 days—AT&T intends to put it into effect on Jan. 1, 1984. However, AT&T said the new structure is expected to be in place and running on a test basis for several months before that date.

As outlined in the court filing, the plan will work like this: Each of the 22 operating-

companies will create two subsidiaries—one to handle telecommunications traffic between exchanges or Local Access and Transport Areas (LATA's) and the other to handle customer premises equipment. Then those subsidiaries will be transferred to AT&T. Later, the 22 operating companies will be reorganized into seven regional holding companies, with the stock in them distributed to AT&T shareholders.

AT&T will provide a central organization for the regional companies—beginning with a staff of 8,800—to offer technical and management services for their regional companies and serve as a point of contact for continued service in case of a national emergency. It will also establish for each of the regional companies an organization that will provide cellular mobile telephone service.

The U.S. district court in Washington may not be the only agency of government which must approve the plan. The Justice Department has said it must clear it, and so has the FCC. The commission would be required by the Communications Act to approve specific actions, such as the transfer of radio licenses and of communications lines. But the commission has held that would involve approval of the plan as a policy matter.

In any case, no one anticipates any conflict between AT&T and Justice or between the company and the commission. □

Both sides find something to cheer in music licensing ruling

ASCAP and BMI still get to collect fees, but stations will pay at 1980 levels while case is in appeals process

TV stations will get their ASCAP and BMI music for at least the next year for 25% less than it's costing them this year, under a ruling issued last week in U.S. Southern Dis-

trict Court in New York.

Judge Lee P. Gagliardi, acting in the case in which he ruled the ASCAP and BMI blanket licenses for TV stations to be illegal (BROADCASTING, Aug. 23, et seq.), said the two organizations could continue offering the licenses for at least a year, during the "transition period" while the case is on appeal. But he said each station should pay ASCAP and BMI the same number of dollars it paid them in 1980. Counsel for both sides in the case said this would mean the stations will be paying about 25% less than this year, when the total is expected to reach about \$80 million.

Judge Gagliardi said the 1980-level payment period will start with "the first day of the calendar month [after] the judgment is signed—the signing is expected in early January, if not this year—and will end on "the effective date of the judgment," which is to be one year from its signing, unless extended by the court.

The payments are to be made directly to ASCAP and BMI, not into escrow. Payments already in escrow—believed to total \$18 million to \$20 million—apparently will remain there until the case is over. The payments will be made with the understanding that both sides may seek adjustments after the appeals process is over.

If the effective date of the judgment is extended beyond the initial year, stations may apply to the court for a reduction in their ASCAP/BMI fees. At any time, they may apply for a prospective reduction if they can show they have obtained the needed music licenses from sources other than ASCAP and BMI.

Judge Gagliardi's ruling was in the form of a memorandum decision instructing counsel for the parties—members of the All-Industry Television Stations Music License Committee and ASCAP/BMI—on how to draft a final form of judgment for his approval and signature. It disposed of issues they had not themselves been able to agree on in the wake of his original decision. Legally, the judgment is a necessary preliminary to the appeals that both ASCAP and BMI say they will file promptly. □

Preparing for the productivity push

Broadcasting-supported plan to increase nation's output starts on Christmas; members of labor, management also participating; Howard K. Smith will appear on media spots

The guns of the Broadcasting Industry Council to Improve American Productivity are in place. On Saturday (Dec. 25), the first salvo will be fired into the nation's living rooms.

At a Washington news conference last Thursday (Dec. 16), the BICIAP offered facts and figures on its five-year campaign to shore up productivity, the wobbly leg of the U.S. economy. Representatives of manage-

ment, organized labor and broadcasters participating in the National Association of Broadcasters-sponsored effort were there to endorse the BICIAP's goals.

Jerry Lee of WEAZ(FM) Philadelphia, chairman of the BICIAP and the driving force behind the council's formation, emphasized that achievement of those goals



would translate into more employment, less inflation, increased buying power and a more competitive position for the nation's companies and products in world markets.

Jack Trout of Trout & Ries Advertising, which produced, at cost, the radio and TV spots for the opening phase of the campaign, explained that the on-air messages deliberately avoided an approach of "singing and dancing with calls to America to roll up its sleeves." Trout also said that preliminary tests showed that appearances by representatives of labor, management and even a grouping of three ex-Presidents earned low marks in public acceptance.

Trout said the major TV networks were approached for appearances by such top news figures as Walter Cronkite, David Brinkley and John Chancellor, "but they weren't so hot to work together and cited network policies against it."

Howard K. Smith, the former network commentator who did get high credibility marks and the assignment from BICIAP, told the conference that he was doubly pleased to participate because the BICIAP cause involved a problem that had personally worried him for a long time and one that he had often spoken out against. Smith lamented that while other nations had been "beating a path to America's door" in their successful efforts to compete with U.S. output, there continued to be short-sighted, "one-year thinkers in America." He noted, however, that while "many have protested, Jerry Lee has done something."

Introduced at the conference were two new members of the special advisory council that is identifying the specific problems for



L-r: Trout, Usery, Lee, NAB President Edward O. Fritts and Murrin.

BICIAP (BROADCASTING, Oct. 18). They are Thomas J. Murrin, president of Public Systems Co. of Westinghouse Electric Corp., Pittsburgh, and William Usery, one-time secretary of labor and holder of other high-level government posts, who is now president of Bill Usery Associates, Washington labor/management consulting firm.

Murrin, who spearheaded Westinghouse's successful efforts to bolster its productivity rate in the last four years, offered a historical perspective on "once-dominant" U.S. industries that became noncompetitive, lost market share and had to lay off thousands of workers.

"This decline began two decades ago when foreign products first became attractive in our own U.S. marketplace as well as around the world, and the slide continued

with the decline of U.S. productivity," he said.

Asked about the initial phase of the BICIAP drive that primarily will attempt to educate the public about productivity and the BICIAP's later programs, Lee estimated that \$40 million in air time was being donated by America's broadcasters in the first 10 weeks. The spots are to be fed to affiliates of ABC, CBS, NBC, Mutual, RKO, AP Radio, UPI Audio, Cable News Network, Independent Network News, Satellite News Channel, Public Broadcasting Service and National Public Radio. Independent TV stations will receive them through either the Public Affairs Satellite System or Group W's Television Syndication Center. Public Interest Affiliates, Chicago, will distribute audio tapes to nonnetwork radio stations. □

Whitehead's Christmas gift from 10 years past

Ten years ago, on Dec. 18, 1972, Clay T. Whitehead, director of the White House's old Office of Telecommunications Policy, shook the broadcasting world with a speech that, in the view of many, placed him shoulder to shoulder with then-Vice President Spiro T. Agnew in what was seen as the Nixon administration's war on the media, particularly network television (BROADCASTING, Jan. 1, 1973).

Some of the language in the speech delivered to the Indianapolis chapter of Sigma Delta Chi, the Society of Professional Journalists, still recalls the bitterness of those days. Whitehead talked, for instance, of the "ideological plugola" he said some reporters were guilty of in stressing or withholding information according to their beliefs. The thrust of the speech was a call to affiliates to demonstrate independence from the networks, and to warn them that they are responsible for the network programming they carry, including news. And some thought he was saying that license renewal would be linked to the fairness and objectivity of the news that stations broadcast.

Almost lost in the uproar over the rhetoric was Whitehead's announcement of a license-renewal bill OTP had prepared for submission to Congress. As BROADCASTING noted at the time, it was the kind "broadcasters have longed for." It provided for longer license terms (five years instead of three), and while that has now finally been achieved, other provisions of the bill have not: protection against challenges at renewal time (the FCC



would be required to find that a licensee did not merit renewal before it could accept a competing application) and a ban on restructuring the industry on a case-by-case basis (concentration of control of media could count against a renewal applicant only if the degree of concentration violated a commission rule).

Looking back on the speech last week, Whitehead, who is now president of Hughes Communications in El Segundo, Calif., said his main thought is that, "It was a long time ago, and the communications world has changed so much." He said the competition he was trying to promote at the time in both television and common carrier "has come so far so fast, it's hard to think back on what it was like back then." Because of the increase in competition, with the three networks' audience share eroding, the bill OTP proposed in 1972 "would come more easily today," he said. Whitehead acknowledged the speech was a "tough" one, but he makes no apologies. "We were dealing with tough issues. In the context of the history of the time, it will stand the test of time." He thought the broadcasting industry was "naive" to think it would win the kind of

legislation it wanted, given "the social and political power it had." And while he said he has no regrets about the speech, he did mention one—that it "provoked the political turmoil that it did." The "larger issues were obfuscated," he said. "But," he added, as a final comment, "those things happen."



Which radio network tackles more NFL and college football games than any other?

Mutual's your ticket to millions of NFL and college football fans. Week after week, Mutual puts fans on the 50-yard line for more NFL games than any other radio network, with the NFL Game of the Week and regional matchups, as well.

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Mutual, the one full-service net-

work, provides outstanding coverage for advertisers and programmers, with more football — and more sports of all kinds than anyone. From exclusive broadcasts of college basketball and NBA playoffs, to professional tennis and PGA golf. And only Mutual has satellite multicasting to bring you more *live* action than ever before. For a sports schedule that'll make your listeners stand up and cheer, the answer is Mutual.

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The hottest lineup of movies ever released—16 of the 20 titles are on Variety's list of all-time rental champions! They set boxoffice records totaling over \$400 million dollars! Your future in movies is in Portfolio X!



AIRPLANE! ★ THE BAD NEWS BEARS IN
BREAKING TRAINING ★ CHEAPER TO KEEP HER
COACH OF THE YEAR ★ THE ELEPHANT MAN
FIRST MONDAY IN OCTOBER ★ FOUL PLAY

MIDNIGHT OFFERINGS ★ MOMMIE DEAREST
NORTH DALLAS FORTY ★ THE ONE AND ONLY
ORDINARY PEOPLE ★ SOME KIND OF HERO
STAR TREK: THE MOTION PICTURE

Great Entertainer!

PARAMOUNT'S FIRST-RUN NETWORK II

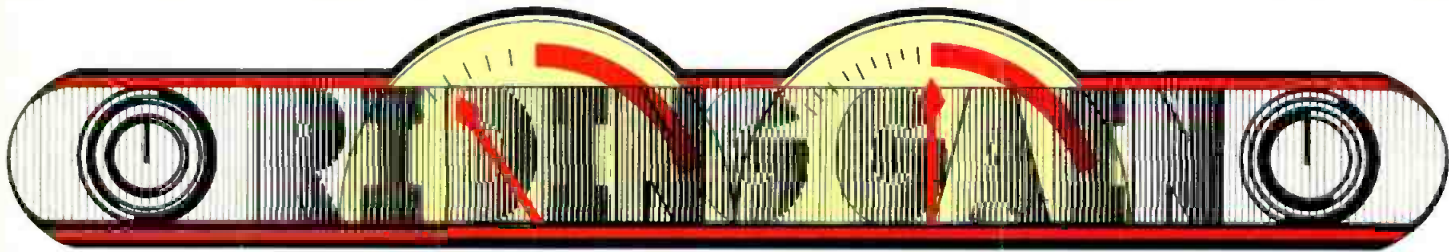
Four entertainment concert events with no prior network play—each a spectacular production by today's most celebrated and promotable performers!
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CHER—A CELEBRATION AT CAESAR'S

TELEVISION DOMESTIC DISTRIBUTION

FIRST RUN NETWORK I:
FRIDAY THE 13TH
LIPSTICK
THE FAN
FRIDAY THE 13TH, PART 2



Rep rearrangement

Interep President Ralph Guild has announced the merger of the Hillier, Newmark & Wechsler and Bernard Howard & Co. rep firms and their respective station client lists into one company, Hillier, Newmark, Wechsler & Howard. The new company should bill \$40 million-\$50 million next year, Guild said.

Guild also announced the formation of BH Radio, a new rep firm that will handle medium to small stations. BH Radio will be part of Interep, the holding company that currently owns the controlling stock in McGavren Guild Radio, Major Market Radio, Bernard Howard & Co., and Hillier, Newmark & Wechsler.

Bernard Howard will be the chairman and chief executive officer of both new companies, reporting to Guild.

Station shifts

Although Tucson, Ariz.-based Surrey Broadcasting is still awaiting FCC approval to buy WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis., along with KYKY-FM St. Louis from Charter Broadcasting for \$10 million, it has put the Wisconsin radio stations on the block for \$6 million. According to media broker Frank Kalil of Kalil & Co., Tucson, Surrey decided the Milwaukee and Waukesha properties did not fit into its long-range plans. This is the second major

change to be announced in the Surrey-Charter deal. Surrey originally was to buy six of Charter's seven radio stations for \$32 million, but last month said it would not buy Charter's KCBO-AM-FM San Diego and KIOI-FM San Francisco after foreign investors pulled out (BROADCASTING, Nov. 15). Charter is now looking for another buyer for the San Diego and San Francisco stations. Kalil & Co. is handling the transactions.

Getting better

"Radio will grow 11% in 1983 if there is a turnaround in the economy," according to Miles David, vice chairman and chief executive officer, Radio Advertising Bureau. David cited the "unusual" increases in the cost of television advertising as well as a decline in the number of daily city newspapers as favorable circumstances for lifting radio advertising in 1983. As for 1982, RAB estimates radio's growth at 9.8%—down from McCann-Erickson's 13.8% figure for 1981 growth (the source RAB uses).

David released his comments at a press luncheon in New York last week in conjunction with the announcement of the agenda and highlights of the upcoming third annual RAB Managing Sales Conference in Dallas, Jan. 29-Feb. 1. David said that pre-registration for the conference is running about 10% ahead of last year's and projects attendance at approximately 700.

Additionally, David said the RAB will give

"serious consideration" to the National Association of Broadcasters large-market committee's interest in combining the RAB's managing sales conference with NAB's annual radio programming conference ("Closed Circuit," Dec. 6).

Underwriting action

National Public Radio has topped \$3.7 million in underwriting funds for 1982 from foundations, corporations and individuals, surpassing its target of \$3.2 million and more than tripling the \$1.1 million received in 1981, according to NPR President Frank Mankiewicz. Facing decreasing federal funds, NPR has set an underwriting goal for next year at \$5.6 million. "This figure should help us maintain our level of programing," Mankiewicz said.

NPR expects to be entirely free of federal funding by fiscal 1988 and hopes to get half of its funds through contributions and half through revenues generated by its 1982 ventures, ranging from the transmission of digital nonbroadcast data to the establishment of a nationwide paging system. Mankiewicz said if the economy is "buoyant," these new ventures should turn a profit in the next two to three years.

Reagan radio

President Reagan continued to use the radio medium with a scheduled 30-minute live interview from the White House last Saturday, Dec. 18, at 12:15 p.m. NYT. The broadcast was to be fed to affiliates of six networks: AP Radio, UPI Audio, Mutual, RKO, Sheridan and NPR. One correspondent from each of the six networks was allowed to attend. "We have all worked together on this project in order to make the White House more conscious of radio," said James Hood, deputy director of broadcast services for AP Radio. Officials from the networks involved noted that this is the first time in several administrations that a United States President has given a radio-only network interview from the White House.

AP in the air

Mutual Broadcasting has signed a contract with the Associated Press to build and operate two 4.6-meter dishes as the satellite uplink facility for the AP Radio Network. The dishes will be located at Mutual's existing uplink site in Bren Mar, Va., outside Washington.

"This agreement removes the weakest link in the AP Radio transmission chain," AP vice president and director of broadcasting, Roy Steinfert, said. AP now uses 417 miles of land lines to send its audio



Family outing. CBS-FM Group managers held their second annual gathering in Palm Springs, Calif., where they reviewed station events in 1982 and plans for next year. In attendance were (back row, l-r): Vince Benedict, vice president and general manager, WCAU-FM Philadelphia; Nancy Widmann, vice president and general manager, WCBS-FM New York; Bob VanDerheyden, director of program services, FM Group; Bob Nelson, vice president and general manager, KNX-FM Los Angeles; Dave Austin, vice president and general manager, WEEI-FM Boston; Eli Kaufman, vice president of CBS-FM National Sales; Dave Roberts, manager of market research, FM Group.

In front row, l-r: George Sosson, vice president and general manager, KRQR(FM) San Francisco; Tim Dorsey, station manager, KMOX-FM St. Louis; Kathy Seipp, director of marketing, FM Group; Brian Pussilano, vice president and general manager, WBBM-FM Chicago, and Peter Keegan, vice president of finance, CBS Radio.

MOTOROLA AM STEREO. ONE BIG STEP CLOSER TO AN INDUSTRY STANDARD.

The world's largest maker of automobile radios has decided that Motorola has the winning AM stereo system for its 1984 model cars. This might make your decision about what kind of AM stereo your station should broadcast a lot easier.

For more information about the significance of this decision, call Chris Payne at 202/862-1549 or Dick Harasek at 312/576-3591.

MOTOROLA AM STEREO. THE WINNING SYSTEM.



signal from its Washington studios to Western Union in New Jersey, which, in turn, uplinks it to the Westar III satellite. The new uplink facility should greatly improve the audio quality, Steinfort said.

"The AP Radio Network has more than 1,150 affiliates. Associated Press currently owns and operates more than 750 satellite receiving dishes around the country and is installing another 150.

Top of the pop

Steve Miller Band's "Abracadabra" is the top hit song around the world in 1982, according to the year-end countdown special, *The Great 1's of '82*, to be broadcast New Year's weekend over CBS's RadioRadio Net-

work. The three-hour special, which will be 80% music and 20% feature material, will include a countdown of the top 30 songs of the year and will present hits from Great Britain, the Netherlands, Denmark and Australia. The show, produced by the Creative Factor of Los Angeles, is the first RadioRadio special to be offered in "flexiformat"—either with or without a host track, giving stations the option of letting their own air personalities host the program.

Long and winding road

Beginning in June 1983, the ABC-FM Network will air 26 weekly one-hour programs tracing the history of The Beatles. The shows will be hosted by ex-Beatle Ringo Starr. The program is to be taped at Starr's

London home with the last show originating live from ABC's KLOS(FM) Los Angeles.

Helping hand

Radio stations are doing their part to help the state of the economy. First it was Price Communications' WOWO(AM) Fort Wayne, Ind., offering \$10,000 worth of free advertising to any business that moves to Fort Wayne or surrounding Allen county and brings with it at least 20 full-time jobs ("Riding Gain," Dec. 6). Now Broad Street Communications' WGSO(AM) New Orleans is offering a \$5,000 ad package to the first local business that provides 25 new permanent jobs within the next 30 days. "If this large advertising package is what it takes to move an employer toward hiring, then we are ready to support him with advertising," said WGSO General Manager Michael McGee. The jobs must be permanent, pay at least \$5.50 per hour and last for at least six months, said McGee.

On both ends

To make sure there are high-quality radio receivers around to pick up stations broadcasting Kahn AM stereo signals, Leonard Kahn, president of Kahn Communications and inventor of the Kahn AM stereo system, announced last week that he has formed a new company to make and market them. The initial product is an AM stereo-FM stereo tuner, dubbed "Stereo-Stereo." According to Kahn, samples have already been shipped to some of the two dozen radio stations now on the air with his system and more than 1,000 will be ready for the market by the end of January. Kahn expects the retail price to be around \$180. The presence of Kahn's tuner in the marketplace can only help his system emerge as the industry standard. There are three other system proponents actively trying to win the acceptance of radio manufacturers and broadcast-



ers and become the standard. Kahn's tuners are actually modified versions of AM-mono-FM stereo tuners made by a "Far East" manufacturer Kahn declined to identify. Kahn said, however, he hopes to build tuners with higher fidelity in the U.S. beginning late next year. Stereo-Stereo has a frequency response of 7 khz, Kahn said. The high-quality tuner, enhanced by Kahn's asymmetrical side-band selectivity, however, will have a frequency response of 8 khz or 9 khz, he said. Response to the tuners from broadcasters has been "very, very positive," he said. "And I assume that if they like it, the general public will go wild." Kahn intends to stay in the receiver business, assuming, of course, that his system ultimately emerges as the industry standard and despite competition from established receiver manufacturers. "I'm not kidding," he said. "I'm going into this and I intend to stay in this."

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Bob Schmidt had a vision in sight when he left the presidency of the National Cable Television Association at the beginning of 1980 to strike out on his own—to pull down to earth, and translate into reality, some of the promises of cable's blue sky. He brought to that mission an entrepreneur's drive and a tomorrowist's fervor. The first result was CTM, which started at ground zero and now has a thriving transmission business that transports much of the satellite traffic out of Washington, D.C. And Schmidt on his own is developing still other cable programming ventures he hopes will be in tomorrow's headlines. Along the way, BROADCASTING editors sat down with him to compare notes about the future of the wired nation and the information age. These are his reflections.

Sorting out the real world from the blue sky

What did you have in mind when you started CTM?

One of our premises was that there was an unfulfilled promise on the part of the cable television industry, going back to Irving Kahn's great pronouncements that "cable is the be all and end all of consumer communications." The fact that it hadn't come true had nothing to do with cable's prospects and potential. A lot of it had to do with marketplace interference, and handcuffs through artificial regulation and so on, but all that was off when we went into business. The FCC was rolling down the road and saying: "It's wide open, go for it."

All of a sudden, cable was back in the great game of what I call

"liar's poker" where they go and franchise, and one guy says 40 channels, and the other guy says, "well, let's make it 50," and then pretty soon you're talking about a 100-channel system, and everybody hasn't faced up to the bloody economics of what that means.

We saw an opening, where there was very little R&D on the part of the cable industry and very few real, tangible plans on the part of anybody.

So—all of a sudden, here's our little company, and people say, "What is CTM? What is Communications Technology Management?"

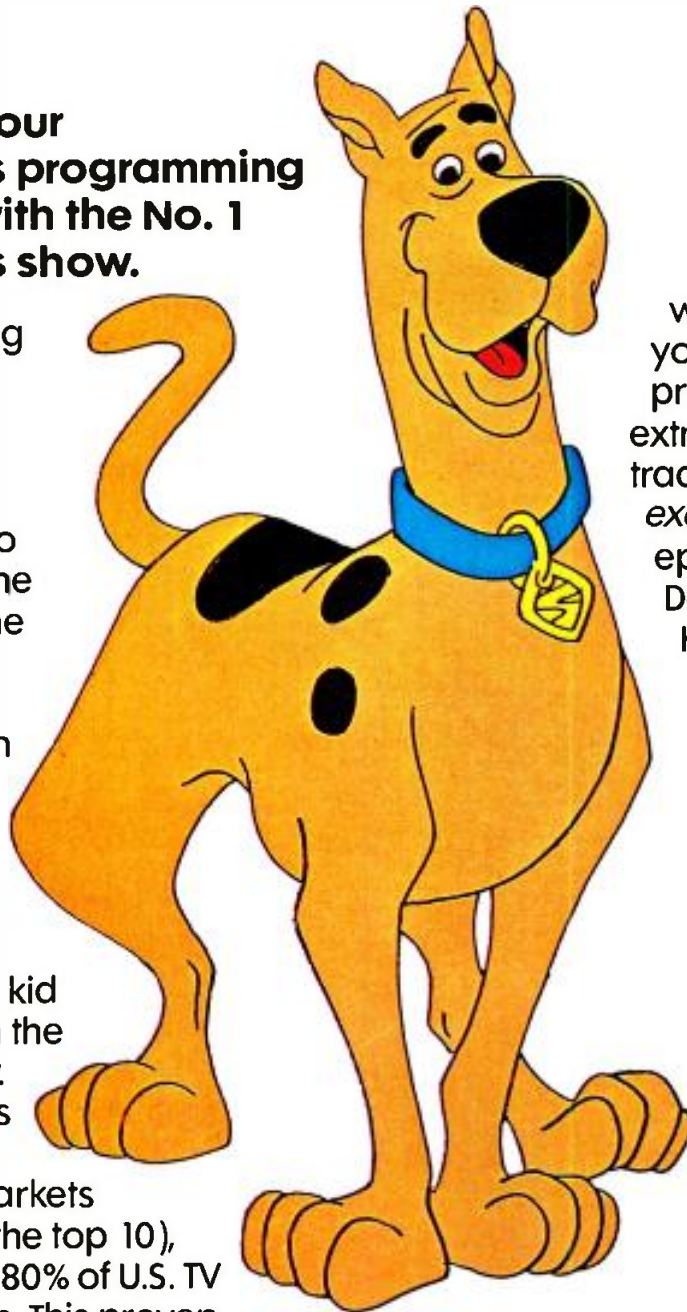
Those initials will apply to a lot of this. We could have called it Cable Technology Management, but we didn't. Because we recog-

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Perk up your children's programming ratings with the No. 1 children's show.

According to the ARB Syndicated Program Analysis, Scooby Doo has been the number one kids' show since May '81. In fact, in the May '82 report, Scooby scored an impressive 34% higher kid rating than the No. 2 show.

Scooby is cleared in over 115 markets (including the top 10), more than 80% of U.S. TV households. This proven



winner can be part of your station's programming, at no extra cost, on a 100% trade basis. We offer 110 *exclusive* half hour episodes of Scooby Doo, fully animated by Hanna-Barbera.

For further information contact either Sue Radden, Wally Chateauvert or Tim Strosahl at DFS Program Exchange, 405 Lexington Avenue, New York, New York 10174, or call (212) 661-0800.



SOAP CLEANS UP IN EVERY MARKET!

Soap – the flexible one – increases young adult audiences in every market it plays, in early fringe, access and late night.

MARKET	STATION/M-F TIME PERIOD	ADULT 18-49 % Increase
NEW YORK	WOR, 7 pm	+130%
LOS ANGELES	KHJ, 7 pm	+ 95%
CHICAGO	WGN, 10 pm	+ 71%
PHILADELPHIA	WTAJ, 11 pm	+142%
SAN FRANCISCO	KTZO, 7 pm	+ 63%
WASHINGTON	WTTG, 11 pm	+ 10%
CLEVELAND	WJKW, 5 pm	+129%
DALLAS	KTVT, 10:30 pm	+ 57%
HOUSTON	KHTV, 10:30 pm	+ 58%
MIAMI	WCIX, 11 pm	+ 29%
MINNEAPOLIS–ST. PAUL	WCCO, 10:30 pm	+ 61%
SEATTLE	KSTW, 11 pm	+ 14%
ST. LOUIS	KPLR, 10 pm	+ 24%
DENVER	KWGN, 10 pm	+ 92%
SACRAMENTO,	KRBK, 7:30 pm	+ 41%
PORTLAND, OR	KPTV, 11 pm	+ 54%
KANSAS CITY	KCMO, 10:30 pm	+ 2%
HARTFORD	WTXX, 7:30 pm	+760%



-
- NEW YORK** **#1 in time period Adults 18-49, beating M*A*S*H!**
-
- CHICAGO** **Rating up 17% and beats M*A*S*H across the board!**
-
- PHILADELPHIA** **#1 Independent. Best 18-49's in station's history.**
-
- SAN FRANCISCO** **Best time period performance in station's history.**
-
- WASHINGTON, DC** **Increased last year's M*A*S*H performance by 20%!**
-
- CLEVELAND** **#1 in time period. Best 18-49's in station's history!**
-
- DENVER** **Best time period performance in station's history!**
-
- PORTLAND** **#1 Adults 18-49 against affiliate news for first time in station's history!**
-
- HARTFORD** **Best time period performance in station's history!**
-

Source: ARBITRON, October Books

SOAP

A Witt-Thomas-Harris Production
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nized that it really isn't cable, it's a *communication system*. If it has those characteristics, then it has to do more than just send a signal downstream that is received in a broadcast mode.

Now, you start with those kinds of ideas, and then the tough questions come in. How do you make money at it? How do you get across the thresholds so that you can avoid the classic chicken and egg problem? You can't get any group together—with the possible exception of IBM, Comsat and Aetna—and say, "We're going to put \$400 million or \$500 million down on the table and anticipate something to happen called SBS." I mean, there aren't many of those deals around. So you have to figure out how you get into the business, how to establish a foothold, and then you move in increments from those footholds. And that's what we've been doing at CTM.

So we started out as a consulting group, and we helped Disney in their home media center segment of EPCOT [the Experimental Prototype Community of Tomorrow near Orlando, Fla.].

Then we went from our consulting business, and put together what I thought was a good framework and then started to add people. Well, just to give you some benchmarks, a year ago we did \$700,000 in sales. This year, all things being equal, we'll triple that. At one point before this economy started to come apart at the seams, we were going to easily quadruple that.

Are you pulling back?

Well, "pulling back" is probably not a correct statement. We're not closing on all the pieces that are out there because people are saying to us, "We're just not going to make those decisions now." We're finding our own customer base is sort of pulling in its horns, which in turn is backing in on us.

But the important aspect is that we really looked across the spectrum of opportunity. Now that gets to be an endless process where you can, you know, turn over the rocks and not really get moving down the road. So we've narrowed the scope of this thing in the last six months.

There are so many opportunities that you don't know which one to take advantage of?

Well, there are so many opportunities that the risk is that you tend to think you can close on more of them, and you find that you're spreading your organization so thinly across the spectrum that you're really not doing the job as well as you should on any one of them. So you have to back off and say, "That's a good idea and that's a good idea, but that has to be third, fourth or fifth in our priorities, so we just can't do it right now."

So what we have done, primarily is to concentrate in two areas: transmission services and sports. Something we didn't even see clearly when we started the business, but came as an opportunity within a matter of months after we were in business, was the transmission activity. There was a clear void in the Washington marketplace. If you wanted to get in on a satellite coming out of this market, you either had to go down on AT&T's long lines to Atlanta to get on Southern Satellite Systems or you had to go north to get on Westar, or to Vernon Valley to get on RCA. And we said: "Why should AT&T sit here and have everybody at their mercy where they're sort of saying: 'Get in line like the rest of the folks and we'll service you when we can.'" We said we could create the opportunity of going out of here immediately.

So within a matter of a couple of months, we moved; this was one of the advantages of being small. We didn't sit around and contemplate it; we just jumped on the opportunity. First I went to Brian Lamb [president of the Cable Satellite Public Affairs Network] and I said, "All right, Brian, I'm going to take care of your transmission needs." So C-SPAN was the first key to getting us going. Now our customer base includes ABC, Westinghouse, NBC, Bonneville, Robert Wold—who is a competitor of ours, but who is a customer on our common carrier microwave. We have a common carrier microwave system, and then we have a joint-use satellite facility. We now have four dishes located out in the Bren Mar [Va.] area.

Now what we're doing is cloning that business to a number of markets. At the same time, we went out to Vail, Colo., and put in a

digital telephone system. And a cable system. And we have plans over the next couple of years to put in a digital data system, integrated into the same system.

You know, we don't think the old boxes work any more. You're getting to the point where there's a crossover here.

Is that what the information age is about? Can you define it for us?

I don't think there is a single definition. I think there is a process under way whereby we are bringing new technology to bear, and when you do that you immediately have to face the tough issues about how you make money doing that. And then you are forced to live in that kind of constraint. You don't go out and build something that is in totality the end product. You go across stages of development. But the issue is not going to go away: it's only going to get bigger. The subject will continue to grow. If you tell me you can't risk anything to get in the game, then I don't think you're going to be in the game.

And that's what we're talking about—risk.

Just a perspective on my own situation. I remember when I first started, I had a couple of people say to me, "Schmidt, you've got it all at your fingertips now. People think you hung the moon for this industry. Well, go out and round up the stuff in the valley. Why do you have to climb Mount Everest?" And they had some very good points. They said, "Go get the cable business in the conventional sense. Don't go with this information stuff." And I said, "Listen, I've got a vision of what it is. I know it's going to take time. I know it isn't going to happen overnight. And I know whatever knowledge I have I've got to grow geometrically to really bring it to its development stage."

And that's what I'm doing, and it's been a very tedious and painful process.

I'm convinced that the threshold issues here have to involve many people across the spectrum. And I mean spectrum not as a technical term but across the communications spectrum.

Those are the kinds of things that I believe in, that you've got to go and round up people in different disciplines, and the economic opportunity surely is big enough that we can share in this thing. I'll take 10% of something any day over 100% of nothing.

And I think that's where the hang-up is in many instances here. Everybody says, "I want to control it, I've got to have control of this thing." I run into this talking to my newspaper friends. "This is our market." I hear that! "This is our market." And I say, "Just keep holding on, because if you think it's your market, and you don't go and participate in the new opportunities, it's going to be *used to be* your market!"

Change does that to everybody's whole economic base. What happens is that people operate from a defensive characteristic, versus recognizing their vested position while continuing to push out on the edge to insure that that position grows with the change. And I think that's the fundamental issue that people cannot come to grips with.

One of the points that I'm getting at is that you can't talk about the information age candidly without first crossing the first inch of a very long bridge over the Grand Canyon, called how do we get from where we are today to there? And you've got to do it in increments of economic sense. And one of the things is sports, which brings me to our other areas of concentration.

Example:

Cable systems today, with the exception of the new ones that are being built, are nothing but one-way broadcast distribution systems. I don't care if they've got 12 channels or 50 channels; all they do is just dump something down there and not even in a very sophisticated way. Then, in the last couple of years, cable operators finally came to grips with the fact that a significant portion of the public was getting its product and not paying for it—either through some deception on the part of the consumer, or through pure ignorance on their part in their own distribution. Now all of a sudden, one of the buzzwords in the cable industry is "addressability." You've got Oak, Zenith, General Instrument, Jerrold, Magnavox all wrestling with addressability, because suddenly there is a need to get higher revenues to pay for the



Dancing on air.

When a group of children from the Lincoln, Nebraska area celebrated the holidays with a colorful performance of "The Nutcracker," KOLN-TV/KGIN-TV was on hand. The station aired the entire ballet during prime time so people throughout the community could share its magic with their families. And at the time when family activities seem to become especially important, response to the KOLN-TV/KGIN-TV broadcast was highly enthusiastic.

Providing family entertainment of local interest at Christmas-time and all year long is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

tremendous capital outlay that's being made to build these systems.

And everybody is scratching their heads and saying, "Why do we have to have it?" You know, throw another movie service on them. And they say, "No, that won't work either, because the public is getting too smart; they're figuring out that with rare exceptions, most of the movie services are all working off the same resource—the same inventory of movies." Yes, you could get a differential of time. Yes, you can get a little mix as to the style of product. But movies are movies. They're all coming out of the same hopper. So the next thing people start to say is: "Differentiate the product."

How do we differentiate the product? Sports. Everybody isn't a sports fan, but there are enough people out there who are sports fans; there are enough in the hard core pool of what we call the "rock-ribbed six-pack" sports fan; they'll watch anything that's got something to do with sports. That's what ESPN is betting on. Will the customer pay to get that product? I happen to believe they will.

Now where is it happening? We've been in the middle of every one of them. I represented the Yankees in the negotiations on Chuck Dolan's Sportschannel in New York. We represent Eddie Einhorn in Sports Vision in Chicago. We're involved in Boston. We're in the Detroit market. We're talking on the West Coast.

It's happening right now—and it's not all cable television. It's PAY television. Incremental revenue.

Now, the risk in this process is that the stadiums and the arenas become studios—there's an analogy to what pro wrestling says is their bane. I don't think that's going to happen, because if you step back and analyze the economics, you'll find that 60 cents plus out of every dollar today comes out of the revenue of a stadium or arena, and the activities connected with that. The other 30 cents or 40 cents comes from ancillary rights, which is television and radio principally, plus some parking, if the team has the concession, and direct selling of their souvenirs and the like. But in the new economics 90 cents of every dollar will come out of pay television.

When do the new economies take effect?

Well, not overnight. That's where we're going to end up. How do you do that? You put people in the arenas and the stadiums for different reasons. You don't keep jacking up the prices so it becomes an elitist opportunity; you give the sports back to the public—in the arena. You drive those economics down, because you're not dependent on them, and you want the people there and people want to be there.

Now everybody doesn't want to do that. But we'll create a new age of sports fans, too. People who never wanted to venture down there with all the maniacs and get stepped on and get smoke blown in their ears and beer poured down their backs—but they could get into it maybe if they were in the comfort of their own home and the security of that environment. We're going to create some new sports fans. Not overnight.

But the fact is—the opportunity is going to be made more available. Now there is a dichotomy here. In order for these economics to work, we've got to do some things. Addressability. Suddenly there's a good economic reason for addressability. What is addressability going to give us?

Suddenly I've created some flow of dollars against the system. Some smart guy who's got a little more vision says, "Why don't I make one investment against the next two increments of the development here, instead of doing this, throwing that away, doing this, throwing that away, and come back in every so often and reconfigure the system?" That's called microcomputer capability in the home. Because addressability starts that process. So that's why sports and differentiated product become so important to the development to get to the information age.

Where does CTM come in on that?

Like any new company, right now we're leveraging our knowledge. We know as much about this as anybody does. But I've got to work my way into that process, and that's what I'm doing right now.

But anyway, back to the information thing. The point is—address-

sability helps the process, so that all of a sudden, the economics don't have to be singular. You can start to piggyback.

This is a tangible example. I go and build—as I've started to build in this market—a regional interconnect service wherein I can aggregate the marketplace. Once I aggregate that marketplace, I can take a thing like videotext and teletext and—even if I know in my heart of hearts that most of the public won't take it, but if I've got just enough of them—I've reduced the risk, I've piggybacked the economics.

What about your other businesses?

We're looking at the transmission business in Washington, New York and Los Angeles as our concentrated activity, along with the sports development. But there are other areas that could come along in the future. Take network design; the whole networking thing is a big issue. And we're doing that for a number of companies in our negotiations with a variety of major information providers. We have begun a feasibility study for a major communications project at Universal City, Calif., which will include the Getty Plaza, which is a new 35-story tower, a joint venture between Getty and MCA. And if you look at what is there, there is the amphitheater, there is the studio complex and there are the Sheraton hotels. It's a campus environment. Very analogous to what we did at Beaver Creek, where you integrate communications for those facilities. We're now in the first phase of the feasibility of how that comes together. Now, if you look at the Los Angeles marketplace, you start to raise questions of what a coordinated transmission system can do in that market. Well, we believe there is a real market for those combined services.

So again, they go in tandem. Whether they come together nice and neatly, we can't say yet. But we're looking at the whole buildings issue. Part of the problem is that guys in that business have had to check their bets to some degree on their timetables. We're about one step back of every one of their decisions.

But the idea is to put in the communications system for voice, data and video. We have that capability. We've done one small job. The NCTA [National Cable Television Association] headquarters. We put the communications system in that building. One of the things we're saying is that technology has got to move to the interfacing and interlacing of all these distribution systems. You can't go separate ways. Voice used to go one way, data has been another way, video has been another way. We've got to integrate all that so that you're dealing with economies of systems, because of the tremendous requirements that we're putting on our communications systems. There was a time when you bought a computer and you may have had it in your office and that was it. Today, that's not acceptable to the American corporations. They want the computer at their home office to be transparent to their Monsanto chemists in Florida, any place you may be to get the data out that you need. And those computers have got to talk to each other in electronic mail. So what you're saying is that the computer is driving our communications requirements capacity to its wit's end. And you've got to start getting economies to move these things together so that systems will be capable of handling a mixed mode of traffic and it will be able to be distributed very, very cost effectively during peak traffic periods.

Do you have any idea where you might be in 10 years?

If we're not into a two-way mode as a consumer distribution system in 10 years, I'll be disappointed. I believe that. People ask me, for example, whether DBS isn't going to put cable out of business. And I say that is pure unadulterated bunk. That isn't going to put cable out of business. Cable might not reach its fullest potential as originally conceived 20 years ago, because other technologies will come in and pick off parts of their marketplace. That I believe. But I don't think anybody has a birthright to the marketplace. And I don't think it's a technology solution necessarily. I think technology is a very important part of it, but again, tell me what member of the public you know that says that technology is what they watch. They watch programming. They want information; they don't care how they get it.

Let me challenge that. I know the popular position is to say that the

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name of the game is programing. But it seems to me that at least for the 1980's, that the name of the game is distribution systems. Everybody is going to be trying to establish distribution systems in this next decade. Now, obviously, there will have to be programing going over them.

Let's talk about that. I don't want to tell you that you're categorically wrong, because you're not. But you know what it really is? It's called market position. And technology will provide you that market position access.

If you look at what HBO did, HBO made a bet on a thing called satellite distribution. To get what? Market position. HBO doesn't have anything in its copyright of movies. They're a middleman. They don't have any patent. They're a very vulnerable party, if you want to step back and look at what they are. But they've got something that you are going to have to spend a lot of money, time and resources to extricate them from, and it's called market position.

You've got to come in there and peel them off the rock like abalone. Honest to God, that's tough. Ask Showtime. Ask the movie guys who tried to pull off the Premiere thing.

Now, we have sons and daughters of Premiere, because they're all coming around and making side deals to get it. But you've got to stick that iron under them like an abalone to pry HBO off that rock. They've got market position. That's what I think is what you're talking about. Distribution will give you market position. But whatever the distribution system is, you don't want to get caught betting on the wrong technology.

How do we sum it up?

We're sitting on the threshold of many opportunities. We've begun to put together a first-class little company. We're beginning to sort out the real world opportunities. Our eyes are wide open. And we're anxious for tomorrow.

The Media

NCTA board ups budget 21%

Expenditures rise \$1 million, with dues increase slated

The board of the National Cable Television Association, meeting last week in La Quinta, Calif., adopted an operating budget for fiscal 1983, calling for expenditures of \$5.7 million on revenues of \$5.2 million. The board said it would make up \$450,000 of the "planned deficit" when it meets again next February or March by raising membership dues.

The new budget is substantially larger than that of fiscal 1982, which ends Jan. 31, 1983. Expenditures are up 21% from the current \$4.7 million. According to NCTA spokesman Ed Dooley, the additional million dollars next year will be used for "across the board increases in programs, projects and departments." He refused to elaborate.

On the legislative front, the big issues at the meeting were the Copyright Royalty Tribunal's increase of compulsory license fees and NCTA's ongoing negotiations with the National League of Cities to arrive at language for federal legislation to deregulate cable that is acceptable to cable and to local municipalities. NCTA President Tom Wheeler met for the fourth time with NLC's ad hoc negotiating committee in Denver prior to the board meeting and he and Seattle Mayor Charles Royer, president of the NLC, briefed the board last Monday on the progress of those negotiations. Royer also outlined for the board possible sticking points. NCTA and NLC have agreed not to discuss publicly details of their meetings until something is finalized. Frank Greif, head of the NLC's ad hoc negotiating committee, however, said he was pleased with the way things have been going. "We haven't wasted any time. They have been good solid talks... we have made substantial progress."

News that the federal court in Washington had denied NCTA's plea for a stay of the

CRT's increase of royalties cable operators must pay for distant signals came after the meeting, but the board gave tacit support to Ted Turner's attempt to attach an amendment that would stay the CRT action to Congress' appropriations bill.

■ In two related actions, the board endorsed the efforts of Senator Robert Packwood (R-Ore.) to insure the full First Amendment rights for the electronic media and decided to oppose, at the FCC, the petition of Henry Geller, the former head of the National Telecommunications and Information Administration, asking the FCC to create rules that would limit the control cable operators have over some of their channels. Although Packwood has yet to deliver his promised constitutional amendment that would grant broadcasters and cable operators the same First Amendment rights as newspapers, Dooley said NCTA supports any effort to "insure the rights that we are already exercising."

Under Geller's proposal, operators of systems with 30 or more channels would control the content of (perhaps six to 12 channels) which would be fully subject to fairness and equal-time obligations. The operator would have, however, limited or indirect control of the remaining channels. He could choose who would use those channels, but would have no control over the actual content of the programing and would be freed from fairness and equal-time obligations and "immunized" from libel and slander suits. The board's primary complaint, Dooley said, was the proposal would preserve, on some channels, fairness and equal-time obligations.

■ After hearing about the problems multichannel (stereo) television sound could cause cable systems from Gary Tjaden, vice president, engineering and technology, Cox Cable Communications and chairman of the NCTA engineering committee, the board authorized funds to conduct research into the full impact of multichannel sound on cable. The authorization includes money to hire an engineering consultant to do the research. □

Neuharth waxes enthusiastic at Gannett '82 review in Washington

Company's chief executive reports on media giant's past year with particular pride in performance of satellite-delivered 'USA Today'

Facing some 250 executives of the Gannett Co. gathered in the ballroom of Washington's Capitol Hilton hotel to hear his state of the company address, Allen H. Neuharth, chairman and president, had nothing but good news to report. A matter of particular pride, to him and the executives who had journeyed to Washington for the company's annual year-end "review and preview conference," was the performance of the company's *USA Today*, the nation's new general interest daily newspaper, now being sold in seven markets. Neuharth announced eight more major markets—including New York—in which it will be introduced over the next four months.

Neuharth offered no dollars and cents figures. But he noted that the media conglomerate whose stock slid in value from \$37.75 at the time of the last annual meeting to less than \$30 by mid-March "as our skeptic-critics played follow the leader," has now hit a new high for the year of \$66. It opened on Tuesday, the day of the speech, at \$63 "emphazising," he said, "what a difference a year makes."

The difference was not only in the performance of Gannett stock. Neuharth reported gains on a number of company fronts over the past year:

■ The number of Gannett-owned newspapers has grown from 85 dailies with a circulation of 3,613,467 in 35 states to 89 dailies with a circulation of almost 4,200,000—with the expectation it will reach more than five million by the time of the next annual meet-

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ing—with the addition of three Mississippi dailies and *USA Today*.

■ The company's seven television stations last year had a total market area of almost four million households, with two stations in the top 20 markets. Today, agreements are pending that would result in Gannett stations reaching a total market area almost twice as large, with five of the seven stations in the top 20 markets and one in the top five. The company is planning to acquire KRON-TV San Francisco (the fifth market), WLVI-TV Boston (the sixth market) and WTCN-TV Minneapolis-St. Paul (the 14th market), while disposing of stations in three smaller markets because of the seven-station limit imposed by "antiquated federal regulations." But the upgrading is not coming cheap. Gannett will swap KOCO-TV Oklahoma City and pay \$100 million for KRON-TV. And it will pay \$75 million for WTCN-TV and \$47 million for WLVI-TV, a UHF. Gannett will sell KARK-TV Little Rock, Ark., for about \$25 million, but has not yet reached agreement on the sale of a third station—reportedly WPTA-TV Fort Wayne, Ind.

■ And while Gannett's 13 radio stations serving seven cities were 11th in the nation in the number of weekly listeners last year, they are now ranked eighth, with five million listeners each week.

But it was the performance of *USA Today* on which Neuharth dwelled. The newspaper launched last year, after two years of research and what Neuharth said was an investment of "several million dollars," began appearing, in Washington and Baltimore on Sept. 15 and is now in five others—Atlanta, Pittsburgh, Minneapolis-St. Paul, Seattle and San Francisco.

By April 11, 1983, the newspaper, distributed by satellite to printing plants around the

country, is scheduled to appear in New York City and other areas of the Northeast. But before then, it will have been on newsstands and in vending machines in seven other cities. Neuharth announced the following dates and locations:

Jan. 10—Houston and surrounding southern Texas and Louisiana.

Jan. 17—Denver and the Rocky Mountain area.

Jan. 24—Los Angeles and southern California.

Feb. 9—Miami and south and central Florida.

Feb. 23—Detroit, southern Michigan and northern Ohio.

March 9—Chicago and other areas of Illinois, Indiana and Wisconsin.

March 23—Philadelphia, eastern Pennsylvania, New Jersey and Delaware.

The decision to schedule New York as the last of the second round of cities to be offered *USA Today* is a mark of respect for that city. "It's the biggest market, and we want to get our act together," Neuharth said at a news conference following his speech. "New York is a tougher audience, and we're not doing anything as well as we'd like."

The newspaper's performance in its first three months has been encouraging to Gannett. The newspaper announced preliminary average daily circulation figures of 362,879 in late November, compared with 222,511 in October. Both sets of figures were better than projections, and Gannett advanced the schedule of establishing *USA Today* in the Seattle and San Francisco areas from 1983 to this year. By late November, circulation was running at a daily average of 362,879.

Neuharth said markets beyond the 15 named are scheduled for 1984. Again, some

Top story. CBS News is sitting pretty as its single-anchored *CBS Evening News* with *Dan Rather* continues to outpace ABC and NBC. The *Rather* newscast even logged higher ratings than the prime time averages of the other two networks during the week of Dec. 6-10. Evening news ratings and shares for that period were CBS, 15.5/26; ABC, 12.2/21, and NBC, 11.8/20. Prime time averages for the full week were CBS, 18.3/29; ABC, 15.3/24, and NBC, 14.7/23. The lead now established by *Rather* and his team marks a substantial shift from the year-ago horserace when each of the three evening news broadcasts logged a 23 share, and the ratings were very close, with CBS leading with 13.7, ABC next at 13.4 and NBC third at 13.3. The numbers for Dec. 6-10 of current year, in contrast, show CBS with the largest point spread since *Rather* took the reins at CBS in May 1981.

of the markets—which were not identified—may be penetrated by *USA Today* by late 1983, Neuharth said.

For all of that, the national newspaper is not yet making a profit. But, Neuharth said, "if reader and advertiser acceptance nationwide continues at the present early pace," the newspaper "can become profitable some time in 1985, after additional substantial investments in 1983 and 1984."

Neuharth indicated *USA Today* is not likely to be the last major project Gannett introduces. Last year, he noted, the recommendations of "a modest research group called Project NN" led to the new daily newspaper. Now, he said, "a new Gannett research group, Project S, is already at work, bringing together a new and still more diverse team of talents searching still broader horizons for still more challenging opportunities." □

CBS goes common

For first time since 1937, company will issue stock; 1.5 million shares available

It had been 45 years since CBS Inc. sold common stock, (1.5 million shares at that time) but the company told the Securities and Exchange Commission last week that it intends to go once again to Wall Street's equity well, with another offering of 1.5 million shares. At Wednesday's closing price of \$59.25, that would yield about \$88.9 million.

CBS said it will use the net proceeds of the offering to "retire certain commercial paper borrowings" and that the offering "will strengthen the company's capital position and give CBS greater flexibility in its financial planning."

One impetus behind the timing of the sale was clearly the favorable pricing CBS stock (with other broadcasters) has been enjoying on Wall Street (*BROADCASTING*, Dec. 13), although the company may have missed the crest of its wave. The preceding week saw



International news. The National Association of Broadcasters' International Committee is recommending to the association's board that the NAB co-sponsor a meeting in 1983 with Japanese broadcasters. The group suggested that the NAB meet with the Japanese in New York in an effort to "bring together the two free nations most active in international communication." While in Washington the committee met with Kalmann Schaefer, special assistant to FCC Chairman Mark Fowler for international affairs, and discussed Cuban interference and the upcoming DBS meeting in Geneva. Seated, l-r: Don Curran, Field Communications, San Francisco; Cliff Gill, KWVE(FM) Marina del Rey, Calif.; committee chairman Arch Madsen, Bonneville International Corp., Salt Lake City, and Donald Wear, CBS Inc., Washington. Standing, l-r: Steve Nevas, NAB; William Haratunian, NAB international consultant; James Hulbert, NAB; Schaefer; Arthur Holt, WZZO(FM) Bethlehem, Pa.; Donald Smullin, TRC Communications, Phoenix, Ore., and Kenneth Giddens, WKRQ-TV Mobile, Ala.

HOW TO STOP DRUNK DRIVING.

TOUGH LAWS MAY HELP, BUT WE ALSO NEED TO CHANGE OUR ATTITUDES.

Do you know anyone who's in favor of drunk driving? Not likely. And yet many people have driven when under the influence of alcohol, or will do it at least once.

Take a look at some chilling statistics. One out of every two of us will be involved in an alcohol-related accident sometime during our lives. Last year alone, more than 25,000 people died in such accidents; an additional 1.5 million were injured. A disproportionate number of those killed were under 25 years old.

The cost of drunk-driving accidents amounts to over \$24 billion every year in property damage, loss of wages, medical and legal fees. Not to mention the emotional pain to the victims' families and friends.

What is being done about it? Over the years, many different approaches have been tried: mandatory jail sentences, stiff fines, license suspensions, alcohol-rehabilitation programs, and higher drinking-age laws.

No single countermeasure seems to do the job by itself. Tough laws, unless they are supported by equally tough enforcement and the certainty of punishment, don't seem to

work over the long run. Even with all three, probably the most effective single thing we could do is to examine our own attitudes about drinking and driving.

How much do you really know about the effects of alcohol? The facts may surprise you. For example, a lot of people believe that beer and wine are less intoxicating than other drinks. In fact, a can of beer, a glass of wine, or a 1½-ounce drink of 86-proof liquor are all about equally intoxicating.

A lot of factors determine how quickly you'll get drunk. Your body weight, how much you've had to eat, and the number of drinks you have over a specified time all make a difference. That's why it's so hard to know when you've had too much.

A common legal definition of intoxication is .10 percent blood-alcohol level. For a 160 lb. person, it takes about four or five drinks in the first two hours on an empty stomach to reach the legal limit, compared with three or four drinks in the first two hours for someone who weighs 120 lbs. Of course, your judgment and reaction time will be impaired well before you reach the legal limit.

At General Motors, we're very concerned about the effects of drinking on driving. Over a decade ago, we developed a device that tests a driver's reflexes and motor responses before starting the

car. The Department of Transportation is now field-testing that device.

We also strongly favor all efforts that focus attention on the problem such as the Presidential Commission on Drunk Driving. Make sure your friends and family know the facts about mixing alcohol and driving. Drunk driving will only stop when we all decide it isn't socially acceptable. Be self-confident enough to admit when you've had too much to drink to drive safely.

Meanwhile, seat belts are still your best protection against drunk drivers. They can't prevent an accident, but they will help save your life during a serious crash — whatever the cause.

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CBS shares trading at their highest in 10 years, \$67. Had the offering been made at that price, it would have yielded \$100.5 million. While a spokesman said the company wants to bring the offering to market "soonest," it's assumed that if the market continued the slide it was taking early last week (industrials off close to 15 points Tuesday, another 16 Wednesday on profit taking) CBS might hold off, hoping to ride a market upturn.

The underwriting group for the offering will be led by Morgan Stanley and Lazard Freres.

The sale of the block of shares even holds some implication for soon-to-retire CBS Chairman William S. Paley. His "beneficially owned" shares total over 1.9 million, the largest single block of CBS stock, close to 6.9% of the company. A total of 1.5 million new shares would dilute Paley's holding slightly—down to 6.5% of CBS.

The stock offering was being viewed favorably by Wall Street analysts, who had in the past voiced some concern about the company's debt to equity ratio. The CBS balance sheet currently shows \$265 million of such commercial paper that the company says it wants to reduce in debt.

Just a week earlier, RCA Corp., had sold out an offering of 6 million new shares of its stock, priced at \$23.50—with proceeds in part earmarked to repay commercial paper.

In making its announcement last week, CBS also slipped into the release the word that it was negotiating the sale of its sole retail

operation—Pacific Stereo stores—a move that had been anticipated for some time in the financial community.

CBS's wasn't the only broadcasting com-

pany with financing news last week—LIN Broadcasting said it would file with the SEC for a \$100-million issue of 25-year convertible subordinated debentures. □

Changing Hands

PROPOSED

WJTV(TV) Jackson, Miss. □ Sold by Capitol Broadcasting Co. to News-Gazette Co. for \$19 million. **Seller** is Jackson, Miss.-based group owner of one AM, one FM and three TV's that also sold, subject to FCC approval, KKTU(TV) Colorado Springs for \$15.5 million (BROADCASTING, Nov. 8). T. M. Hederman Jr. is president. **Buyer** is St. Joseph, Mo., publisher of daily *St. Joseph News Press* (evening and Sunday) and *St. Joseph Gazette* (morning) and is principally owned by David R. Bradley Sr. and family. They also own WSAV-TV Savannah, Ga., and KAAL(TV) Austin, Minn. WJTV is CBS affiliate on channel 12 with 316 kw visual, 63.1 kw aural, and antenna 1,630 feet above average terrain. *Broker: Blackburn & Co.*

KGMC(TV) Oklahoma City □ Eighty percent

sold by General Media Corp. to Oklahoma City Broadcasting Inc. for \$7 million. **Seller** is group of 80 stockholders headed by Earl W. Hickerson, president. It also owns WGNO-TV New Orleans. **Buyer**, which currently owns 20% of KGMC, is principally owned by Ted Baze, vice president and general manager of station. KGMC is independent on channel 34 with 785 kw visual, 78.5 kw aural, and antenna 1,209 feet above average terrain.

KLUR(FM) Wichita Falls, Tex. □ Sold by KLUR Broadcasting Co. to Sam F. Beard and wife, Pamela for \$2 million. **Seller** is owned by Carl Adams, who also owns 67.5% of KNCY-AM-FM Nebraska City, Neb., and controls WHAP(AM) Hopewell, Va. **Buyer** is KLUR's president and general manager and wife, who have no other broadcast interests. KLUR is on 99.9 mhz with 100 kw and antenna 820 feet above average terrain.

WTSN(AM) Dover, N.H. □ Sold by WTSN Inc. to Garrison City Broadcasting Inc. for \$1.1 million. **Seller** is principally owned by Ralph Gottlieb, who also is principal owner of WEMJ Laconia, N.H. **Buyer** is owned by Robert L. Demers, president, and Jerome Lipman (15% each) and six others. Demers is Somersworth, N.H., automobile dealer. Lipman is general manager of WTSN. None have other broadcast interests. WTSN is on 1270 khz with 5 kw full time.

APPROVED

KTVH(TV) Hutchinson (Wichita), Kan. □ Sold by Cowles Media Co. to Kansas Broadcasting System Inc. for \$11.5 million. **Seller** is Minneapolis-based publisher of *Minneapolis Tribune*, *Rapid City (S.D.) Journal*, *Great Falls (Mont.) Tribune* and *Burley, Idaho, South Idaho Press*, plus *Sentinel* weekly newspapers serving Denver area. Cowles Media Co. also owns WDRB(TV) Louisville, Ky., and cable system serving Buffalo, N.Y. John Cowles Jr. is president. Cowles Media bought KTVH in 1955 for \$1 million (BROADCASTING, Oct. 24, 1955). **Buyer** is principally owned by Ross Beach and Robert E. Schmidt, who own KAYS-AM-TV Hays and KLOE-AM-TV Goodland, both Kansas; KFEQ(AM) St. Joseph, Mo.; KVOP(AM)-KATX(FM) Plainview, Tex.; KCOV(AM) Alliance, Neb.; KAHL(AM)-KELN(FM) North Platte, Neb., last of which they bought last summer for \$810,000

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(BROADCASTING, July 12). KTVH is CBS affiliate on channel 12 with 316 kw visual, 63.1 kw aural and antenna 1,522 feet above average terrain.

WAVZ(AM) New Haven-WKCI(FM) Hamden-Hartford, Conn. □ Sold by Kops-Monahan Communications Inc. to Eastern Broadcasting Corp. for \$6 million. **Seller** is owned by Daniel W. Kops (74%) and Richard J. Monahan (26%), who have no other broadcast interests. **Buyer** is Washington-based group of four AM's and four FM's principally owned by Roger A. Neuhoff, president. WAVZ is 1 kw daytimer on 1300 khz. WKCI is on 101.3 mhz with 10 kw and antenna 1,070 feet above average terrain.

WFYV(FM) Atlantic Beach, Fla. □ Sold by BENI of Atlantic Beach Inc. to Metroplex Communications of Jacksonville Inc. for \$2.85 million. **Seller** is subsidiary of Broadcast Enterprises National Inc., Philadelphia-based group owner of three AM's, two FM's and one TV headed by Ragan Henry, president. BENI recently sold WCIN(AM) Cincinnati for \$2.25 million (BROADCASTING, Sept. 27). **Buyer** is Cleveland-based group owner of one AM and four FM's owned by Norman Wain and Robert Weiss, who also recently sold WHTT Miami for \$2.2 million (BROADCASTING, Nov. 22). WFYV is on 104.5 mhz with 100 kw and antenna 660 feet above average terrain.

KARZ(AM) Phoenix □ Sold by Stauffer Communications to Tom Chauncey for \$2 million. **Seller** is Topeka, Kan.-based publicly traded publisher and owner of six AM's, three FM's and two TV's headed by Stanley Stauffer, president. **Buyer** owns co-located KOOL-FM and earlier this year sold his 51% interest in KOOL-TV Phoenix for about \$48 million to Gulf United (BROADCASTING, Aug. 16). Chauncey also is former owner, along with Gene Autry and Homer Lane, of KARZ, which they sold to Stauffer Communications in 1979 for \$2 million (BROADCASTING, April 23, 1979). KARZ is on 960 khz with 5 kw full time.

WXKE(FM) Fort Wayne, Ind. □ Sold by Templar Broadcasting Corp. to Robert B. Taylor for \$1 million. **Seller** is owned by Arthur R. Templar, who has no other broadcast interests. **Buyer** sold WRKT-AM-FM Cocoa Beach, Fla., last year for \$1.3 million (BROADCASTING, Nov. 9, 1981). WXKE is on 103.9 mhz with 3 kw and antenna 240 feet above average terrain.

WSHO(AM) New Orleans □ Sold by Swanson Broadcasting Inc. to Cascade Louisiana Inc. for \$920,000. **Seller** is Tulsa, Okla.-based group of four AM's and one FM principally owned by Gerock Swanson. Swanson this year sold KEGL(FM) Dallas-Fort Worth for \$8.5 million (BROADCASTING, March 8); KWKN(AM) Wichita, Kan., for \$450,000 (BROADCASTING, Aug. 30) and KGCS(FM) Derby, Kan., for \$750,000 (BROADCASTING, Nov. 1). **Buyer** is subsidiary of Cascade Broadcasting Corp., which is owned by David Jack. He owns KBIF(AM) Fresno, Calif.; KLIQ(AM) Portland, Ore.; KNTA(AM) Santa

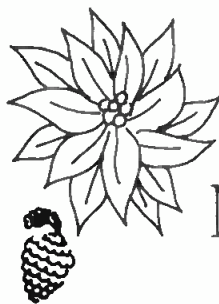
Clara, Calif., and KUDY(AM)-KICN(FM) Spokane, Wash. WSHO is 1 kw daytimer on 800 khz.

KDCE(AM) Espanola, N.M. □ Sold by Chamisa Broadcasting Inc. to Richard L. Garcia Broadcasting Inc. for \$625,000. **Seller** is

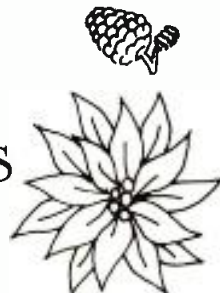
owned by James Hoffman and Jon van Wambeek (50% each), who last summer sold co-located KBSQ(FM) for \$250,000 (BROADCASTING, July 20) and have no other broadcast interests. **Buyer** is owned by Richard L. Garcia, who is station manager at KDCE. KDCE is 1 kw daytimer on 970 khz.



Baby Bell guardians. At a press conference in New York last week, James E. Olson (far right), vice chairman of AT&T, announced the appointment of Charles Marshall (second from right) as chairman and chief executive officer of American Bell, the new subsidiary that will offer enhanced telecommunications services and equipment to consumers and business, effective Jan. 3, 1983. Marshall is currently an executive vice president at AT&T and has overseen the formation of the new company. Also named were executives to head the two major marketing divisions within American Bell. Randy Tobias (second from left) has been appointed president, consumer products, the division that will service homes and small businesses. Tobias is presently AT&T vice president for residence marketing, sales and service. Archie J. McGill was named president, advanced information systems, the division that will service large-business customers. American Bell will have some 28,000 employees divided among the two marketing divisions, two research and development units, a data systems division and corporate staff.



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Sentiment strong for FCC to allow network ownership of cable systems

As expected, networks file comments in strong support of lifting commission ban on crossownership; NAB, NCTA also endorse proposal but public interest, religious groups express opposition

The FCC's proposal to permit the television networks to own cable systems drew more support last week. In comments filed at the commission, the networks expressed their enthusiasm for the idea. The National Association of Broadcasters was of a similar mind. And the National Cable Television Association and Time Inc. indicated that they wouldn't stand in the way.

The Department of Justice gave its endorsement to the proposal in earlier comments. Public interest groups and minority representatives opposed it (BROADCASTING, Dec. 6). Judging from the comments that came in last week, religious groups aren't among the proposal's greatest fans either.

Also, according to the filings, the commission should proceed with caution in any attempt to come up with an index for measuring market concentration in the video industry, one it has indicated it might use to determine whether it should approve particular mergers among media companies.

Addressing the network-cable crossownership prohibition, ABC said such wholesale government bans against "competitive entry" could only be justified under the most unusual circumstances and for the most clear and compelling reasons. "The commission's prohibition against network ownership of cable television systems has never met this test. It has rather stood as an arbitrary, anticompetitive exclusion, the principal effect of which has been to reduce competition in the cable industry, a result which the government surely did not intend," ABC said.

CBS said "dramatic" changes in the technological, regulatory and economic environment since the prohibition was put into place in 1970 had eliminated any justification for the ban. "Immediate repeal of the ban will increase competition and diversity in the cable television industry and will remove an unjustified, discriminatory bar to the entry of three potential competitors," CBS said.

NBC agreed that there was no valid rationale for retention of the rule. "Repeal of the network-cable crossownership ban has been recommended by the commission's Office of Plans and Policy, the Department of Justice and the [FCC's] Network Inquiry Staff. The reasons for repeal are cogent, and the coun-

terarguments are speculative and groundless," NBC said.

"The entry by broadcast network companies into cable system ownership would benefit viewers, franchising authorities, the cable industry itself and, ultimately, the public interest."

The NAB pointed out that there were several reasons to believe that eliminating the rule wouldn't deal diversity a crippling blow. "The level of concentration in the cable industry... is low and there are more than 30 cable networks; the explosive growth of cable television has been characterized not only by expansion of the number of operating sys-

tems, but tremendous increase in the number of channels of programming they offer, making undue concentration or control of programming by any one entity unlikely; and the highly competitive nature of the cable industry also would preclude a network or any other entity from artificially restricting the diversity of programming, because to do so would undermine the profitability and survival of the cable operator," the NAB said.

The NCTA told the commission it wouldn't stand in the way of repeal. "The broadcast networks may still have the incentive to use ownership of cable systems to stifle cable's development as a medium and to thwart the growth of competing cable networks that dilute the audience for broadcast programming," the NCTA said. "However, they no longer have the ability to achieve these goals."

Time Inc. gave the proposal its lukewarm endorsement. "On the basis of the analysis it has been able to conduct to date, Time Inc. believes it likely that the commission could delete the network-cable crossownership prohibition," it said.

Marsh Media Ltd. said it supported repeal of the rule, but it also urged the commission to launch a notice of proposed rulemaking aimed at eliminating the prohibition against crossownership of co-located cable systems and television stations. "No sound reason exists for the commission's piecemeal approach to deregulation of cable ownership," Marsh Media said. "It would be anomalous to proceed with a partial rule deletion at this time since the record before the commission... presents an even stronger case for the repeal of the ban on crossownership of a cable television system and a local broadcast station."

Metromedia Inc. asked that this proceeding be consolidated with the commission's proceeding aimed at repealing the network syndication and financial interest rules. "Since each of these proceedings involves the repeal of existing restrictions which serve, in a modest way, to help prevent the three networks from acquiring complete and absolute control of every facet of the television industry, the proceedings should be consolidated to allow for a comprehensive overview of the effects of the proposed rule changes," Metromedia said.

Although Metromedia took no position on whether the network-cable prohibition should be repealed, it urged the commission to keep in mind that the networks should be addressed separately from other members of the video marketplace. "Because of their absolutely unique and pervasive domination of the television marketplace, the three national networks present a special regulatory case," Metromedia said. "Basically, the commission can and should draw a distinction between those regulations which properly limit the growth or the behavior of the dominant network entities and those regulations which improperly inhibit the development of new pro-



Lautenberg



Trible

Commerce vacancies. The two vacancies on the Senate Commerce Committee created by the defeats of Howard Cannon (D-Nev.) and Harrison Schmitt (R-N.M.) will be filled by Senators-elect Paul Trible (R-Va.) and Frank Lautenberg (D-N.J.). Trible, now a congressman, won the Senate seat of Senator Harry F. Byrd (I-Va.), who retired. Lautenberg defeated Representative Millicent Fenwick (R-N.J.) for the seat left open by former Senator Harrison Williams, who resigned in March.

Lautenberg is board chairman and chief operating officer of Automatic Data Processing, a computer firm based in Clifton, N.J. Lautenberg says he is interested in the new technologies, particularly the transmission of information to the home. ADP, he said, is experimenting with home banking.

Trible has served in Congress for six years. He sat on the Budget and Armed Services Committees in the 97th Congress.

Senator Lowell Weicker (R-Conn.) is slated to chair the Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies. Schmitt was chairman of that committee, which sets appropriations for public broadcasting. Senator Paul Laxalt (R-Nev.) will succeed Weicker as chairman of the Appropriations Subcommittee on State, Justice and Commerce, the Judiciary and Related Agencies, which allocates funds to the FCC and Federal Trade Commission.

Sarkes Tarzian, Inc.

has acquired

WRCB-TV

a station of

Ziff-Davis Broadcasting

We initiated this transaction and acted as financial advisor to Ziff-Davis Broadcasting.

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December 16, 1982



competitive forces in the marketplace, thereby perpetuating the network oligopoly."

Heritage Communications Inc., a multiple system cable operator that also owns KSIB(AM)-KITR(FM) Creston, Iowa, said its own experience supported the FCC staff's conclusion that the prohibition against cross-ownership of co-located television stations and cable systems was an "unwise" restriction on the development of the cable industry. "There is absolutely no basis for retaining the continued restriction as applied to cable because there is no incentive for a cable operator to 'sacrifice' a co-owned broadcast outlet in the same market," Heritage said. "Heritage respectfully requests the commission to defer action on its proposal to eliminate the network-cable crossownership rule until it takes the opportunity to eliminate the television-cable crossownership rule, at least as applied to existing cable operators."

The Office of Communications of the United Church of Christ, the Department of Communication for the U.S. Catholic Conference, and the National Council of Churches of Christ in the U.S.A. said the commission should retain the network-cable crossownership ban—at least for the time being. "By all credible accounts, ABC, CBS and NBC will remain the dominant force in broadcasting at least until 1990 and are becoming significant competitors with regard to new technologies. The commission should postpone any decision until it has conducted a separate proceeding on marketplace definition," they said. "The proposed action cannot be supported due to the serious insufficiency of the factual record and the lack of any reasoned explanation of the possible benefit to the public."

The Committee for Community Access said that elimination of the rules could only "hinder free competition in the economic marketplace and decrease diversity of expression."

Comments were mixed on the commission's request for information on merger guideline indices it might use to measure concentration and determine whether it should approve mergers in the television industry.

ABC said such an index wouldn't be needed to approve repeal of the network-cable crossownership ban. "The acquisition of cable systems by networks would represent a form of vertical integration to which the kinds of tests suggested . . . have no real relevance."

Metromedia, which noted that it supported repeal of the commission's multiple ownership rules, said there was no need for the commission to adopt a general media concentration index. "Generally speaking, the commission should defer to the Federal Trade Commission and the Antitrust Division of the Justice Department with regard to media acquisitions and mergers," Metromedia said.

The Federal Trade Commission staff urged the commission to keep the FTC's and the Department of Justice's merger policies in mind in trying to determine whether it should repeal the network-cable crossownership rule.

"The antitrust and economic analysis on which [the FTC's and Justice's merger policies] are based suggests that the FCC should focus on the availability of substitute products and the existence of entry barriers instead of relying primarily or exclusively on

market shares or other concentration-based rules for determining whether network ownership of cable systems is likely to present competitive problems," the FTC said.

CBS said that a media concentration test that blended economic factors with ideological diversity would be "extremely" difficult to create.

"Economic measures of concentration can be applied in an evenhanded way to media

Wirth, Packwood see movement on rule of seven's

Hill communications leaders predict action in next Congress, including look at maximum ownership numbers

Senator Bob Packwood (R-Ore.) and Congressman Tim Wirth (D-Colo.) gave broadcasters the signal last week to expect the 98th Congress to take definitive action on communications policy, including possible review of the FCC's seven-seven-seven maximum ownership rule. Packwood, chairman of the Senate Commerce Committee, and Wirth, chairman of the House Subcommittee on Telecommunications, addressed executives of the Gannett Co., at the company's annual review and preview conference in Washington. Both the Commerce Committee and Telecommunications Subcommittee set communications policy.

Wirth, who addressed the group briefly, was represented by the subcommittee's chief counsel, David Aylward, during a question and answer session.

Aylward said Wirth agrees with Packwood on the rule of sevens. Packwood, who spoke earlier on that subject, said he favored eliminating both the crossownership and multiple ownership rules. Gannett has a full complement of stations.

"Seven is not so magic a number," Aylward said in expressing Wirth's concern about the rule. He predicted the rule would come under "serious review next year."

During his remarks, Wirth outlined how the Hill approaches communications bills. He said competition would be encouraged to allow the "marketplace to replace the law." He characterized that as a "healthy approach." He also said he wanted to make sure "that all Americans have access to all new media."

Aylward was asked if Congress should play a role in authorizing direct broadcast satellite? He replied that its should not, but also pointed out that Congress wants to see that new services are not held back.

The Gannett executives also wanted to know Wirth's position on granting full First Amendment rights to the electronic media. Aylward stated that the congressman's disagreement with Packwood on that issue was more a matter of timing than of goals. He noted that once the media become fully competitive, regulations could be peeled off layer by layer.

Packwood devoted his remarks to his proposal to grant the electronic media full First Amendment rights through a constitutional amendment. He urged the print media to play

and other industries," CBS said. "If the media are found to compete in an economically competitive environment, they probably also reflect a workable diversity of ideas. The Herfindahl Index, as applied by the antitrust enforcement agencies, is a relevant economic measure of industry concentration, but the commission should be cautious in its attempts to redesign economic concentration measurements to reach other social goals." □

an active role. "It is a long battle and it can't be done unless print journalists pursue it," Packwood said.

Packwood noted that there is no groundswell of public interest in a constitutional amendment.

Packwood was asked whether First Amendment freedoms could be conferred more easily by legislation than by constitutional amendment. The latter, he said, would provide lasting protection. "What you can do legislatively, you can undo legislatively," Packwood said. The Oregon senator explained that he would pursue the amendment through hearings and legal conferences.

Packwood said he supported televising Senate proceedings but wants the cameras to be Senate-controlled. He expects approval in the next session.

Miller, FTC on congressional hotseat

Representatives Gore and Dingell rip into agency's record on consumer protection

The Federal Trade Commission was in the spotlight last week as members of the House Energy and Commerce Subcommittee on Oversight grilled FTC Chairman James Miller and fellow commissioners about agency activities during the past year.

Representative Albert Gore (D-Tenn.) led the interrogation, questioning whether the commission, under Miller's leadership, was playing an active role in protecting consumers and enforcing the law.

Committee Chairman John Dingell (D-Mich.) also expressed concern about the commission's activities since Miller took over 14 months ago. Dingell noted that charts (displayed during the hearing), showing trends in consumer protection law enforcement since 1975 indicate that "last year was the commission's least active in some time, and one can, therefore, question whether the new administration of Chairman Miller achieved its stated goal to give American consumers a 'bigger bang for their buck.'"

Dingell wondered if the figures were indicative of 1982 being a transitional year. "Will we now see the emergence of an efficient enforcement machine, or is the data reflected here the symptom of a descending paralysis?" he asked.

Gore charged that the number of FTC rulemakings has dropped to near zero and that there have been substantial delays in the Consumer Protection Bureau. "Why are these charts so bad? [Do] they reflect a real trailing

of in the performance of the commission since you took over?" Gore asked.

Miller defended the agency's activities. He said many rulemakings have been initiated but not all have been brought to fruition. He told the committee that the FTC must first make sure that the cases are grounded in the law.

Tim Muris, chief of the FTC's Bureau of Consumer Protection, argued that the commission is not shirking its duties. Muris said the FTC got off to a slow start but only because of the "near chaotic" state the FTC was in when Miller took over.

Miller, in response to a question by Congressman Bob Whittaker (R-Kan.), said in the past the FTC had paid too much attention to rulemakings and would focus more on fraud cases. Whittaker then asked how the commission identifies such cases. The FTC chairman replied that the agency was trying to improve that process and would use more economic analysis in the future.

Whittaker questioned FTC Commissioner David Clanton about his views on agency activities. In rulemakings, Clanton said, some drop-off is appropriate. "Rulemakings are not the answer to everything," he said. Clanton pointed out that one reason for the drop-off was due to a "drop-off in complaints."

Later in the week, Miller defended the "myths" that have arisen in connection with his policy-change proposals for regulating advertising before the National Advertising Review Board in New York.

He said "13 complaints were recently forwarded to the commission, 20 consent agreements await commission acceptance. In several cases, the companies involved will pay large fines or give substantial redress to consumers."

As to criticism that his administration's proposals would serve only to increase the uncertainty of some standards, Miller replied

that "some uncertainty always attends any proposal for new politics." He suggested that the results may perhaps be a necessary trade-off in the effort to check the "the present, unbridled discretion," enjoyed by commissioners in some areas, such as what constitutes deceptive advertising.

Miller touched on the complaint of some critics that "we have no problem with outright lies so long as there is no economic injury." That allegation, he said, "is simply wrong."

A standard under consideration, he said, would prohibit claims that "mislead consumers, acting reasonably in the circumstances, to their detriment, or representations that the advertiser knew or should have known would be misleading." □

NAB sees need for coordinated U.S. policy in international communications

In comments to NTIA, association sees need for better direction, including promoting freedom and offering aid to the Third World

The National Association of Broadcasters, after taking a look at what it says are the perils facing the U.S. in international telecommunications, has recommended that the Reagan administration "immediately" fix responsibility within the government for the development of "a highly coordinated, focused and affirmative policy." By affirmative, it means lending a hand to less technologically advanced countries.

The NAB offered its view in comments filed last week with the National Telecommunications and Information Administration in the latter's study of the nation's long-range international telecommunications and information goals. The report that will result is to be submitted to Congress early next year.

The NAB noted that the whole range of international telecommunications issues concerns its members. Broadcasters require the certainty of adequate spectrum space for current and future needs, the NAB said. They depend on domestic and international satellite distribution. They contribute to the international news services. And they have a stake in the protection of their work by domestic and international copyright laws.

Yet, NAB noted, the U.S. increasingly is at odds with Third World and Communist bloc countries on international telecommunications conferences.

The NAB said U.S. policy should promote "human freedom, free trade and cultural and economic sensitivity" and should contain "a dramatic expression of our willingness to share our knowledge and capabilities with peoples and governments" who might not otherwise be able to participate in the communications revolution.

The NAB suggested several initiatives for consideration—among them, helping nations attain the capability of satellite communication service, encouraging and even subsidizing with public and private funds the mass media education at U.S. universities of foreign nationals, if they agree to apply their skills at home. □



Deregulation priority. The National Association of Broadcasters' deregulation committee met with FCC officials to discuss the agency's agenda for deregulating the industry. On hand for the meeting was the chief of the FCC's Mass Media Bureau, Larry Harris. Harris told the group that television deregulation was a high priority at the commission. Seated (l-r): Bill Johnson, deputy chief, Mass Media Bureau; Joe Tabback, KAZM(AM) Sedona, Ariz.; committee chairman Ted Snider, KARN(AM)-KYYK(FM) Little Rock, Ark., and Wayne Cornils, NAB. Standing (l-r): Herb Saltzman, WVNJ-AM-FM Livingston, N.J.; Barry Umansky, NAB; Harris; Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa; William Dilday, WLBT(TV) Jackson, Miss., and John Summers, NAB.

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Stock Index

Exchange and Company	Closing Wed. Dec 15	Closing Wed. Dec 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	54	58 1/2	-4 1/2	-7.69	10	1,564
N Capital Cities	113 3/4	135 1/4	-21 1/2	-15.89	17	1,492
N CBS	59 1/4	66 3/8	-7 1/8	-10.73	12	1,658
N Cox	43	47 1/2	-4 1/2	-9.47	19	1,219
O Gross Telecasting	34 3/8	34	+ 3/8	+ 1.10	9	27
A LIN	29 3/4	35	-5 1/4	-15.00	17	308
N Metromedia	284	290	-6	-2.06	19	957
O Mooney	4 1/4	4 1/4			14	3
N Outlet Co.	47 1/4	49 1/2	-2 1/4	-4.54	18	127
O Scripps-Howard	21 3/4	21 3/4			12	225
N Storer	29	30 1/4	-1 1/4	-4.13	18	475
N Taft	39 3/4	41 1/2	-1 3/4	-4.21	10	370
O United Television	11 3/8	11 3/4	- 3/8	-3.19	16	137

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	19 1/2	26 7/8	-7 3/8	-27.44	14	77
A Affiliated Pubs.	37 1/2	37 1/2			13	195
O A.H. Belo	28 3/4	29	- 1/4	-.86	13	269
N American Family	15 3/4	15 3/8	+ 3/8	+ 2.43	13	213
O Associated Commun.	19	21 1/4	-2 1/4	-10.58		45
N John Blair	42	44 1/2	-2 1/2	-5.61	9	164
N Charter Co.	10	12 1/2	-2 1/2	-20.00	4	218
N Chris-Craft	56 3/8	57 1/4	-7/8	-1.52	13	122
N Cowles	50 3/4	49 3/4	+1	+2.01	30	201
N Dun & Bradstreet	96 3/4	100 3/4	-4	-3.97	20	2,620
N Fairchild Ind.	14 5/8	15 1/8	-1/2	-3.30	9	191
N Gannett Co.	60 1/4	64 1/2	-4 1/4	-6.58	18	3,206
N General Tire	26 3/8	26 1/2	-1/8	-.47	18	621
O Gray Commun.	44	44			11	21
N Gulf United	24 3/4	26 1/2	-1 3/4	-6.60	9	684
N Harte-Hanks	41 1/8	41 1/8			15	405
N Insilco Corp.	20 3/4	23 3/8	-2 5/8	-11.22	18	315
N Jefferson-Pilot	28 1/4	30	-1 3/4	-5.83	6	606
O Josephson Intl.	15 3/8	17 1/8	-1 3/4	-10.21	13	60
N Knight-Ridder	46 3/4	49	-2 1/4	-4.59	16	1,512
N Lee Enterprises	38 1/4	37 1/8	+1 1/8	+3.03	14	263
N Liberty	14	14 1/2	-1/2	-3.44	9	179
N McGraw-Hill	74 1/2	80 1/2	-6	-7.45	18	1,855
A Media General	47 1/2	50 1/4	-2 3/4	-5.47	10	330
N Meredith	88 1/2	89 1/2	-1	-1.11	10	274
O Multimedia	48	50 1/2	-2 1/2	-4.95	17	489
A New York Times Co.	55	56	-1	-1.78	12	690
A Post Corp.	35 1/4	35 3/4	-1/2	-1.39	18	64
N Rollins	13 5/8	14 1/8	-1/2	-3.53	8	361
N Schering-Plough	40 1/4	43	-2 3/4	-6.39	12	2,142
N Signal Cos.	22 5/8	23 7/8	-1 1/4	-5.23	12	1,633
O Stauffer Commun.*	43	43			10	43
A Tech Operations	18	17 5/8	+ 3/8	+2.12	8	15
N Times Mirror Co.	64 1/2	68 1/4	-3 3/4	-5.49	16	2,203
O Turner Bcstg.	19 1/2	19 1/2			37	398
A Washington Post	54 1/4	58 3/8	-4 1/8	-7.06	15	767
N Wometco	32 5/8	30 1/4	+2 3/8	+7.85	18	446

CABLE						
A Acton Corp.	6 5/8	6 3/4	- 1/8	-1.85	33	33
N American Express	58	67 3/4	-9 3/4	-14.39	10	5,568
O Burnup & Sims	10 1/8	9 1/8	+1	+10.95	11	89
O Comcast	24 3/4	26 1/2	-1 3/4	-6.60	19	110
N General Instrument	46 1/2	57 1/4	-10 3/4	-18.77	14	1,443
N Heritage Commun.	11	11 1/4	-1/4	-2.22	19	81
O Rogers Cablesystems	7 1/4	7 3/4	-1/2	-6.45	15	159
O Tele-Communications	24 3/4	27 1/8	-2 3/8	-8.75	69	521
N Time Inc.	46 3/4	50 3/4	-4	-7.88	19	2,385
O Tocom	10 1/2	12 1/2	-2	-16.00	8	59
N United Cable TV	24 1/2	26	-1 1/2	-5.76	22	268
N Viacom	28 7/8	31 3/4	-2 7/8	-9.05	18	330

Exchange and Company	Closing Wed. Dec 15	Closing Wed. Dec 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	3 1/8	3 3/8	- 1/4	-7.40	45	17
N Coca-Cola	49 1/2	53 3/8	-3 7/8	-7.25	17	114
N Disney	62	69 7/8	-7 7/8	-11.27	19	2,068
N Dow Jones & Co.	67 5/8	69 3/4	-2 1/8	-3.04	25	2,157
O Four Star	5 1/2	4 1/2	+1	+22.22	31	3
N Getty Oil Corp.	48 1/2	50 1/8	-1 5/8	-3.24	6	3,925
N Gulf + Western	17 3/8	18 1/4	-7/8	-4.79	7	1,285
N MCA	64 7/8	70	-5 1/8	-7.32	16	1,536
N MGM/UA	6	6 5/8	- 5/8	-9.43	19	299
N Orion	14 7/8	16 1/4	-1 3/8	-8.46	3	102
O Reeves Commun.	27 1/4	41 3/4	-14 1/2	-34.73	9	223
O Telepictures	11 7/8	14	-2 1/8	-15.17	33	250
O Video Corp. of Amer.	5	5 5/8	- 5/8	-11.11	6	8
N Warner	31	51 1/2	-20 1/2	-39.80	7	1,969
A Wrather	22	22 3/8	- 3/8	-1.67	26	49

SERVICE						
O BBDO Inc.	63	64 1/2	-1 1/2	-2.32	12	183
O Compact Video	5 5/8	5 5/8			2	18
N Comsat	79	88	-9	-10.22	16	632
O Doyle Dane Bernbach	18 1/2	18 1/4	+ 1/4	+1.36	9	106
N Foote Cone & Belding	40	40 5/8	- 5/8	-1.53	9	109
O Grey Advertising	73	73			7	42
N Interpublic Group	49	47 3/4	+1 1/4	+2.61	12	228
N JWT Group	27 3/4	28 1/2	- 3/4	-2.63	66	146
O MCI Communications	39 1/8	44 1/8	-5	-11.33	28	3,761
A Movielab	3 3/8	3 1/2	-1/8	-3.57	4	5
O A.C. Nielsen	68	71 1/2	-3 1/2	-4.89	17	763
O Ogilvy & Mather	44	46	-2	-4.34	12	187
O Telemation	4 3/4	5	-1/4	-5.00	13	5
O TPC Communications	1 5/8	1 3/4	-1/8	-7.14	1	2
O Unitel Video	8 1/2	8	+ 1/2	+6.25	15	11
N Western Union	43 1/8	46 3/8	-3 1/4	-7.00	11	883

ELECTRONICS/MANUFACTURING						
O AEL	15 3/4	16 1/4	- 1/2	-3.07	8	31
N Arvin Industries	19	18 3/8	+ 5/8	+3.40	18	132
O C-Cor Electronics	30 1/2	34 1/2	-4	-11.59	24	92
O Cable TV Industries	6	6 1/2	-1/2	-7.69	19	18
A Cetec	5 5/8	6	-3/8	-6.25	13	12
O Chyron	29 3/4	32 3/8	-2 5/8	-8.10	23	81
A Cohu	5 3/4	6 1/4	-1/2	-8.00	12	10
N Conrac	32 7/8	34 3/4	-1 7/8	-5.39	17	73
N Eastman Kodak	85 1/4	93 3/8	-8 1/8	-8.70	13	13,852
O Elec Missile & Comm.	13 3/4	14 1/2	- 3/4	-5.17	125	38
N General Electric	91 3/4	97 1/8	-5 3/8	-5.53	12	20,788
N Harris Corp.	37	37 5/8	- 5/8	-1.66	17	1,159
O Microdyne	10 7/8	12 7/8	-2	-15.53	19	50
N M/A Com. Inc.	22	26 1/4	-4 1/4	-16.19	20	861
N 3M	70 1/8	74	-3 7/8	-5.23	13	8,233
N Motorola	82 3/8	89 1/8	-6 3/4	-7.57	17	3,141
N N. American Philips	43 3/8	44 1/2	-1 1/8	-2.52	8	600
N Oak Industries	15	16 3/4	-1 3/4	-10.44	9	244
A Orrox Corp.	10 7/8	12 3/8	-1 1/2	-12.12	18	24
N RCA	23	24 5/8	-1 5/8	-6.59	11	1,736
N Rockwell Intl.	43 5/8	43 1/8	+ 1/2	+1.15	11	3,332
A RSC Industries	4 3/4	4 7/8	-1/8	-2.56	37	15
N Scientific-Atlanta	13 5/8	14 1/8	-1/2	-3.53	33	319
N Sony Corp.	14 5/8	17	-2 3/8	-13.97	13	3,373
N Tektronix	55	61	-6	-9.83	14	1,038
O Telemet (Geotel Inc.)	2 3/4	3	- 1/4	-8.33	14	8
A Texscan	17 7/8	20 1/8	-2 1/4	-11.18	24	106
N Varian Associates	59 3/4	62 1/4	-2 1/2	-4.01	20	552
N Westinghouse	36 1/2	38 5/8	-2 1/8	-5.50	7	3,140
N Zenith	14	15 1/4	-1 1/4	-8.19	88	265

Standard & Poor's 400 Industrial Average 152.44 160.66 - 8.22

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.

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Sweeps show upheavals in the works among major-market affiliates

ABC stations face challenges to number one spot in November Arbitron and Nielsen ratings

ABC affiliated and owned and operated stations retained their long-held top-rated positions in New York, Los Angeles, Philadelphia and Detroit, according to preliminary results from the November Nielsen and Arbitron sweeps, but there are signs of serious challenges, especially in New York and Los Angeles, and of significant decline in Philadelphia. CBS-owned WBBM-TV Chicago held steady as the number-one station in that market, while its competitors, NBC's WMAQ-TV and ABC's WLS-TV, showed declines in several key time periods. KPIX(TV) San Francisco, a CBS affiliate, also held its own as the number-one station, while that city's KRON-TV, an NBC affiliate, scored gains in the early evening news and prime access.

The preliminary results have been gleaned by local stations from overnight ratings in the five markets metered by either or both services and reflect averages for Monday through Friday. Official sweep results, which also include demographic information, will not be available for at least another week.

In New York, all three network-owned stations declined in ratings and shares from November 1981 in key time periods, according to Nielsen, the service said to be favored by 80% of that city's advertising buyers. At 5 p.m. weekdays, when most of the erosion has occurred due to the introduction during the past year of early local newscasts, the three-network station share of audience has declined from a 51 in November 1981 to a 42 in November 1982, while the share captured by the three independents, WNEW-TV, WPIX(TV) and WOR-TV, at that time has gained from a 39 to a 41. At 6 p.m., the three-network station share fell from a 55 to a 50, but the independents' share also fell, from a 41 to a 40. Some of the loss in the affiliates' share at 6 p.m. is attributed to a dilution of audience by the 5 p.m. local news.

Nielsen gives WNBC-TV a 6.9 rating and 15 share at 5 p.m., a fraction ahead of WABC-TV's 6.2/14 and WCBS-TV's 6/13. At 6 p.m., WNBC-

TV is again first by a hair (9.3/17) over WABC-TV (9.2/18) and WCBS-TV (7.9/15). Arbitron shows WABC-TV solidly in first place in both time periods with very slight gains over last November's ratings. In prime access, WNBC-TV retained first place in Nielsen (13.8/23), but while it declined two points from last November, WCBS-TV rose to a 9/15 from an 8/13. In late news, it is WABC-TV (10.9/21), WCBS-TV (10.8/21) and WNBC-TV (10.5/21).

In Los Angeles, another market in which Nielsen is said to be the favored service, CBS-owned KNXT's locally produced *Two on the Town* (11/18) took the number-one spot away from KABC-TV's *Eye on L.A.* (10/16) and its 4:30 p.m. newscast (8/19) came close to tying KABC-TV's 4 p.m. to 5 p.m. newscast (8/21). At 6 p.m., KABC-TV (10/17) stayed flat from 1981, while KNXT (8/14) and KNBC (7/13) declined a point each. At 11 p.m., KABC-TV and KNXT each grew two points, with KABC-TV retaining its number-one slot (10/26) over KNXT's 9/22 and KNBC's 7/20. KNBC grew a point in the 5 p.m. to 6 p.m. news (8/16), but declined a point each in the 4 p.m. news, the 6 p.m. to 7 p.m. news (7/13), prime access (7/11) and the 11 p.m. news (7/20).

Chicago's CBS-owned WBBM-TV retained its strong news leadership and showed growth at 5 p.m. and 6 p.m. while ABC-owned WLS-TV showed slippage in the 5 p.m., 6 p.m. and 11 p.m. news and prime access. Second-ranked WMAQ-TV grew at 5 p.m., but declined at 6 p.m. and 11 p.m. and in prime access. Arbitron is the service said to be preferred in Chicago. WBBM-TV gained slightly more than a rating point in the 5 p.m. news (11.1/24) and the 6 p.m. news (10.1/18), while WMAQ-TV slipped a point at 5 p.m. (8.4/19) and another at 6 p.m. (8.6/16). WLS-TV fell a point at 5 p.m. (7/16) and a point and a half at 6 p.m. (6.5/12).

In prime access, a newscast on WBBM-TV (9/16) captured about the same rating it did in 1981, while WLS-TV's newscast fell two points (6.3/12). WMAQ-TV's *Family Feud* (13.5/24) lost nearly three rating points since November 1981. At 11 p.m., WBBM-TV's 17.4/29 is about the same as its rating in

1981, despite the loss of anchor Bill Kurtis to CBS News, a factor that drew predictions of decline earlier this year. WMAQ-TV fell two points at 11 p.m. (13.7/23) and WLS-TV also fell two points (13.2/22).

ABC-affiliated WPVI-TV Philadelphia, which has held a strong lead over CBS-owned WCAU-TV and NBC-affiliated KYW-TV for nearly a decade, slipped three rating points in the 6 p.m. news, eight rating points in prime access and one point in the 5 p.m. and 11 p.m. news. It remains the strong leader in the market in all those time periods except prime access, its syndicated *You Asked For It* (8/14) slipped to fourth place behind WCAU-TV's *Family Feud* (13/23), KYW-TV's *People's Court* (13/22) and independent UHF station WPHL-TV's *M*A*S*H* (9/15).

Larry Pollock, vice president, general manager at WPVI-TV, has questioned the results of Nielsen surveys since the market was switched to meters from diaries in 1980 and disputes the validity of the November sweeps results. A Nielsen spokesman confirmed the company has been conducting special studies and analysis of its sample in Philadelphia, but to date has found no problem with its sample.

WCAU-TV gained a rating point in its 6 p.m. news (10/28), but remains well behind WPVI-TV (19/35), although ahead of KYW-TV (4/7) in that time period. KYW-TV slipped a rating point in both its 5 p.m. and 6 p.m. newscasts, but grew in prime access when it switched from *Evening Magazine* (7/11) to *People's Court* (13/22).

At 11 p.m., WPVI-TV slipped from a 19/37 in 1981 to 18/34 this November, while WCAU-TV and KYW-TV stayed flat at 13/26 and 9/19, respectively.

San Francisco's KPIX(TV) retained its leadership in the 6 p.m. and 11 p.m. news and prime access over ABC-owned KGO-TV and KRON-TV. KPIX grew two rating points in its 6 p.m. news (10/17), while KGO-TV stayed about the same (10/17) and KRON-TV grew a point (6/10) from November 1981.

In prime access, KPIX's *Evening Magazine* (13/21) stayed even with its rating in November 1981, while KRON-TV's locally produced *S.F.O.* grew three points (7/11) and KGO-TV's *People's Court* (10/18) grew a point. KPIX-TV stayed flat at 11 p.m. (10/27) as did KRON-TV (6/15), while KGO-TV grew a point (8/22).

In Detroit, ABC-owned WXYZ-TV retained a strong lead and showed growth in the 5 p.m. and 6 p.m. news, gained leadership in prime access over NBC-affiliated WDIV(TV) and stayed flat but remained number one in the 11 p.m. news. From 5 p.m. to 7 p.m., WXYZ-TV gained a point in its average rating (15.4/30), while WJBK-TV, a CBS affiliate, fell three points (4/8) and WDIV(TV) fell almost a point (10.1/20). In prime access, WXYZ-TV shot from the 7/12 earned by its syndicated checkerbord in 1981 to a 15.6/26 for *People's Court*. WJBK-TV's *PM Magazine* fell three points (7/12) and at WDIV-TV *Tic Tac Dough* (14.7) earned three points less than *Bullseye* (17/30) earned a year ago. □

IA programing. The Communications Workers of America is underwriting a public affairs series for radio, television and cable television designed to focus attention on the issues emerging in the Information Age. *Rewiring Your World* is a talk show featuring Martin Agronsky as moderator and CWA president Glen Watts as host, and well-known figures from various walks of life offering often conflicting views on the impact of the revolution in telecommunications technology. On the series' second show, for instance, futurist Alvin Toffler was optimistic about the benefits of the worker/technology interaction, while Karen Nussbaum, executive director of "9 to 5," the National Association of Working Women, is concerned about what she foresees as the modern equivalent of sweatshops in offices of the future. The rewiring series is available free, to commercial and noncommercial stations and cable systems, from the JN Co., 20 Crossways Park North, Woodbury, N.Y. 11797.

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RCA

Ratings Roundup

Week 11 of the 1982-1983 prime time season brought CBS-TV its eighth weekly ratings win, leaving the number-one network with an average 18.3 rating and 28.6 share, three rating points ahead of ABC-TV (15.3/23.8) and 3.6 ahead of NBC-TV (14.7/23). The week ending Sunday, Dec. 12, also, however, brought the networks their lowest combined share of audience so far this season, as affiliates of all three pre-empted regular programming in favor of a Christmas special by evangelist Billy Graham, Turner Network Television's broadcast of the Georgetown University vs. University of Virginia Basketball game and Mizlou Television Network's broadcast of the Independence Bowl.

CBS won Thursday, Friday and Sunday, while ABC won Tuesday and Wednesday, and NBC, for the second consecutive week and in spite of competition from ABC's *Monday Night Football*, won Monday with the made-for-TV movie *Remembrance of Love*. Season-to-date ratings put CBS (18.4/29) nearly two points ahead of ABC (16.5/26) and 2.8 points ahead of NBC (15.6/25).

The three-hour Billy Graham special aired Tuesday, Wednesday and Thursday in 240 markets around the country, 65 of them CBS affiliates, according to sources who declined to be identified, about 60 of them ABC affiliates and 30 of them NBC affiliates. Ratings for some network shows on those nights suffered drops of one or two points, but the networks' averages for those nights were not down dramatically.

On Saturday, the damage from Turner Network Television and Mizlou Television network was greater (see story, page 62), although advertising agency executives and national spot representatives noted last week that, considering the low clearance levels and low TV viewing levels during the Christmas season, the damage to the three network's ratings was not as great as it might have been.

The First 20

1.	60 Minutes	CBS	28.5/45
2.	Dallas	CBS	26.2/40
3.	M*A*S*H	CBS	23.8/33
4.	Magnum P.I.	CBS	23.4/36
5.	Jeffersons	CBS	21.5/32
6.	One Day at a Time	CBS	21.5/32
7.	NBC Monday Night Movies— "Remembrance of Love"	NBC	21.3/32
8.	Dynasty	ABC	21.2/35
9.	Three's Company	ABC	21.0/31
10.	Falcon Crest	CBS	20.8/35
11.	Simon & Simon	CBS	20.6/31
12.	Archie Bunker's Place	CBS	20.3/31
13.	Trapper John, M.D.	CBS	20.2/33
14.	Hart to Hart	ABC	20.0/33
15.	9 to 5	ABC	19.8/30
16.	Gloria	CBS	19.6/29
17.	Real People	NBC	19.6/29
18.	Hill Street Blues	NBC	19.4/32
19.	Little House New Beginning	NBC	19.2/28
20.	NFL Football, game two (run-over)	NBC	19.1/27

The Final Five

69.	ABC Friday Night Movie—"Don't Go to Sleep"	ABC	10.9/17
70.	Bring 'Em Back Alive	CBS	10.3/16
71.	T.J. Hooker	ABC	10.0/17
72.	Devlin Connection	NBC	8.6/16
73.	ABC News Closeup	ABC	6.5/10

Something short of Turner promise

Smashing numbers didn't come in for game, but stations carrying it said it was worthwhile and had no trouble selling ad positions

While a number of television sports critics did not think Turner Broadcasting System's prime time telecast of the Virginia-Georgetown basketball game (Dec. 11) lived up to all the hype preceding the event (BROADCASTING, Dec. 13), outlets carrying the contest were generally pleased with the production and their ability to sell it.

Overnight ratings compiled by A.C. Nielsen in the three metered markets where the game was televised indicate that viewership was probably not as high nationally as Turner had hoped. However, the game, combined with the airing of the Independence Bowl of college football, seen during the same time period on an ad hoc network, had an impact on network ratings.

ABC scored a prime time rating of 13.2/29 for its episodes of *Love Boat* and *Fantasy Island*. The network typically has ratings for that period in the 18-19 range. CBS, which aired the made-for-TV movie, *Cry for the Strangers*, produced a 12.4/21, down from its usual 15 or 16 rating during Saturday night prime time. NBC, which has been averaging 11 to 13 rating points for that period, scored an 11.1/19.3. The three networks' combined share that night totaled 69.3, down from an average 77.

Nielsen compiled a special rating report on the Virginia-Georgetown game, which a TBS spokesperson said was expected to be ready today (Dec. 20). According to Nielsen's Los Angeles overnight measurements, the game scored a 6.7/13 in that market. In Chicago, it produced a 6/10 and in New York a 5.2/8. Two weeks ago, Robert Wussler, executive vice president of TBS, speculated that the game would attract between 30 million and 50 million viewers nationwide. An audience of 40 million translates roughly to a 33 rating. Sources at the networks and measurement services suggested the game would probably score a national rating in the range of 7/12 to 11/17.

Marianne Mazer, program coordinator at WJBK-TV Detroit, a CBS affiliate, said that station's decision to carry the game proved "very profitable." The game sold out at a "premium rate," she added. The successful effort was aided by the national and local press surrounding the game, she said.

Bob Simone, program manager at WFLD-TV Chicago, an independent carrying the game, said, "We were pleased with it." He said the game, which his station also sold out, was "well produced." Simone indicated that he would consider future offers from TBS, but that it would take "an outstanding product" for him to commit.

Jack Craig, a sports television critic for the *Boston Globe*, suggested that all the pre-game publicity almost insured that the game itself would be "anti-climactic." He described the production quality as "OK. Unless it's clearly inferior, I think most [sports] production is

highly satisfactory to viewers."

Verenda Smith, a sports writer for *USA Today*, told BROADCASTING she felt the pre-game, half-time and post-game shows were "overdone and sloppy." Technically speaking, she said the production "was fine," although there were a few too many cut-aways to the stands. □

NBC fine-tuning

Network revises prime time schedule for Tuesday, Thursday, Saturday; three shows dropped

As expected, NBC-TV announced Wednesday plans to revamp its prime time lineup on Tuesday, Thursday and Saturday adding five new series, including a news magazine, giving three others new time periods and canceling three of the fall season's new programs (BROADCASTING, Dec. 13). The network also announced plans to add three additional newshows, among them, *Teachers Only* starring Lynn Redgrave, to its schedule in the spring.

A weekly news magazine, to be anchored by NBC correspondent Lloyd Dobyns, will air Saturdays from 10 p.m. to 11 p.m., starting in March. Until then, NBC has scheduled a limited run of the series, *Family Tree*, starring Frank Converse and Anne Archer. *Family Tree* will replace *Devlin Connection*, which has been canceled, from Feb. 5 through March 12.

New to the Saturday-night lineup as of Jan. 22 will be *Mama's Family*, starring Vicki Lawrence and Ken Berry in the roles they played in segments of the old *Carol Burnett Show*. Following *Mama's Family* at 9:30 p.m. will be *Taxi*, which will move from its present slot on Thursdays at 9:30 p.m. *Love Sidney*, which presently airs Saturdays at 9:30 p.m., will go into hiatus, according to NBC Entertainment President Brandon Tartikoff, until a better time period for it can be found.

Father Murphy and *Gavilan*, which have consistently fared poorly in the ratings on Tuesdays at 8 and 9 p.m., respectively, have been canceled. On Jan. 25, *The A Team*, an adventure series starring George Peppard and centering around a team of internationally roving soldiers of fortune, will premiere at 8 p.m. It will be followed at 10 p.m. by *Bare Essence*, a serialized romantic drama about a family with a powerful international cosmetics business. It is set to premiere on Feb. 15. *St. Elsewhere* will remain in its 10 p.m. slot on Tuesdays.

On Thursdays, *Fame* stays in the schedule at 8 p.m., but will be followed by at 9 p.m. *Gimme A Break*, which moves from Saturday at 9 p.m. *Cheers*, currently airing at 9 p.m., will move to 9:30 p.m. *Hill Street Blues* will remain on Thursdays at 10 p.m.

In addition to *Teachers Only*, which has had a previous limited network run, NBC plans to add to its lineup *Buffalo Bill*, starring Dabney Coleman as a talk show host at a radio station in Buffalo, N.Y. Its plans for spring also include a five-part miniseries, *Casablanca*, starring David Soul and Scatman Crothers and set in the period prior to that of the Humphrey Bogart-Ingrid Bergman movie classic. □

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Time and Matsushita join in teletext accord

Panasonic division will manufacture and market hardware for Time's future teletext aspirations

"Marriage" was the word being bandied about last week as Time Inc. and Matsushita announced "a long-term technological agreement" for the co-development of consumer terminal equipment for cable-delivered teletext services.

Under the terms disclosed, Matsushita will manufacture and market to cable operators, under its Panasonic name, the hardware that is ultimately developed. That hardware will be designed with an eye toward the national teletext service Time has been testing in southern California and Florida—although it is envisioned that Panasonic equipment will be compatible with other text services as well. Peter Gross, president, development and information services, of Time Inc.'s Video Group, declined to disclose at a press conference what, if any, financial or equipment purchase guarantees Time might have made to Matsushita in coming to this agreement.

The first product on the drawing board is a "reliable, low-cost terminal" that Matsushita assistant director, Video Information Systems Development Center, Dr. Reichi Sasaki, said the company expects to submit to field testing late next year, with "mass production" (at an unquantified level) set for late 1984. Manufacturing is to take place in Japan. The Matsushita executives said development of the terminals would involve their making PLP integrated circuits, with the envisioned chip able to decode Prestel standard teletext as well.

The new partners said specifications for the home terminal were drawn up by Time's development and information service division in consultation with Time's wholly owned ca-



Hardware agreement. On hand for the teletext announcement between Time and Matsushita were Matsushita director Shigeyuki Nishiuma; Keiichi Takeoka, president of Matsushita's American subsidiary, and Gerald Levin, Time Video Group vice president.

ble operator, American Television & Communications. Elaborating after the press conference on Time's decision to ally itself with Matsushita, Time's group vice president, video, Gerald Levin, said Time has made a presentation embodying what it would like to see addressed in decoder equipment to the major consumer electronic manufacturers, and received the most enthusiastic response from Matsushita.

Using the phrase "mutually beneficial resonance" to describe this alliance of service provider and equipment manufacturer, Levin said "it makes great sense for us to be involved in the co-development of hardware," a point he later amplified by pointing to the "lack of contact in hardware development" for existing pay television services, specifically converter equipment, by cable programmers and operators.

Throughout their presentation and in later comments the Time officials stressed they are still testing the concept of teletext, with Levin at one point remarking, "The consumer may tell us there is no business in taking text off the television." However, he quickly added, "but I don't believe that at all." In any event,

the eventual design of both the terminal and the overall text system that Time offers will be dependent on the results of Time's market testing.

The device Matsushita and Time described last week will be an "intelligent" terminal that could have as much as 64K (32 pages) of memory storage capability and function as an off-line personal computer as well.

Matsushita's Dr. Sasaki spoke of the conceived terminal as "user-friendly," able to function in conjunction with "tele-software" (which would be downloaded into the device by the text service), and able to connect to such peripheral devices as hard-copy printers, ASCII keyboards, disk drives and video game joy sticks. □

There may be a Ford in space future

Company applies to FCC to launch C and Ku satellites for domestic communications

A subsidiary of the Ford Motor Co. has decided to enter the domestic communication satellite business. A manufacturer of satellites for more than 25 years, Ford Aerospace and Communications Corp., through the newly formed Ford Aerospace Satellite Services Corp., now wants to launch a \$285-million satellite system and lease or sell transponders to television programmers and others with telecommunications needs.

In its application filed at the FCC, Ford proposed building and launching two 54-transponder "hybrid" satellites. Each would contain 24 C-band transponders and 18 Ku-band transponders that would provide nationwide service. In addition, each would have six Ku-band transponders serving most of the western half of the country and six covering most of the eastern half.

Ford asked the FCC for noncommon carri-



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er status, saying it would sell its transponders outright or lease them over the expected 10-year life of the satellites.

A feature of the Ford system is "cross-strapping" (interconnecting) of the satellites' C-band and Ku-band transponders. That would allow C-band users, according to Ford, to "expand into the Ku-band without duplicating entire existing ground systems, and existing and new users will be attracted by the ability to utilize Ku-band earth stations in metropolitan areas and C-band earth stations in areas subject to heavy rainfall."

Ford is asking the FCC for two orbital slots, at least one at 119 degrees west longitude so it can cover all 50 states. Ford asked for the "best available orbital slots" between 83 and 99 degrees west and 119 and 135 degrees west. The Ford plan anticipates that the FCC will reduce the spacing between satellites in the geostationary orbit. Ford explained that reduction of satellite spacing to two degrees from four as currently being considered by the FCC would enable Ford to develop its system without changing the positions of any currently authorized satellites.

If the FCC only shortens its satellite spacing to 2.5 or three degrees, Ford said, it can still go ahead with its proposed system "through minimal shifting of a small number of existing or authorized satellites." Ford also said it conducted a study that "concluded that interference from adjacent satellite systems in a two-degree spacing plan would be well within the recommended noise budget limits established by the International Radio Consultative Committee."

Ford, which has built and launched five satellites for the Intelsat V program, said its projected launch dates are July and October 1987. In addition to the two operational satellites, it plans to build a ground spare. Admitting that what it plans is more expensive than any other satellite system—proposed or operational—Ford justified its cost on the "economies of scale achieved by its 54-transponder, high-capacity satellites." Ford claimed that cost per transponder will be 40% less than that of other satellite systems.

Ford estimated it would cost \$285 million to design, build and launch its satellites, beginning with \$150 million for the three birds, \$80 million to launch two of them, and \$20 million for insurance. Ford also estimated it would cost \$10 million for two earth stations—one in New York and one in Colorado, including a \$4-million control center at the latter site. Ford budgeted another \$25 million for development, marketing and administration.

In moving from satellite manufacturer (it has built 74 of them since 1957) to satellite owner and operator, Ford made clear its intentions explaining that it "expects that the demand for satellite program distribution to the cable industry will experience substantial growth in the 1987 time period as new multi-channel systems are installed and older systems are upgraded." It also mentioned such opportunities as educational television, satellite master antenna television, LPTV, multi-channel MDS, split channel STV systems and video conferencing. But entertainment services are not the only use Ford has in mind: "Large commercial concerns such as airlines, oil companies, automotive companies and

other operations with geographic diversity can be expected to follow suit" in establishing their own specialized networks, it added. □

MCI to expand phone service into Canada

It signs deal with phone companies and Telesat Canada to become AT&T's first competitor for long-distance service

MCI Communications Corp. announced last week that it had entered into an agreement with TransCanada Telephone, a consortium of Canada's nine major telephone companies and Telesat Canada—to offer telephone service between the United States and Canada.

If all goes as planned, MCI would become the first domestic company to offer competition to AT&T for international long-distance service. MCI plans to compete by offering that service for 12% to 30% less than AT&T does.

Under the agreement, which was announced at a press conference in Washington, MCI subscribers would be able to use the service starting April 1 to call the Toronto, Montreal and Ottawa area-code areas and the city of Calgary. (MCI Chairman William McGowan said those areas were responsible for about 60% of all U.S.-Canadian calls.) Also under the plan, Canadians living in certain exchange areas in Toronto, Montreal and Ottawa would be able to place calls anywhere in the U.S. starting July 1. McGowan said the company and the Canadians planned to broaden the coverage thereafter.

McGowan said the partners estimated that they would generate revenues of about \$7 million during the first year of operation, and \$22 million during the second.

McGowan also said MCI had been discussing similar arrangements with "a host" of other countries and planned to make announcements of similar arrangements next year.

Under the initial setup, MCI plans to hook its system into the Canadian's via microwave from two points, one near Detroit, the other near Buffalo, N.Y.

MCI also announced that it has formed a new subsidiary, MCI International Inc., to manage its international voice and data marketing. The new wholly owned subsidiary will consist of two operating companies: MCI International Telecommunications, which will be responsible for the company's international voice marketing strategy, and Western Union International Inc., which will continue to serve the international record service market. Both companies will be based in Rye, N.Y. The president of MCI International will be Nathan Kantor, who is currently president of Western Union International.

According to MCI, the U.S.-Canadian long-distance market is the largest international market for the U.S., having generated revenues of \$620 million in 1981. Mexico, the second largest market, generated \$470 million during that same year. The United Kingdom, the third largest market, generated revenues of \$360 million. □

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New net

American Satellite Co., Rockville, Md., and Mitel Corp., Kanata, Ont., are teaming up to form a new specialized carrier that will provide switched long-distance voice, data, video-conferencing and value-added services to businesses. Under the tentative agreement announced last week, ASC will own 75% of the new venture and Mitel, 25%. The venture will marry ASC's satellite transmission capability with Mitel's advanced switching technology. ASC and Mitel hope to get the venture off the ground in early 1984 with a seven-city network and later expand to 27 cities. They foresee revenues rising to \$250 million by the fifth year of operation. ASC, which owns a piece of the Westar satellite system, is a partnership of Fairchild Industries and Continental Telecom Inc.

NASA's latest bird

Space Communications Co. (Spacecom), under a new agreement with NASA, will pull out of the Tracking and Data Relay Satellite System (TDRSS) project and hand over full control of the satellite system to NASA. The TDRSS comprises two operational satellites designed to replace existing earth stations tracking the space shuttles and other satellites in their orbits. The satellites are expected to be launched in 1983 in time for NASA's first Spacelab mission in September.

Gaithersburg, Md.-based Spacecom, a partnership of Continental Telcom Inc., Fairchild Industries and Western Union

Corp., will give up access to Advanced Westar, the commercial telecommunications portion of TDRSS. NASA will pay \$216 million to Spacecom to cover its investment in Westar. Spacecom, however, will continue to own and operate TDRSS. It will lease the system to NASA for 10 years, at which time ownership transfers to NASA.

TDRSS comprises six satellites in all—three in-orbit (including one spare) and three ground spares. NASA said the ground spares can be modified to handle higher frequencies and data rates, and can be launched to replace the original operational satellites.

Homebody

Modulation Sciences Inc., Brooklyn, N.Y., says it has come up with a system that will allow radio broadcasters to put their stereo generators back in the studio where they belong. To avoid degradation of the stereo signal caused by long cable runs, broadcasters have had to keep their generators within just a few feet of their transmitters, often in hard-to-reach places. MSI's CLD-2500 Line Driver, however, MSI says, allows broadcasters to transmit a composite stereo signal over 3,000 feet of cable without degrading it. Consequently, broadcasters can install their generators in the studio where they can easily monitor and adjust them.

What the Line Driver does is easier to explain than what it is. MSI's Eric Small described it as "a high-current, balanced impedance-matched driver coupled to a twinax line. It is terminated at a receiver, whose active circuit translates the balanced

twinax circuit to a coax drive suitable for the short run to the exciter." (Twinax is a cable with tightly controlled impedance used primarily in data communications.)

According to Small, previous attempts to keep the generator in the studio using specially designed generators, low-capacitance cable, video distribution amplifiers and fiber optics have fallen short of these goals. Only the Line Driver, he said, "provides a hum-free and noise-free operation independent of ground potential between transmitter and receiver . . . and over a wide range of common mode voltages and frequencies."

Two make one

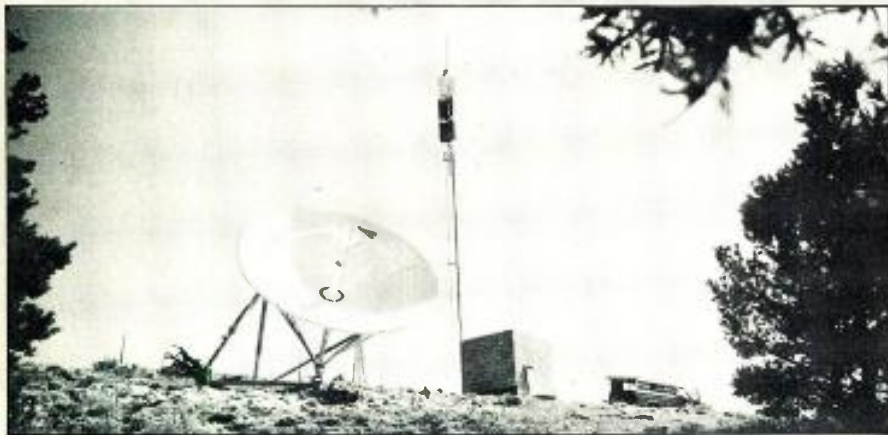
Long a supplier of SMATV operators, Microdyne Corp., Ocala, Fla., has decided to become one. It and Domesticom Corp., a New Orleans-based SMATV operator, have tentatively agreed to form a joint venture to pursue the SMATV business. Under terms of the agreement, Domesticom will construct the venture's SMATV systems using its proprietary addressable system and Microdyne's earth station. It will also be responsible for managing the systems. In addition to contributing satellite hardware, Microdyne will provide financing. The venture's first project is the installation of a SMATV system at the 1,038-room Ramada Inn in New Orleans. More sophisticated than most SMATV systems, the Ramada system will offer pay-per-view and teleconferencing services.

Consumer action

The winter Consumer Electronics Show, which its organizers say is the largest of 12,000 trade shows held each year in this country, is showing signs of getting even larger. CES's sponsor, the Electronic Industries Association's Consumer Electronics Group, reports pre-registration for the upcoming show (Jan. 6-9 in Las Vegas) is up 20% to more than 45,000, and more than 1,000 manufacturers of electronic gadgetry are set to exhibit. And, according to CEG Senior Vice President Jack Wayman, the show has turned into "an industrywide convention." Some 500 manufacturers' meetings and press conferences have been scheduled, he pointed out, and several trade associations plan to hold meetings with their own exhibits during CES.

Las Vegas land

Comsat's Satellite Television Corp., which plans to launch a three-channel direct broadcast satellite service in 1986, has purchased land for its Las Vegas broadcast center. It paid \$525,000 for the 39-acre site northwest of the city. The broadcast center will contain equipment needed to control STC's satellites and to transmit programming to them.



Low-power news. It doesn't look like much, but a new 100-watt low-power television station near Cody, Wyo., is delivering a 24-hour-a-day news service to a service area with a 60-mile radius. The advertiser-supported service, a joint venture of *The Cody Enterprise* and Telecrafter Corp., the licensee of the station, provides viewers with a mix of national and local news. Using a Mergenthaler word processing system and character generator, the staff of the *Enterprise* prepares and updates continually a local alphanumeric news service. It is interspersed with UPI's national alphanumeric service and four half-hours daily of CNN Headline News. The local news is transmitted to the LPTV transmitter atop Cedar Mountain, five miles from Cody, over a telephone line. The two national services reach the station via satellite.

For the Record

As compiled by BROADCASTING, Dec. 6 through Dec. 10, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

AM applications

- West Fargo, N.D.—Crowley Broadcasting Co. seeks 600 khz, 10 kw-D, 1 kw-N. Address: 2405 West 7th Ave., Peoria, Ill. 61604. Principals: Steven J. Crowley (100%), who has no other broadcast interests. Filed Nov. 30.
- Worthington, Ohio—Ralph and Johanna DeStefano seeks 1030 khz, 2.5 kw-D. Address: 156 Lazelle Road, Worthington 43085. Principal: DeStefanos jointly own 54.5% of WYNO(AM) Nelsonville, Ohio. Filed Nov. 22.
- Oil City, Pa.—Stephen M. Olszowka seeks 1120 khz, 250 w-D. Address: 32 Silver Hill, Natick, Mass. 01760. Principals: Olszowka has no other broadcast interests. Filed Nov. 30.
- Bluffton, S.C.—SE/USA Broadcasting Co. seeks 830 khz, 50 kw-D, 1 kw-N. Address: Route 2, Box 1 Oakway Circle, Greenville, S.C. Principals: William E. Garrison, Louis R. duTrail and Ronald D. Rackley (one-third each). Garrison is vice president at Multimedia Broadcasting Co., Greenville, S.C.-based station group owner. duTrail owns 10% of WCKW(FM) La Place, La., and 10% of WKQT(AM) Garyville, La. Filed Nov. 30.
- Hanrahan, S.C.—Hanrahan AM Radio seeks 830 khz, 5 kw-D, 2.5 kw-N. Address: P.O. Box 889, Blacksburg, Va. 24060. Principals: Vernon H. Baker (100%), who also is principal owner of WBZL(AM)-WGIC(FM) Xenia, Ohio; WKGM(AM) Smithfield, Va.; WESR-AM-FM Onley-Onancock, Va. Filed Nov. 30.
- Saint Andrews, S.C.—Hercules Broadcasting Co. seeks 830 khz, 10 kw-D, 1 kw-N. Address: 47325 Blossom Lane, Utica, Mich. 48087. Principals: Leigh N. Feldsteen, Donald L. Markely (33.33% each) and Harold Gordon and Robert W. Healy (16.67% each). Feldsteen is president and 25% owner of WWHK(AM) Mt. Clemens, Mich. Hercules Broadcasting also is applicant for new AM's at North Fort Myers, Fla.; Holly Hill, Fla.; Sartell, Wis., and DePere, Wis. Gordon and Healy are Washington communications attorneys. Filed Nov. 30.
- Clint, Tex.—El Paso County Broadcasting Inc. seeks 750 khz, 25 kw-D, 1 kw-N. Address: 4150 Pinnacle Street, El Paso 79902. Principals: Thrash Broadcasting Co. (94.5%) and John B. Frankhouser Jr. (5.5%). Thrash Broadcasting is principally owned by James Thrash. Applicant is licensee of KAMA(AM)-KAMZ(FM) El Paso, Tex. Filed Nov. 30.
- El Paso, Tex.—El Paso Corp. seeks 604 khz, 10 kw-D, 1 kw-N. Address: 604 Myrtle Ave., El Paso 79901. Principals: George N. Rodrigues, president (10.53%) and 12 others, none who have other broadcast interests. Filed Nov. 30.
- El Paso, Tex.—Radio Jalapeno Inc. seeks 750 khz, 10 kw-D, 5 kw-N. Address: 2610 Montana Avenue, El Paso 79903. Principals: Jumberto Pena Jr., president, (10%), and eight others, none who have other broadcast interests. Filed Nov. 30.
- Point Pleasant, W. Va.—Point Pleasant Broadcasting Co. seeks 1030 khz, 10 kw-D. Address: P.O. Box 889, Blacksburg, Va. 24060. Principal: Vernon H. Baker (100%), who is principal in WBZL(AM)-WGIC(FM) Xenia, Ohio; WKGM(AM) Smithfield, Va., and WESR-AM-FM Onley-Onancock, Va. Filed Nov. 22.

FM actions

- Paragould, Ark.—KDRS Inc. granted 107.1 mhz, 3 kw, HAAT: 300 ft. Principal: KDRS Inc. is licensee of co-located KDRS(AM). (BPH-810622AN). Action Nov. 18.
- Blue Earth, Minn.—Minn.-Iowa Christian Broadcasting Co. granted 100.9 mhz, 3 kw, HAAT: 300 ft. Address: Box 72, Blue Earth 56013. Estimated construction cost: \$17,500; first year operating cost: \$17,200; revenue: \$195,000. Format: Religious. Principals: Maurice E. Schwen, Eugene L. Stallkamp, Elwood L. Klingbeil and Jack R. Parriott (25% each). Schwen is partner in Blue Earth car dealership. Stallkamp and Klingbeil are Briceyn, Minn., farm owners. Parriott is Blue Earth Methodist pastor. They have no other broadcast interests. (BPH-800324AE). Action Nov. 8.
- Blue Earth, Minn.—Logos Communications Inc. dismissed application for 100.9 mhz, 3 kw, HAAT: 245 ft. (BPJ-800529AB). Action Nov. 8.
- Blue Earth, Minn.—Minn.-Iowa Radio Inc. dismissed application for 100.9 mhz, 3 kw, HAAT: 215 ft. (BPH-800828AD). Action Nov. 8.
- Greenwood, Miss.—Mississippi Authority for Educational Television granted 90.9 mhz, 100 kw, HAAT: 882 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$200,000; first-year operating cost: \$50,768. Format: Cultural/Educational. Principal: MAET is state educational TV and radio agency. Forrest L. Morris is executive director. It is licensee of four TV's and also been granted CP for Jackson, Miss. (see below). (BPED-80406AF). Action Nov. 24.
- Nevada, Mo.—Nevada Broadcasting Corp. granted 94.7 mhz, 3 kw, HAAT: 300 ft. Address: 60 West 4th St., St. Paul, Minn. Estimated construction cost: \$116,500; first quarter operating cost: \$20,900; revenue: \$35,000. Format: MOR Principal: William J. O'Brien (100%). St. Paul investor and president of Havre Broadcasting Corp., applicant for new FM in Havre, Mont., and Goodland Broadcasting Corp., applicant for new FM in Goodland, Kan. (BPH-800829AV). Action Nov. 26.
- Nevada, Mo.—Kessler Broadcasting Inc. denied application for 97.7 mhz, 3 kw, HAAT: 116 ft. (BPH-800408AB). Action Nov. 26.
- Jackson, Miss.—Mississippi Authority for Educational Television (MAET) grants 91.3 mhz, 100 kw, HAAT: 720 ft. Address: P.O. Drawer 1101, 3825 Ridgewood Road, Jackson, Miss. 39205. Estimated construction cost: \$570,770; first year operating cost: \$300,000. Format: Cultural/educational. Principal: MAET is official state educational television radio agency (see above). (BPED-810616AJ). Action Nov. 24.
- State College, Pa.—The Pennsylvania State University dismissed application for 820 khz, 50 kw-D, 5 kw-N, DA-2. (BP-810119AD). Action Nov. 23.
- Heminway, S.C.—Louis G. Gregory Baha'i Institute granted 90.9 mhz, 50 kw, HAAT: 502 ft. Address: Route 2, Heminway 29554. Estimated construction cost: \$200,000; first-quarter operating cost: \$18,000. Principal: Noncommercial corporation: Alberta Deas, chairman. It has no other broadcast interest. (BPED-820311AH). Action Nov. 24.
- Mixix, Tex.—Summit Broadcasting Association Inc. granted 104.9 mhz, 3 kw, HAAT: 300 ft. (BPH-810112AE). Action Oct. 21.
- Mexia, Tex.—Limestone Broadcasting Inc. dismissed application for 104.9 mhz, 3 kw, HAAT: 292 ft. (BPH-800923AD). Action Oct. 21.
- Elkins, W. Va.—Marja Broadcasting Corp. granted 99.3 mhz, 3 kw, HAAT: 125 ft. Address: P.O. Box 1337, Elkins, W. Va. 26241. Principals: Closely held group of five stockholders principally owned by Joan P. Carr, president. They own WDNE(AM) Elkins. (BPH-820406AE). Action Nov. 24.

TV actions

- Rochester, Minn.—L.E.O. Broadcasting Inc. granted ch. 47; ERP: 9.92 kw vis., 992 kw aur., HAAT: 350 ft.; ant. height above ground: 273.1 ft. Address: 127 North Seventh Street, Minneapolis, Minn. 55403. Estimated construction cost: \$228,700; first-quarter operating cost: \$3,000. Legal counsel: Haley, Bader & Potts-Washington. Consulting engineer: Steel, Andrus & Associates, Queenstown, Md. Principal: N. Walter Goins (100%) who is permittee for new UHF

on ch. 41 at St. Cloud, Minn., and 51% owner of applicant for new low power TV on ch. 42 at Washington, D.C. L.E.O. proposes to rebroadcast signal of St. Cloud station with this facility. (BPCT-810818KE). Action Sept. 8.

■ Tyler, Tex.—Sunrise Broadcasting Inc. granted ch. 14; ERP: 1,236 kw vis., 247 kw aur.; HAAT: 1,034 ft. (BPCT0800718KH). Action Nov. 24.

Ownership changes

Applications

- KUDE(AM)-KJFM(FM) Oceanside, Calif. (AM: 1320 khz, 500-D; FM: 102.1 mhz, 10 kw, HAAT: 1,950 ft.)—Seeks assignment of license from Dolph-Petty Broadcasting Co. to Par Broadcasting Co. for \$3,175 million (BROADCASTING, Dec. 13). Seller: Principally owned by William B. Dolph and Hope Petty, who have no other broadcast interests. Buyer: Principally owned by Leon W. Parma and Ernest S. Rady. Parma owns San Diego, Calif., Anheuser-Busch distributorship. Rady is San Diego businessman. Neither has other broadcast interests. Filed Nov. 18.
- KKTV(TV) Colorado Springs (CBS, ch. 11, 85.1 kw vis., 42.6 kw aur., HAAT: 2,380 ft.)—Seeks assignment of license from Capitol of Colorado Corp. to KKTV Inc. for \$15.5 million (BROADCASTING, Nov. 8). Seller is subsidiary of Jackson, Miss.-based Capitol Broadcasting Co., group owner of one AM, one FM and three TV's. T. M. Hederman Jr. is president. It also sold, subject to FCC approval, WJTV(TV) Jackson, Miss., for \$19 million (see "Changing Hands," page 52). Buyer is subsidiary of Ackerley Inc., which is principally owned by Barry Ackerley, who owns Bellevue, Wash.-based outdoor and airport advertising firm and also

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owns WIXT(TV) Syracuse, N.Y., which he bought this year for \$13.8 million (BROADCASTING, May 10). Filed Dec. 3.

■ **KDOK(AM)-KNUE(FM)** Tyler, Tex. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 101.5 mhz, 100 kw)—Seeks transfer of control of Golden Eagle Broadcasters Inc. from stockholders to Broadcasters Unlimited Inc. for \$1,775,000 (BROADCASTING, Dec. 13). Seller is principally owned by Robert M. Rogers, who has no other broadcast interests. Buyer is owned by Don R. Chaney, president (30%); B. W. Wallis, Aubrey Irby, Wilton Fair, Wade Ridley and Isadore Roosth (14% each), who own co-located KTBB(AM), which they bought earlier this year for \$857,000 (BROADCASTING, July 26). They are spinning off KDOK (see below). Except Chaney, they also own KBUS(AM) Mecica and KMOO-AM-FM Mineola, both Texas, latter which they also sold, subject to FCC approval, for \$320,000 (BROADCASTING, Oct. 11). Filed Nov. 30.

■ **KDOK(AM)** Tyler, Tex. (1490 khz, 1 kw-D, 250 w-D)—Seeks assignment of license from Broadcasters Unlimited Inc. to Turner Communications Inc. for \$532,500 (BROADCASTING, Dec. 13). Seller bought KDOK(AM)-KNUE(FM) and are spinning off KDOK because they already own co-located KTBB (see above). Buyer: John C. Cullpepper (51%), Barry Turner and Michael A. Connor (24.5% each), who also own KAGC(AM) Bryan, Tex., and are applicants for new FM's at Idaho Falls, Idaho, and Helena, Mont. Filed Nov. 24.

■ **KLUR(FM)** Wichita Falls, Tex. (99.9 mhz, 100 kw, HAAT: 820 ft.)—Seeks assignment of license from KLUR Broadcasting Co. to Sam and Pamela Beard for \$2 million. Seller is subsidiary of Great Lakes Broadcasting Co. Carl Adams is chairman and Sam Beard is president and general manager. Adams owns 67.5% of KNCY-AM-FM Nebraska City, Neb. Adams also controls WHAP(AM) Hopewell, Va. Buyer is KLUR's general manager Sam Beard and wife, Pamela, who have no other broadcast interests. Filed Dec. 7.

■ **KINY-TV** Juneau, Alaska (ch. 8, 239 w vis., 47 w aur., HAAT: 1,160 ft.)—Granted assignment of license from KINY Associates to The Alaska 13 Corp. for \$275,000. Seller owns co-located KINY(AM) which it acquired along with KINY-TV last year for \$500,000 (BROADCASTING, Jan. 11). FCC approved waiver of co-located acquisitions because buyer could not be found at time. Seller is owned by Charles Gray (45%), E. W. Christianson (25%), Earl F. Reilly and Kenneth L. Wiley (15% each), who were former principals in Midnight Sun Broadcasters, former licensee of KINY-

AM-TV. Buyer is owned by Duane L. Triplett, president (25.2%), Richard M. Zook (19.5%), Jack Carisle (14.3%), and seven others, all who own KIMO(TV) Anchorage, Alaska, and are applicant for new TV at Fairbanks, Alaska (BALCT-821006EB). Action Nov. 24.

■ **KARZ(AM)** Phoenix, Ariz. (960 khz, 5 kw-U)—Granted assignment of license from Stauffer Communications to KOOL(AM) for \$2 million. Seller is Topeka, Kan.-based publicly traded publisher of and owner of six AM's, three FM's and two TV's. Company is headed by Stanley Stauffer, president. Buyer is owned by Tom Chauncey, who owns co-located KOOL-FM and earlier this year sold his 51% interest in KOOL-TV for about \$48 million to Gulf United (BROADCASTING, Aug. 16). Chauncey also is former owner, along with Gene Autry and Homer Lane, of KARZ, which they sold to Stauffer in 1979 for \$2 million (BROADCASTING, April 23, 1979). Action Dec. 6.

■ **WAVZ(AM)** New Haven and WKCI(FM) Hamden, Conn. (AM: 1300 khz; 1 kw-D; FM: 101.3 mhz, 10 kw, HAAT: 1,070 ft.)—Granted assignment of license from Kops-Monohan Communications, Inc. to Northeastern Broadcasting Corp. for \$6 million. Seller: Daniel W. Kops (74%) and Richard J. Monahan (26%), who have no other broadcast interests. Buyer: Subsidiary of Eastern Broadcasting Corp., which is principally owned by Roger A. Neuhoff, who is principal owner of WHUT(AM)-WLHN(FM) Anderson, Ind.; WCVS(AM)-WFMB(FM) Springfield, Ill.; WRSC(AM)-WQWK(FM) State College, Pa., and WPDC(AM) Elizabethtown and WRKZ(FM) Hershey, both Pennsylvania. (BA-821012FC). Action Nov. 29.

■ **WFYV(FM)** Atlantic Beach, Fla. (104.5 mhz, 100 kw, HAAT 660 ft.)—Granted assignment of license from BENI of Atlantic Beach Inc. to Metroplex Communications of Jacksonville Inc. for \$2.85 million. Seller is subsidiary of Philadelphia-based Broadcast Enterprises National Inc., group owner of four AM's and two FM's and one TV, headed by Ragan Henry. BENI also sold, subject to FCC approval, WCIN(AM) Cincinnati. Buyer is Cleveland-based group of one AM and four FM's owned by Norman Wain and Robert Weiss, who also sold WHTT(AM) Miami for \$2.2 million (BROADCASTING, Nov. 22) (BALH-821004HI). Action Nov. 29.

■ **WXKE(FM)** Fort Wayne, Inc. (103.9 mhz, 3 kw, HAAT: 250 ft.)—Granted assignment of license from Templar Broadcasting Corp. to Robert B. Taylor for \$1 million. Seller: Arthur R. Templar (100%), who has no other broadcast

interests. Buyer: Taylor is former general manager and licensee of WRKT-AM-FM Cocoa Beach, Fla. (BAPLH-821008ET). Action Nov. 29.

■ **KTVH(TV)** Hutchinson (Wichita) Kan. (CBS, ch. 12, 316 kw vis., 63.1 kw aur., HAAT: 1,522 ft.)—Granted assignment of license from Wichita-Hutchinson Inc. to Kansas Broadcasting System Inc. for \$11.5 million. Seller is Minneapolis-based publisher of *Minneapolis Star-Tribune*, *Rapid City (S.D.) Journal*, *Great Falls (Mont.) Tribune* and *Burley, Idaho, South Idaho Press*, plus *Sentinel* weekly newspapers serving Denver area Cowles Media Co. also owns WDRB(TV) Louisville, Ky., and cable system serving Buffalo, N.Y. John Cowles Jr. is president. Cowles Media bought KTVH in 1955 for \$1 million (BROADCASTING, Oct. 24, 1955). Buyer is principally owned by Ross Beach and Robert E. Schmidt, who own KAYS-AM-TV Hays and I KLOE-AM-TV Goodland, both Kansas; KFEQ(AM) St. Joseph, Mo.; KVOP(AM)-KATX(FM) Plainview, Tex.; KCOW(AM) Alliance, Neb., and recently KAHL(AM)-KELN(FM) North Platte, Neb. for \$810,000 (BROADCASTING, July 12). (BALCT-820902 HL). Action Nov. 24.

■ **WSHO(AM)** New Orleans, La. (800 khz, 1 kw-D)—Granted assignment of license from Swanson Broadcasting Inc. to Cascade Louisiana Inc. for \$920,000. Seller: Swanson Broadcasting owns KRMG(AM) Tulsa, Okla.; KKNG(FM) Oklahoma City; WBYU(FM) New Orleans; KEJZ(AM) Fort Worth, and KKYS(AM) San Antonio, Tex. This year it sold KWKN(AM) Wichita, Kan., and KGCS(FM) Derby, Kan. Buyer: Subsidiary of Cascade Broadcasting Corp., which is owned by David Jack (100%). Jack owns KBIF(AM) Fresno, Calif.; KLIQ(AM) Portland, Ore.; KNTA(AM) Santa Clara, Calif.; and KUDY(AM)-KICN(FM) Spokane, Wash. (BAL-821021HT). Action Dec. 20.

■ **KDCE(AM)** Espanola, N.M. (970 khz, 1 kw-D)—Granted assignment of license from Chamisa Broadcasting Inc. to Richard L. Garcia Broadcasting Inc. for \$625,000. Seller: James Hoffman and Jon Van Wambeck (50% each), who have no other broadcast interests. Buyer: Richard L. Garcia (100%), who has no other interests. He is general manager of KDCE(AM) (BAL-82101HC). Action Nov. 29.

■ **WRTR(AM)** Two Rivers, Wis. (1590 khz, 1 kw-D, 500 kw-N)—Granted assignment of license from Paragon Radio Network Inc. to Elektro Technik Inc. for \$150,000. Seller: Group of 17 stockholders headed by Thomas L. Stewart, president and 16.5% owner. Buyer is former chief engineer at WGCJ(FM) Chicago. Broker: The Keith W. Horton Co. (BAPL-820928F2). Action Nov. 29.

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Facilities changes

AM applications

Tendered

■ **WPRN** (1420 khz) Butler, Ala.—Seeks CP to change frequency to 1330 khz; change hours of operation to 5 kw-D, and make changes in ant. sys. Ann. Nov. 30.

■ **KLIP** (1220 khz) Fowler, Calif.—Seeks petition for reconsideration to change frequency to 1210 khz; change hours of operation to U by adding 500 w-N; increase D power to 10 kw; install DA-D, and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 3.

■ **KIIX** (600 khz) Fort Collins, Colo.—Seeks CP to change city of license to Wellington, Colo.; change hours of operation to U by adding 500 w-N, DA-2; change TL, and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Nov. 30.

■ **WMLB** (1550 khz) West Hartford, Conn.—Seeks MP (BP-780829AE as mod.) for reduction in ant. sys. and minor phase and field change and tower alignment; change for N array. Ann. Nov. 30.

■ **WEZJ** (1440 khz) Williamsburg, Ky.—Seeks CP to increase power to 2.5 kw. Ann. Nov. 30.

■ **WJDQ** (1330 khz) Meridian, Miss.—Seeks CP to change city of license to Marion, Miss.; change hours of operation to U by adding 250 w-N; increase D power to 1 kw; change frequency to 1240 khz; change TL, and make changes in ant. sys. Ann. Nov. 30.

■ **WKFI** (1090 khz) Wilmington, Ohio—Seeks CP to change frequency to 1030 khz; increase power to 2.5 kw and change non-DA. Ann. Nov. 30.

FM applications

Tendered

■ **KLYR-FM** (92.7 mhz) Clarksville, Ark.—Seeks CP to

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change TL; change ERP to 3 kw; change HAAT to 292 ft.; specify RC at SL and make changes in ant. sys. Ann. Dec. 3.

■ KRIC (90.1 mhz) Trexburg, Idaho—Seeks CP to change frequency to 100.5 mhz; change TL; reduce ERP to 75.4 kw; increase ERP to 403 ft., and make changes in ant. sys. Ann. Nov. 30.

■ KUUU (88.1 mhz) Neola, Utah—Seeks CP to change ERP to 3 kw and change HAAT to 55 ft. Ann. Dec. 3.

■ KASB (89.3 mhz) Bellevue, Wash.—Seeks CP to change frequency to 90.3 mhz; change TL; change ERP to 100 w (H); change HAAT to 182 ft. (H), and make changes in ant. sys. Ann. Dec. 3.

Accepted

■ KHTX (101.7 mhz) Carmel Bay, Calif.—Data filed 7-28-82 in accordance with FCC's first report and order adopted 1-6-82 and released 1-15-82 in Doc. 80-552 showing proposed operation on frequency of 103.7 mhz; change TL; change ERP to 1 kw; change HAAT to 2,874 ft., and change TPO. Ann. Dec. 3.

■ WZOT (107.1 mhz) Rockmart, Ga.—Seeks modification of CP (BPH-820216AS) to change TL; increase HAAT to 300 ft., and change TPO. Ann. Dec. 3.

■ KBYO (104.9 mhz) Tallulah, La.—Seeks modification of CP (BPH-800326AH) to change TL and SL; major environmental action under section 1.1305. Ann. Dec. 3.

■ WUUU (102.5 mhz) Romc, N.Y.—Seeks modification of CP (BPH-791114AG as mod.) to change TL; increase ERP to 26.9 kw; decrease HAAT to 647 ft., and change TPO. Ann. Nov. 30.

■ KMUN (91.9 mhz) Astoria, Ore.—Seeks modification of CP (BPEd-801201AJ as mod.) to make changes in ant. sys.; change TL, and increase HAAT to 1,071 ft. Ann. Nov. 30.

■ WXRf-FM (106.9 mhz) Guayama, P.R.—Seeks modification of CP (BPH-7 91231AJ) to change TL; decrease ERP to 24.5 kw; increase HAAT to 1,945 feet, and change TPO. Ann. Dec. 3.

■ KYND (92.9 mhz) Pasadena, Tex.—Seeks CP to install aux. ant. sys. at main TL; change ERP to 9 kw; change HAAT to 1,080 ft., and change TPO. Ann. Nov. 30.

■ WQFM (93.3 mhz) Milwaukee, Wis.—Seeks CP to decrease ERP to 12 kw; increase HAAT to 992 ft., and change TPO. Ann. Dec. 3.

TV application

Accepted

■ KOOD (ch. 9) Hays, Kan.—Seeks MP to identify as multiple city for Hays/Russell and Great Bend, all Kansas. Ann. Nov. 30.

In Contest

FCC Actions

■ FCC denied review of staff action assigning class B FM channels 236 and 262 to Christianhead, St. Croix, V.I., as

community's third and fourth FM assignments. Action Dec. 2.

■ FCC ALJ James F. Tierney in initial decision granted Professional Radio Broadcasting Corp. CP for new AM on 1510 khz at Lajas, P.R. Issues designated against PRBC included its financial qualifications and determining facts surrounding conviction on felony morals charges of one of its stockholders. ALJ determined PRBC was financially qualified. ALJ also noted convicted felon was not proposed for management role at station and since arrest has cut ties with applicant. Decision becomes effective within 50 days unless appeal is filed within 30 days or FCC reviews case on own motion. Action Nov. 23.

■ FCC proposed to authorize operation of Citizen Band Radio without individual licenses. Action Dec. 2.

■ FCC issued letter of admonition to ABC and granted license renewal for WABC-TV New York, with conditions, as result of repeated instances of deceptive programing broadcast by station during 1980 and 1981.

■ FCC authorized RKO General Inc., to relocate WOT-TV (ch.9) from New York City to Secaucus, N.J., and issued new station license for five year term. This will provide New Jersey with its first commercial VHF station. Action Dec. 8.

■ FCC dismissed as moot renewal application of RKO General Inc., and competing application of Multi-State Communications Inc. for ch. 9, New York, on which RKO's WOR-TV is licensed to operate. Action Dec. 8.

■ FCC instructed General Counsel to forward relevant information to Justice Department about nonpublic inquiry into whether PTL of Heritage Village Church and Missionary Fellowship, its principals or affiliates were involved in "fraud by wire, radio or television," in violation of U.S. Criminal Code. Also granted assignment of license of WJAN-TV Canton, Ohio, from PTL to David Livingstone Missionary Foundation. Action Dec. 8.

■ FCC denied petitions by New Jersey Coalition for Fair Broadcasting and Governor and Legislature of New Jersey seeking denial of license renewal for WABC-TV New York. FCC required ABC to submit with next renewal applications report on its use of New Jersey facilities and programing designed to serve that State.

■ FCC found Gateway Broadcasting Associates and Sunrise Broadcasting Corp. best qualified applicants to operate new FM on 106.3 mhz and AM on 900 khz, respectively, at Nashua, N.H. in initial decision, ALJ awarded AM to Sunrise, but found Merrimack Valley Broadcasting Inc. better qualified to operate FM station. Action Dec. 3.

■ FCC proposed eliminating large part of public inspection file requirements imposed on cable TV systems under section 76.305 of rules, with exception of those portions relating to EEO, equal time and sponsorship identification. Action Dec. 8.

■ FCC affirmed its decision denying rulemaking petition by United Church of Christ and Consumer Federation of America asking that every cable TV system with 3,500 or more subscribers be required to originate programing. Action Dec. 8.

■ FCC denied request by Service Electric Cable TV Inc. for rulemaking proceeding to amend Part 76 of rules which

would require that cable TV systems be given written substantiation of carriage or nonduplication rules. Action Dec. 8.

■ FCC denied request by WICS-TV Springfield, Ill., to launch rulemaking proceeding to amend rules to provide issuance of Public Notices listing cable TV systems with service to 1,000 or more subscribers. Action Dec. 8.

Legal activities

■ Save Our Station Committee and Simon Geller filed notices of appeal with U.S. Court of Appeals for District of Columbia Circuit. They asked court to review FCC's decision, released Oct. 28, which denied their petitions for reconsideration of FCC's earlier action denying Geller's renewal application for WCVA-FM Gloucester, Mass., and granting competing application of Grandbanke Corp., for same frequency. Ann. Dec. 8.

■ Wold Communications Inc. filed notice of appeal with U.S. Court of Appeals for District of Columbia Circuit. Wold asked court to review FCC's decision, released Nov. 29, which authorized Southern Pacific Satellite Co. to offer satellite space on noncommon carrier basis. Ann. Dec. 8.

■ Federal appellate court affirmed FCC's July 24, 1980, decision denying application of West Coast Media Inc. for renewal of license of KDIG-FM San Diego, Calif., for failing to make good faith efforts to meet its programing proposals. Ann. Dec. 8.

Cable

■ Giles county, Va.—Clear-View Cable TV Inc. issued notice of apparent liability for \$1,000 for violations of section 76.12 of FCC's rules. Action Nov. 30.

Call letters

Applications

Call Sought by

New AM's

KGDP Radio Representatives Inc., Santa Ynez, Calif.

New FM's

KXCI Foundation for Creative Broadcasting Inc., Tucson, Ariz.
 KLQZ KDRS Inc., Paragould, Ark.
 KIJN-FM The Best Broadcasting Inc., Farwell, Tex.
 KVEZ M&M Broadcasting Inc., Smithfield, Utah
 WUUU Radio Samoa Ltd., Leone, American Samoa

New TV's

KATN The Alaska 13 Corp., Fairbanks, Alaska

Existing AM's

WAGG WENN Birmingham, Ala.

Existing FM's

KITS KBRG San Francisco
 WSRA WXRf-FM Guayama, P.R.
 KMNT KELA-FM Centralia, Wash.

Existing TV's

KAKN KINY-TV Juneau, Alaska

Grants

Call Sought by

New FM's

KLUK Warrensburg Broadcasters Inc., Knob Noster, Mo.

New TV's

KCAA Manning Telecasting Inc., Yuma, Ariz.

Existing AM's

WMRE WITS Boston
 KSZN KPDN Pampa, Tex.

Existing FM's

KDDB KPRA Paso Robles, Calif.
 KZZC KTRO Leavenworth, Kan.
 WKBI-FM WTMX Ridgway, Pa.

Existing TV's

KARD KLAA West Monroe, La.

Summary of broadcasting

FCC tabulations as of Sept. 30, 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	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses



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Which do you require for your media planning needs in the year ahead?

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CONSUMER MAGAZINE & FARM PUBLICATION RATES & DATA. Monthly. More than 1,500 consumer and 200 farm publications. Includes editorial profiles, ad rates, mechanical requirements, copy regulations, circulation, personnel, issue and closing dates.

NEWSPAPER RATES & DATA. Monthly. 1,600 U.S. daily newspapers, newspaper groups, supplements and comic sections. Includes ad rates, special features, contract and copy regulations, mechanical requirements and latest circulation figures.

CO-OP SOURCE DIRECTORY. Semi-annually. Over 2,400 co-op advertising programs. Each includes eligible media, timing, accrual, participation, ad specifications, media requirements, aids available from manufacturer, reimbursement method and more.

SPOT TELEVISION RATES & DATA. Monthly. All commercially operated TV stations, regional networks and groups. Geographically arranged with rates, special features, closing times, facilities, programming formats, ID specifications and station representatives for stations seeking national or regional advertising.

SPOT RADIO RATES & DATA. Monthly. All commercially operated AM and FM stations. Geographically arranged with rates, special features, closing times, facilities, programming formats, ID specifications and station representatives for stations actively seeking national or regional advertising.

DIRECT MAIL LIST RATES & DATA. Contains over 11,000 consumer lists and over 40,000 business lists. Subscription includes 24 updates over the year. Includes list source, rental rates, quantity, commission, restrictions, test arrangements and method of addressing.

COMMUNITY PUBLICATION RATES & DATA. Semi-annually. All NAAP members, plus other weekly newspapers and shopping guides. Includes personnel, ad rates, closing time, circulation and mechanical requirements.

PRINT MEDIA PRODUCTION DATA. Quarterly. Separate sections on business publications, farm publications, consumer magazines and newspapers. Includes information about shipping instructions, binding method, reproduction materials in order of preference, printing process, production specification, inserts, bleeds, special issues and closing dates.

PLUS — other valuable, time-saving references: **SPOT RADIO SMALL MARKETS EDITION AND NEWSPAPER CIRCULATION ANALYSIS (NCA).**

STANDARD RATE & DATA SERVICE, INC. 2464
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_____ Change Bulletins (Optional)	\$ 35.00
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Expanding radio chain has purchased two new stations: one, a successful daytimer in the fastest growing city in Texas; the other, a turn around fulltime station in northern Texas. We need two qualified GM's. Applicants must be take-charge, sales and bottom line oriented. Send resume and references to Box K-39. EOE, FM.

Aggressive and professional major market Bible-centered, religious radio group looking for experienced advertising sales and marketing management people. Must be a goal-oriented achiever. No losers, please! Position offers management growth and top pay for top performance. Contact Rich Bott, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

Group owner seeks experienced GSM. Candidate must be goal-oriented and able to train and motivate others. Your potential is limitless in this Connecticut growth market. Compensation and benefits commensurate ability. Contact Corydon L. Thurston, President, Radio Middletown, Inc., P.O. Box 359, Middletown, CT 06457. EOE.

Membership/underwriting manager—public radio station. Responsible for on-air membership campaigns and program underwriting activities, including special projects, budgets, reports, planning, and marketing. Salary contingent on experience. Send resume and audio tape to: Personnel, WMFE-TV/FM, 11510 E. Colonial Dr., Orlando, FL 32817. Equal opportunity employer.

Professional major market - Bible-centered, religious talk radio group looking for announcers and operations management people. Must be news/issue-oriented, excellent interviewer, possess management potential and stable work history. Position offers management growth and top pay for top performance. Send resume and tape to Gary Coulter, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

General Manager to join growing eight-station group. A real challenge—Class A-FM, Mobile, Alabama—virtually a start-up situation. If you are a winner who wants to share in the excitement of building, send me complete details on what you have done in radio that is unique or different. I am not interested in the "usual resume". Richard Oppenheimer, 1219 West Sixth Street, Austin, TX 78703; 512-474-9233. EOE.

HELP WANTED SALES

Pacesetter sales manager wanted for KXIC, Iowa City. Modern country and news AM in great Midwest city. Must carry list and show how it's done. Great opportunity for big gains in this recession-proof market. Draw plus commissions plus incentives plus health insurance and other company benefits. For specifics, contact: Mark Renier, G.M., 319-354-9500, Iowa City, IA. A group ownership-Tom Ingstad Broadcasting. EOE/MF.

Career opportunity for experienced account executive with new FM facility in beautiful east Texas area. If you are a hard-driving, proven producer with a desire to move up with a growing company, we want to talk to you. Start Jan. '83 in Tyler, Texas. Send resume: Lois Morrow, KFML, Box 1029, Whitehouse, TX 75791.

New York City. Looking for street wise, aggressive individual with retail sales and development capability. Send resume in confidence to Box K-33. We are an equal opportunity employer.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY-KUNA, P.O. Box 1400, San Luis Obispo, CA 93406.

Radio Mgr./S. Mgr.—East Coast, medium market. Growth opportunity-small chain. Salary open. Send resume; references a must. EEO. Box K-48.

Sales person to become Sales Manager - eastern Pennsylvania. Potential more important than experience. Salary, over-ride, expense allowance. Opportunity for career with exciting corporation. Box K-57.

FM station in northern Ohio market, near Cleveland, has an opening for strongly motivated account executive with experience in local sales. EEO employer. Send resume to Box 451, Wadsworth, OH 44281.

HELP WANTED ANNOUNCERS

Opening for evening shift announcer. Experience a must, as well as good production. Dave Madl, KWHW, Box 577, Altus, OK 73521.

Immediate opening for wide-awake all-night personality on capitol city country powerhouse. Production, too. Join a great team. Tapes and resumes to: Greg Thomas, WFMB-FM, P.O. Box 2989, Springfield, IL 62708. EOE/MF.

Mature morning personality for Midwest adult MOR to continue long tradition of community involvement, both on and off the air. Must be able to entertain with more than music. EOE. Write Box K-58.

Mature announcers with good production skills & minimum 2 yrs' commercial experience for expanding NC radio group. Send T & R to Susan Prillman, c/o Curtis Radio Group, Box 529, Laurinburg, NC 28352. EOE.

MOR announcer, heavy news. AM-FM. 60 miles from D.C. Resume to Box K-54.

Top-rated super-soul FM seeking dynamite talent! Must be experienced and have head on straight. Drifters, loafers or pot heads need not apply! Send tape and resume to PD, WQDW, Box 668, Kinston, NC 28501. EEO/M-F.

HELP WANTED TECHNICAL

Chief engineer needed now. Dynamite AM/FM stereo operation. Good pay and benefits. Must be experienced, creative, good. Top line new equipment. References please. Write Box K-42.

South Florida—Chief Engineer wanted for 100kw FM. 1200 ft. tower. Must be experienced in transmitter and microwave operation and maintenance. Also, extensive experience maintaining studio equipment. Must be able to work independently. We are group-owned and are looking for someone who can grow with us. Send resume and salary requirements to: Garret Clancy, Operations Manager, WIZD Radio, 2000 Palm Beach Lakes Blvd., Suite 640, West Palm Beach, FL 33409.

Wanted: full time engineer for a 100,000 watt public radio station. Duties include day-to-day maintenance of all studio equipment and transmitter, as well as supervision of all audio/recording needs for a large summer fine arts camp. Minimum 3 yrs' experience in broadcast engineering. Contact WBLV, Blue Lake Fine Arts Camp, Twin Lake, MI 49457.

Broadcast technician. Engineering maintenance and repair; assist Chief Engineer; non-union; 9-5; must have 3-5 yrs' exp. including production; full time job; mid-town Manhattan. Call 212-752-3322 for more information.

North Alabama station seeking Chief Engineer for AM directional, FM stereo automated. Call Jim Hall, collect, 205-383-2727.

Chief with production voice wanted by Class C FM in Rocky Mountains. Varied duties—good company. Send resume, including salary history to Brent Larson Stations, 4014 Bells Dr., Ogden, UT 84403. 801-621-0234.

Chief Engineer. AM/FM combination in central Florida. FM is maximum power, automated. AM is full time DA-N. EOE. Reply to Box K-82.

HELP WANTED NEWS

WZZK-FM, Birmingham's top-rated station, seeks morning co-anchor; some street reporting. Delivery and voice most important. Must be good writer. Minimum 2 years' on-air news experience. WZZK is part of the growing employee-owned Katz Broadcasting Company. Tape and resume to Ley Garnett, News Director, WZZK, 530 Beacon Parkway West, Birmingham, AL 35209. No phone calls. EOE. Minorities and women encouraged to apply.

Experienced reporter with commitment to local news and sports for NC radio station. PBP helpful. Send T & R to Susan Prillman, c/o Curtis Radio Group, Box 529, Laurinburg, NC 28352. EOE.

News Director with experience in all aspects of radio news. Send tape and resume to Orv Koch, Stuart Broadcasting, P.O. Box 80209, Lincoln, NE 68501. EOE.

Texas—leading major market radio leader in process of upgrading news and sports departments. Looking for fresh, adult approach to news or sports. Rush resume to Box K-79.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Southwest. Number one, 12+, large market, easy-listening station seeking production director. Mellow voice for additional mid-day on-air shift. Must be creative, able to write copy. Excellent facilities, salary, benefits. Experienced pros only. Tape and resume to: Al Baker, PD, KKJY, 5000 Marble NE, Albuquerque, NM 87110.

Underwriting officer—public radio station. Responsibilities include generation of revenue from corporate underwriting of public radio programming and activities, budgets, planning, reports, marketing and special events. Send resume/salary requirements to: Personnel, WMFE-TV/FM, 11510 E. Colonial Dr., Orlando, FL 32817. Equal opportunity employer.

Promotion assistant, public information. National Public Network seeks a promotion assistant to work in our public information department in Washington, D.C. Individuals should have 4 years of college or equivalent experience, excellent writing skills, 55 wpm typing with at least 2 to 3 years related experience. Excellent company benefits. Salary \$13,500, negotiable. Send resume and salary history to Box K-66.

WHLY/Y-106 Radio is looking for a promotion director. Applicant must have minimum two years' experience in radio promotion. Applicants skills must include PR, production, copywriting, and marketing coordination. Salary commensurate with experience. Contact Jake Russell, WHLY, 233 North Lake Blvd., Altamonte Springs, FL 32701. Equal opportunity employer.

Motorsports broadcaster with solid radio background and extensive motorsports knowledge to join fast growing radio network. Full time position involves all phases network operations. Tape, resume, salary history: Motor-Vation Radio Network, P.O. Box 69, Farmingdale, NJ 07727-0069.

Membership officer—public radio station. Responsible for on-air membership campaigns, budgets, reports, planning, marketing, and special events. Send resume, salary requirements, and audio tape to: Personnel, WMFE-TV/FM, 11510 E. Colonial Dr., Orlando, FL 32817. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Motivation and knowledge will make you organization grow. Gen. Mgr. with experience in management, sales, programming, and promotion with ability to win looking for progressive organization. Understands bottom line and achiever of goals. Seeking warm climate, consider all. Small/medium market Good references. Write Box K-52.

SITUATIONS WANTED MANAGEMENT

Experienced General Manager looking for turnaround situation in medium rated market. Proven sales and audience builder. Organizer, teacher & motivator. Good with goals, budgets, bottom line & people. Dick Lange, 3005 Ft. Jackson Dr., Jacksonville, FL 32211. 904-641-1885.

41-year-old professional with twenty years' experience broadcast or related fields. Have done it all from jock to manager. Very good engineer (1st class license), very good announcer. Want solid management position in medium/small market. Preferably in Southeast and easy listening format, but have worked all formats. Presently convalescing from automobile accident and working as announcer at beautiful music FM in Florida. Will be ready to make move after 1st of year. Write Box K-50.

Small market generalist, BA degree. fifteen years' experience. sales, copy, production, on-air, RAB trained. Desires return to broadcasting. Contact: TC, 8479 Heron Avenue South, Cottage Grove, MN 55016.

Sales Manager seeks General Manager's position. 15 years' experience—announcer, sales, first phone. Prefer small, medium market. Will make your AM station profitable & control costs. Make salary offer. Write Box K-63.

Complete professional Strong major market sales, programing and corporate experience seeking GM position. 19 years' experience. Prefer Northeast/New England, but will consider other. For resume and further information, call Mr. Allen, 305-235-5776.

Attention New England and northern border states: Broadcast pro with 28 years' experience and know-how to increase sales, profits and audience. Excellent track record. American citizen currently employed in Canada wants to go home. Let's make it a happy new year for both of us! Phone Dave Cummins, 403-459-8580.

Small market specialist: Country broadcasting consultant, 25 years' experience, seeks GM position with potential for ownership. Replies confidential. Write Box K-69.

Top management leader desires a move to a warm climate. Excellent track record. Totally equipped in all aspects of the broadcast industry: FCC regs, engineering, and a natural ability for establishing a healthy sales organization. This method will always develop a handsome bottom line. Reply: Mr. Edwin R. Brunn, PO. Box 711, Lake Geneva, WI 53147. 414-279-3736.

12 years management in one place. Sales, programming, operational professional. Location not a factor if professional salary base plus performance override needed to make it work. Write Box K-75.

Successful saleswomen with in-depth knowledge of radio seeking management position in Florida or Sunbelt. Dedicated, hard working. Reply Box K-78.

SITUATIONS WANTED SALES

General Sales Manager, TV, wanting to return to radio. 16-year pro with experience in all phases of radio & TV. Prefer medium market. Write Box K-28.

SITUATIONS WANTED ANNOUNCERS

Female broadcaster-writer, light experience, extensively trained. DJ/news-caster, good production and equipment skills. Meticulous, dedicated worker. Write Box J-130.

Attractive, personable, 26-year-old male seeks announcing position in radio or TV. Graduate Columbia School of Broadcasting. Originally from Paris, France; speaks fluent English. Daniel Lasquier, 2030 Peachtree Rd, 7-C Atlanta, GA 30309.

Have tongue, will travel - entry level position - DJ, news, flexible - EOE satisfaction -cassette or reel to reel. Gilbert E. Bowen, 215-922-2530.

Air personality, original, spontaneous and entertaining. 20 years' experience. Phone Joe Fletcher, 502-425-6773.

Pittsburgh's entertainment talker is available. Want the best? Call 412-321-5071.

Available for best opportunity. New announcer with good voice, personality, and ability. Evenings preferred. Ohio, adjoining state, consider elsewhere. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

Professional sound & attitude. Eager, quick learner. Anywhere. Ted Robinson, 535 W. Manor Circle, Bayside, WI 53217. 414-352-7314.

Good voice. Great personality. Easy to get along with. 3 months radio experience. FCC license. Will relocate. Paul Kaishian, 510 N. 106 St., Wauwatosa, WI 53226. Call before 8:30 AM, 414-453-4548; after 6: p.m. 414-543-8683 or 414-453-4548.

Christian broadcaster, 9 years' experience. DJ, programming, production, news. Mature, professional sound. Bob Watson, 205-626-9422, or General Delivery, Daphne, AL 36526.

3rd phone announcer with experience is seeking radio position within 50-mile radius of New York City. Please call 201-945-3212, after 6 PM EST, ask for Joe.

Dynamic female rock personality. 13 yrs' broadcast exp., 5 yrs. major market, seeks new challenge. Alex Hays, 212-758-6304.

Minor league baseball PBP position sought by 5-year radio veteran. Currently PD/announcer; dedicated professional seeks return to sports fulltime. Write Box J-165.

Ratings got you down? Bring your small/medium market station to new heights with a dynamic, dependable, hard-working individual. A/C, MOR, country plus news, sports and production. Any shift. Will relocate now. T & R: Jenny Nicholson, 16825 Forest Avenue, Tinley Park, IL 60477, or 312-560-0172 evenings except Fridays.

Merry Christmas To All and to all a good employee! Call me, Crystal, at 201-773-3492.

SITUATIONS WANTED TECHNICAL

12 years' experience AM directional, FM stereo, automation, proofs. Heavy on audio processing. Rock or AC, med or large market. Write Box K-36.

Medium market chief engineer seeking new opportunities. Experienced with RF, AM directional, studio construction and maintenance, plus much more. Write Box K-70.

Call me for AM antenna proof-of-performance. Have screwdriver, will travel! Write Box K-86.

SITUATIONS WANTED NEWS

Major market experienced play-by-play/reporter looking for sports director/reporter position in small-medium market. Please call Bob Harden, 714-957-5808 or 714-968-3867.

Experienced, versatile—morning drive, phone, interview-talk, and major market quality PBP—employed, ready to move now—midwest only—Steve Rawlings, 312-588-2379.

Ten-year broadcast veteran seeks PBP, sportstalk in medium/major market. Will also consider sports combo position. Write Box K-59.

Sportscaster and news announcer looking for morning slot. Major experience in New York sports, news, race calling and commercials with several top New York stations. Knowledge, style and opinion my strength. Write Box K-61.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Need a good PD for your major/medium market AC or CHR-FM? Call me! My credits are: top 5 market research director, production director, top 50 market PD, promotions director. I am currently working in America's fourth largest market at one of the nation's leading A/C stations. I also consult a top 50 market A/C-AM and CHR-FM. If you're interested, Call Bill, 713-975-8483.

NC, SC, VA, 12 years' experience - 32 years old. Have been operations manager, program director, news director, music director, announcer/sales. If you have opening in any of above, I'm interested. Write Box K-62.

Literate writer available. Experience. Peter Nash, 3053 Barkley Ave., Bronx, NY 10465; 212-822-3076.

I Love Production, splicing, dubbing, producing. I find it fun. Small market announcer/engineer looking for a home. Go anywhere with tons of work. Aggressive on-air voice. Broadcasting school grad. Call Bob Santulli, 603-569-2702.

TELEVISION

HELP WANTED MANAGEMENT

Station Sales Manager. New UHF station in southern N.H. seeks energetic, innovative Sales Manager. Tremendous resources, responsibility, and opportunity will be given the right person. Must be innovative and experienced at agency and direct selling. Resumes only to: William H. Smith, Pres., CTV of Derry, Inc., 36 Commerce Way, Woburn, MA. 01801. EOE.

Auction and special events manager. Western New York Public Broadcasting Association is seeking a bright, energetic, self-motivated individual to be staff director for an annual televised auction and to plan and direct a variety of special events throughout the year. Requires proven writing skills, strong ability to plan and organize both self and others, and willingness to work long hours under extreme pressure. Also, must function as liaison with volunteers for our stations. Experience with events and volunteers a plus. Reply with resume, references and salary requirements to Box K-67. An equal opportunity employer.

HELP WANTED SALES

Account executive. No. 1 independent seeking aggressive A.E. with minimum of 5 years TV sales experience. Send resume to Local Sales Manager, KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. Equal opportunity employer.

Local/regional Sales Manager in medium size Northeast Market to manage six-person sales staff. Position involves input into traffic and creative service departments. Opportunity for growth within company. Prefer prior broadcast sales management experience; however, will consider candidate looking to move into first sales management position. Send letter and resume to Box K-31. Equal opportunity employer.

Account executive. TV network affiliate in top 15 market is seeking a person with substantial experience in direct and agency sales. Send resume to Personnel Director, PO. Box 24525, Seattle, WA 98124. EEO/MFH.

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 & vendor programs desired. EOE. Write Box K-73.

Dominant TV station in south Florida market looking for proven salesperson with minimum three years' TV sales experience, and ability to work with rating book effectively. Send resume to Box K-84. Equal opportunity employer.

HELP WANTED TECHNICAL

Television maintenance engineer needed for CBS affiliate on California's coast. Requires FCC 1st or general license, with prior knowledge and experience with UHF-TV transmitters, microwave, 3/4" & 2" video tape, mini-cam, and other TV equipment. Digital knowledge desirable. Send resume to: Ken Warren, C.E., KMST-TV, PO. Box 1938, Monterey, CA 93940. EOE.

Maintenance Engineers. KSTW-TV (Seattle-Tacoma) needs maintenance engineers with general class license, high school diploma or equivalent, and two years specialized training in electronics. Also requires two years broadcast-related maintenance experience. Excellent wages, benefits. Confidentiality assured. For further information, phone 206-572-5789, ask for Mr. Crittenden or Mr. Holman. EOE.

Technician, Christian station—WTKK TV, serving the Washington, D.C. market, seeking stable, qualified electronics technician to assist in maintenance of station in all areas. Requires some experience and willingness to learn. Mr. Foltz, 9008 Center Street, Manassas, VA 22110. Equal opportunity employer.

HELP WANTED TECHNICAL

T.V. broadcast engineering supervisor. University television studio which produces public TV, and instructional programs. As Chief Engineer, it involves supervision of personnel, facilities and the maintenance of equipment to broadcast standards including quad and 1 in. VT recorders, microwave, C.G., studio and portable cameras. 5 years maintenance of T.V. broadcast equipment and 3 years solid supervisory experience required. 1st class license helpful. Competitive salary range coupled with outstanding paid benefit package. Send resume and salary history with references to: Staff Personnel Office, The University of Akron, Akron, OH 44325. The University of Akron is an equal education and employment institution.

HELP WANTED NEWS

Anchor/reporter - CBS affiliate in 80th market needs hard worker with commitment to television news; 2 years' television experience required. Send tape and resume to Dale Pandelis, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. No phone calls.

Anchor/Reporter. We've promoted our noon anchor to the six and eleven shows, so WTOL-TV, an aggressive CBS affiliate in Toledo, is looking. You'll produce and anchor and report. Previous experience is a must. Send resume only in your first letter to: Kirk Winkler, News Director, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE. M/F.

Weekday evening anchor sought for an aggressive, small market news department. Broad responsibilities. Not entry level. No phone calls, please. Send resume, videocassette, and salary requirements to David Cupp, News Director, WVIR-TV, P.O. Box 751, Charlottesville, VA 22902. AA-EOE.

News Director: Houston's leading independent, KRIV-TV, Metromedia Television, is looking for a top flight, experienced News Director, who is capable of starting up a new news operation in America's fastest-growing city in the Sunbelt. Person must be fully capable of doing it all. Full employee benefits. Send resume and salary requirements to: Jerry Marcus, VP/General Manager, KRIV-TV, Metromedia Television, P.O. Box 22810, Houston, TX 77227. No phone calls, please. An equal opportunity employer.

Would you like to make a California ABC affiliate the source for news? If you have strong writing and leadership skills, know news, and would like to be involved in producing, then send resume to Box K-49. No beginners. Our staff knows of this job. An EOE employer.

New York producer seeks on-air TV lawyer for syndicated production. Send resume to Box K-51.

TV superperson needed! List experience in news, ENG, studio camera work, directing, switching, programming, character generation systems, computer programming, field reporting, news anchor, and hosting. If you are experienced in the above, are creative, inventive, don't mind hard work and long hours, and want to get in on the beginning of a new frontier in cable television, send resume immediately (no tapes, please) and salary requirements to: Bert Haney, Cable-TV, Longview Newspapers, Inc., P.O. Box 1792, Longview, TX 75606.

News Director—take-charge executive needed by CBS affiliate in Sunbelt capitol city in 84th market. Send resume and salary requirements to Station Manager, WJTV, Box 8887, Jackson, MS 39204. EOE.

Top 75 western market station is seeking sports and news anchors/producers. Send resume to Box K-65. EOE.

News Director. Experienced News Director for award-winning cable television operation with well-established, broadcast quality news operation; to head reorganized department and create all-news channel utilizing satellite headline service, local news and talk show. Will be expected to do some on-air work, hands-on television news experience a must; a challenging position in a quickly growing market. Apply by January 4, 1982, with video tape, to: Personnel Director, Palmer Cablevision, 333 8th Street South, Naples, FL 33940. We are an equal opportunity employer.

Anchor M-F 6 & 10 news, plus field assignments. Reporting experience needed. Midwest 100+ market. EOE. Resume to Box K-72.

News Anchors. WFRV-TV, Green Bay, is accepting tapes and resumes for a co-anchored midday newscast. Strong writing skills and dexterity a must. No calls. EEO. Tapes and resumes to Ray Wilck, News Director, WFRV-TV, P.O. Box 1128; Green Bay, WI 54305.

Field reporter for medium-market New England station. Good writer and digger with potential for anchor fill-in. Resume, letter, written news samples to Box K-83.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production Manager. Dominant station in 72nd market has opening for people-oriented production leader. All production skills required. Send resume, salary requirements to: Station Manager, KFVS-TV, 310 Broadway, Cape Girardeau, MO 63701.

Major affiliate: seeking feature reporter for award-winning locally produced magazine show. Looking for strong on-air personality and demonstrated skills writing, producing and reporting human interest and news-related magazine stories. Send audition tape and resume to P.O. Box 9494, Seattle, WA 98109. EOE.

Documentary producer. Large market Midwest network affiliate wants experienced documentary producer/writer to produce long form documentaries for award winning unit. Minimum 3 years producing experience required. Resumes only to Box K-41. EOE.

Opportunities with a national broadcast/cable network: news director, booth producer, and financial writer needed. Southern California location. Send resume only to Box K-74.

Videographer/editor wanted for major market affiliate. Five years min. experience. Location lighting emphasis with knowledge of 3/4" editing preferred. M/F EEO employer. Send resume to Tom Herron, Operations Mgr., KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. No phone calls.

Net affiliate in fast-growing, competitive, Sunbelt market needs imaginative, creative self-starter as promotion manager to maintain positive progress now underway. Let us know why you're the one to meet our challenge with a resume to Box K-80.

Public affairs reporter/associate producer: top ten market public television station seeks professional experienced in field and studio production, and/or news/documentary reporting. Will participate in development of new public affairs unit. Resume to: Personnel, KERA TV, 3000 Harry Hines Blvd., Dallas, TX 75201.

SITUATIONS WANTED MANAGEMENT

Major Sunbelt market broadcaster, 15 years sales and management experience, seeks challenging GM or GSM position. Bottom line orientation. Employed. Box K-34.

General Sales Manager seeking long term commitment, either independent or affiliate. Sales instructor & motivator. Experience with national representatives. Resume & references ready. Write Box K-68.

SITUATIONS WANTED TECHNICAL

Master control-videotape eng. with major market and network experience. Can relocate immediately. Major market preferred, medium markets considered. Write Box K-37.

SITUATIONS WANTED NEWS

Hard-working sports anchor/reporter/producer seeks position with small to medium market station. Recent grad with 3 years professional experience. Excellent production skills. Mark. 607-748-8591.

Experienced sportscaster who excels in local sports coverage. Currently working in medium market and looking to move on. Write Box K-30.

Videographer/editor. Creative, experienced ENG, EFP Editing 2, 3/4, 1/2 inch. FCC General, BSEE degree, expertise in "live" ENG. Want top-notch news operation. Will relocate. Reply Box K-35.

Dynamic, creative female seeks entry level general assignment reporting position. Excellent writer, thorough researcher. A digger with varied radio and television reporting and writing experience in southern California. Political affairs just one of my fortes. Will relocate for right position. Have writing samples and video tape. Call Toby, 303-245-6879, or write Box K-64.

Desire small or medium market sunbelt area sports anchor position. Call 602-938-2623 for videotape.

Sharp black female ready to begin career as reporter/anchor. 2 years' experience in major market: news, community affairs, MC, TV and radio. B.A. Communications. Articulate, attractive, ambitious. Tina, 313-434-5289.

Top 50's market reporter with 7 years' experience seeks position in larger city with progressive news operation. Specialty government and politics, but great with features and others, too. Anchor and produce, also. Call 316-263-9686 evenings, or write Box K-71.

Interview show professional. News, sports, variety. Major market experience. Desire return to air. Write Box K-55.

Ad Lib. That's the magic word in weathercasting. It's vaulted my current TV home to No. 1. I can do the same for your station. Write Box K-76.

Experienced assignment editor seeks major market news management position. Master's degree. Write Box K-85.

Looking for unique opportunity as a noon or evening news anchor in small market. Can bring to the station strong background in promotion, production, news writing/producing. Write Box K-87.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production/Talent: 31-year-old male interested in magazine or news format. Experience: 3 years radio personality, 3 years TV production, off and on camera, managerial, teaching. Contact David Robertson, 3817 W. North Ave., Milwaukee, WI 53208. 414-445-0348.

Commercial Producer/Director, experienced professional. Background in creative writing, one-inch, EFP and computer post-production systems. Excellent client rapport. Rick Smith, 316-686-1590.

Entry level—looking to start a career in broadcasting. Have just recently graduated with hands-on experience in all phases of television productions, and with some practical experience in field. Willing to relocate. Please call Anton Rosner, home: 201-773-1788; or office, 212-661-5600, ext 233/234.

Slo-mo operator needs work in sports, commercial, video-rock, studio production. Jay Sullivan, 13200 Mt. Babcock, Reno, NV 89506.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast Faculty member needed starting late August to teach TV, cable, radio production. Other journalism areas a plus; \$21,000 for nine months, renewable. Developing program; teachable class sizes. Master's required; addl. study a plus. Broadcast experience essential, pref. both comm. and PBS. Great outdoors location. Write: William R. Lindley, Dept. of Journalism, Idaho State University, Pocatello ID 83209. AA/EOE.

Chairperson/Department of Journalism. Starting with the Fall, 1983 semester. Department has 5 full time, 5 part time faculty and approximately 200 majors. Department chair will usually teach two news reporting courses each semester, in addition to advising and administrative duties. Teaching background and extensive experience in news (broadcast or print) required. Ph.D. and academic administrative experience preferred. Salary and rank negotiable. Send current resume and 3 letters of recommendation by January 17, 1983, to: Jack M. Thompson, Chair, Search Committee, Department of Journalism, University of Rhode Island, Kingston, RI 02881. An affirmative action/equal opportunity employer, m/f.

HELP WANTED INSTRUCTION

Assistant Professor of broadcasting (television). The University of Maine/Orono, Journalism/Broadcasting Dept., seeks Assistant Professor of Television for tenure-track, 9-month academic-year appointment to teach television broadcasting, basic production, writing, law, effective Sept. 1, 1983. Ph.D. preferred, Master's degree accepted, professional experience, demonstrated teaching ability required. Salary commensurate with qualifications. Deadline: Jan. 7, 1983. Send letter and resume to Jonathan Tankel, Search Committee Chairman, 107 Lord Hall, Journalism/Broadcasting Dept., University of Maine, Orono, ME 04469. The University of Maine is an equal opportunity/affirmative action employer.

Broadcast journalism — The journalism department at Ohio Wesleyan University is seeking instructor or assistant professor for new tenure-track position. Experience in broadcast journalism required, television preferred. Master's degree required, doctoral preferred. Ability and interest in teaching undergraduates a must, as is commitment to liberal arts education. Responsibilities: teach basic and advanced broadcast journalism courses, develop and advise broadcast laboratory, teach introductory journalism course. Possibility of developing courses in other areas of expertise. Nationally-known department has about 50 majors, an independent student newspaper, a 10-watt FM radio station, access to local cable television facilities. Salary about \$16,000-\$22,000 for 9 months, depending upon qualifications. Position begins Sept. 1983. Send resume, references, college transcripts by Jan. 31, 1983, to: Verne Edwards, Chairman, Department of Journalism, Ohio Wesleyan University, Delaware, OH 43015. Ohio Wesleyan University is an EO/AA employer.

Speech/Drama. Entry level tenure track position, subject to administrative approval. Applicants must possess a Master's degree; Ph.D. preferred. Preference will be given candidates with strong teaching competencies, broadcasting and related professional experience. Applicant required to teach public address, interpersonal communication skills and a variety of courses that complement the broadcasting emphasis of a degree program in speech communication. Appointment effective Fall, 1983. Interested applicants respond by January 30, 1983, to: Charles E. Muench, Chairperson, Speech/Drama Department, Susquehanna House, Millersville State College, Millersville, PA 17551. Please include resume, three letters of reference and all academic transcripts. Millersville State College earnestly seeks and is eager to receive applications from women and minority candidates.

Dean, College of Speech, Marquette University. Marquette University invites applications for the position of Dean of the College of Speech. The College of Speech includes programs in broadcast communication, communicative disorders, interpersonal communication, speech education, theatre arts, and theatre arts education, offering degrees at both the Bachelor's and Master's levels. Candidates should hold a doctoral degree and/or demonstrate significant administrative experience at the department head level or its equivalent in a communications-related field. In addition to the administrative experience, candidates must demonstrate teaching and research interests; the ability to develop and maintain professional rapport with the various units of the College and the University; significant involvement in professional activities and organizations; and an understanding and commitment to the University's urban, Jesuit, Catholic, Christian mission. Salary is negotiable. Applications should be accompanied by a curriculum vitae and the names of three references. In addition, letters of recommendation from these references should be sent directly to: Rev. Kenneth J. Gavin, S.J., Ph.D., Chairperson, Search Committee, Communicative Disorders, Marquette University, Milwaukee, WI 53233. An affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

Evangelical group needs 1 inch type "C" recorders, EFP cameras, switchers, monitors, related production equipment for distribution to domestic and foreign mission organizations. Prefer no-cost, possible cash purchases. Contact: Circle Productions, Inc., 1564 South Third Street, Niles, MI 49120.

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.

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. 713-769-2475, 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.

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 1 kw translator, 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.

10 & 20 KW FMs: Harris 20H-3, CCA 10,000D. Also two 25KWs. All transmitters on-air and guaranteed. Call M. Cooper, 215-379-6585.

Copper strap, wire, screen. Check our prices. 317-962-8596, ask for copper sales.

AM transmitters: CCA 5000 D, 1977, on-air, mint. RCA-BTA-1R & Gates BC-1G, 1 kw AM's. M. Cooper, 215-379-6585.

GE Model BTA-50, 50,000 watt AM transmitter; available early 1983. Amber 4400-A audio test set. Bill Massey, KZLA Radio, 5700 Sunset, Los Angeles, 90028.

Film/chemicals—one lot chemicals consisting of 1st dev, stop bath, color dev, bleach fixer, stabilizer. Cost-\$2,196. make offer. Film—8-100 ft. rolls YNX455 7250 tungsten silent. Cost \$112. Make offer. 60-360 ft. rolls VNF 601 7240 daylight SOF. Cost: \$3,306—make offer. Film and chemicals worth \$5,502; will sell all for \$2,750. Ca-1 Jim LaBranche, 304-325-5487.

Chyron IV titling system, 32K memory, 6 fonts, colorizer/keyer. Very good condition. \$45,000. Television Graphics, 201-444-2911. 555 Broad Street, Glen Rock, NJ 07452.

Dorrough DAP 310, audio processor. 16 months old, excellent. \$1700. Call George Drake, WLIM, 516-475-1580.

Towers: two 280' used AM guyed towers. H.C. Jeffries Co., San Antonio, Texas. 512-828-7631.

2 edit systems, Panasonic NV9200 NV9500 NVA950. 2 edit systems, Panasonic NV9240 NV9600 NVA960. 2 Panasonic 9200A. 3 Panasonic 9240. 3 Panasonic WV2150's. 1 Panasonic WV3700. 1 GE PE24 film camera. 1 Laird telemedia multiplexer. 2 Edutron TBC's. 1 video data systems character generator 1 RCA AVQ-10 weather radar system. Please contact Jim Moore, KADN TV, 318-237-1500.

Mobile TV truck—30 ft. TV sports and commercial unit. RCA TKP 45 and SK-70 cameras, Ampex 2000 VTR, Conrac monitors, CDL switcher, Yamaha audio. For further information, call CIT Leasing, Ed Ransdale, 251 S. Lake Ave., Pasadena, CA 91101. 213-795-8881.

Audio console bargains! Recording tapes. Cart machines. Limiters. Write for catalog. Box 213, Dunkirk, MD 20754.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Forty-two AM and FM transmitters in stock, all have met FCC proofs. All powers from 1kw to 20kw FM and 1kw to 50kw AM. Continental, Collins, RCA, Harris/Gates, Sparta, CCA, and others Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

CONSULTANTS

Need video technicians? Call VTI. Trained techs available. No fee. 214-263-2613.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

TELEVISION Help Wanted Sales

TV SYNDICATION SALES

Expanding syndication department requires 2 experienced, aggressive TV syndication sales persons. Must have first name contact with A/E & time buyers in advertising agencies throughout U.S. Must have personal contact experience with management & PD's at TV stations throughout U.S.

Principal assignment will be sales for new syndicated product, first run, newly produced, to be sold on cash or barter basis.

Send resume to Gus Nathan, Telefeatures Corp., 950 Third Avenue, New York, NY 10022.

Director of Employee Relations

Boston area television station is seeking a Director of Employee Relations. The position calls for specific experience in the following areas:

- Labor Relations
- Wage and Salary Administration
- Employee Benefits
- Training and Development
- Employee Policy and Affirmative Action Development
- Corporate and Community Relations

Qualifications:

- Must have 6-10 years' experience with a major market television station at a corporate personnel level
- Should be career-oriented with the responsibility for developing and implementing innovative employee programs and policies
- Must be able to interface with all levels of management and employees
- MA in Personnel Administration preferred.

Please send resume (confidentiality assured) to Box K-60. An equal opportunity employer, M/F

ENTERTAINMENT TONIGHT

Television's #1 entertainment news series is expanding and needs creative professionals in several markets across the nation:

CORRESPONDENTS

Reporters with daily deadline experience to cover all aspects of news magazine entertainment stories. Must be able to develop, write, package and deliver original fresh, interesting entertainment reports from the field. AFTRA.

FIELD PRODUCERS

Experts with extensive daily journalism field and post-production experience to produce and edit entertainment copy and stories. Knowledge of logistics, facilities and transportation required to get stories on the air with impeccable production standards. DGA.

CAMERA CREWS

Photo-journalists with state-of-the-art 3/4" equipment, communications and field transportation. Must be available on short notice and have ability to edit "in the camera" with superior picture and sound quality under breaking news conditions. IATSE.

Entertainment Tonight is also looking to retain additional print and broadcast experts who cover specialized areas of the entertainment industry. Please submit a one-page letter—do not send ideas.

Letters, resumes, clippings and 3/4" cassettes should be sent to:

ENTERTAINMENT TONIGHT

1549 N. Vine St.
Hollywood, Calif. 90028



TELEVISION DOMESTIC DISTRIBUTION

An Equal Opportunity Employer

WDVM TV 9 WASHINGTON, DC

MANAGER OF ACCOUNTING SERVICES

Affiliated television station in Washington, DC is seeking an individual to manage all of its accounting functions. This position requires a person with at least a B.S. in accounting and several years experience in supervising personnel in a business office environment. Broadcasting experience preferred but not essential. Send resume to:

Personnel Manager
4001 Brandywine St., NW
Washington, DC 20016

EEO

TRAFFIC MANAGER

Excellent opportunity for experienced television traffic manager. Minimum 2 years' experience as traffic manager, preferably on the BIAS system. Major market Sunbelt station. Send replies to Box J-154. An EOE.

For Fast Action Use BROADCASTING's Classified Advertising

SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

LOOKING FOR A COMPLETE STAFF

for an LPTV station. Sales, camera operators, news and others. Send complete resume and references to Bruce Fenske, Channel 22, P.O. Box 487, New Ulm, MN 56073.

Help Wanted Progaming,
Production, Others
Continued



ST. LOUIS

has an immediate opening for a creative and talented co-host to join our current female co-host on one of Missouri's most exciting television shows. Previous PM Magazine experience is desirable. You must be organized, have a good personality and be able to work with a wide variety of personality types. Writing, production and a background in journalism or theater a must. If 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:

Barry Copeland
KTVI-TV
5915 Berthold
St. Louis, Missouri 63110

Help Wanted News
Continued

TV SHOW HOST

For Pilot and 13 Half-Hour
Public Affairs Programs

THE LABOR INSTITUTE OF PUBLIC AFFAIRS seeks experienced, smart, curious, energetic, engaging type to host pilot and 13-part broadcast series. Must be good street reporter with easy style, sympathetic to labor views, able to relate well to working people and issues.

Series will be quality broadcast production with journalistic integrity covering people involved in social issues. On-location production around the country scheduled for January-April, 1983.

Send ¾" video tape demonstrating on-location, reporting and interviewing skills to:

Labor Institute of Public Affairs
815 16th Street, N.W.—Room 406
Washington, D.C. 20006



CO-HOST KOMO-TV SEATTLE

Award-winning, locally produced magazine show seeking co-host to join current female co-host. Anchor/co-host experience preferred. Strong story producing skills are essential. Send audition tape and resume to Personnel Dept., KOMO-TV, 100-4th Ave., No., Seattle, WA 98109. ABC-TV network affiliate. EOE.

IF YOU ARE THE BEST

sports anchor in television and would like to work in a major market in the Southeast, we want to hear from you. EOE, M/F. Resume only to Box K-40.

Situations Wanted News

NEWS DIRECTOR

30's market ass't. ND wants to move up. With 12 years in the business and a solid producing background, I can do the job for you. Call Terry, 305-423-1626, now!!

Help Wanted Sales
Continued

Radio Broadcast Equipment Sales

Harris Broadcast Division enjoys an unsurpassed reputation for excellence throughout the industry. An exceptional career opportunity is presently available for a sales professional for all radio sales in Metro New York, Connecticut, Rhode Island, and parts of New Jersey and Pennsylvania.

DISTRICT SALES MANAGER

You will be responsible for maintaining a sales level at or above forecast, make well planned, organized, in-depth customer calls, prospecting to qualify potential customers. Other responsibilities include developing customer rapport, analyzing marketplace potential, and service to existing customers.

Qualifications are a BSEE or equivalent work experience related Broadcast or Broadcast Engineering and a proven successful track record. Must possess excellent oral and written communications skills.

Our Compensation and benefits package matches the importance of this long-term career opportunity.

Send Resume in confidence to:

Gary L. Schell
Harris Corporation
Broadcast Division
P.O. Box 4290
Quincy, Illinois 62305-4290



HARRIS

An Equal Opportunity Employer M/F

Help Wanted News

WTVJ

MIAMI - FT. LAUDERDALE

NEWS REPORTER

Aggressive news operation seeks a reporter to cover general assignments and "live" reporting. Minimum of 3 years reporting experience in a major television market. Excellent air presentation and the ability to develop stories required.

Please send resume and tapes (no phone calls please) in confidence to:

Employment Manager
WOMETCO ENTERPRISES, INC.
324 N. Miami Avenue
Miami, FL 33128

Equal Opportunity Employer

ALLIED FIELDS

Help Wanted Sales

WANTED: DIRECTOR OF SALES/MARKETING

for the West Coast division of an innovative commercial production house. We syndicate television campaigns promoting radio stations and we are searching for a flexible, aggressive person who:

- has a solid background in sales
- is experienced with advertising campaigns promoting radio stations
- has contacts with general managers throughout the radio industry
- is able to plan marketing strategies and follow-through to sales.

Excellent opportunity.

Call or write to:

Celestial Mechanix Inc.
612 Hampton Drive, Venice, CA 90291
213-392-8771

For Fast Action Use
BROADCASTING's
Classified Advertising

Help Wanted Management

OPERATIONS MANAGER

Wold Communications is seeking a manager for its new tape playback center in Los Angeles. Previous experience in management of personnel, knowledge of broadcast operations with extensive background in planning and analysis. This position would be responsible for overall management and operation of a new 24-hour facility. This position is available now and will be filled as soon as possible. Excellent benefits. Submit salary requirements and resume to: Lee Ullmann, Vice President, Operations, Wold Communications, 10880 Wilshire Boulevard, Los Angeles, CA 90024. EOE.

Help Wanted Technical

CHIEF ENGINEER/ MAINTENANCE ENGINEERS

Wold Communications is accepting applications for chief engineer and maintenance engineer(s) for employment in its Los Angeles tape playback facilities. Applicants should have hands-on experience maintaining Sony/Ampex/RCA 1" and 3/4" tape machines, associated editing controllers, audio and video distribution equipment. The chief engineer position requires a minimum of five years' experience in broadcasting or associated qualified experience. Maintenance engineer(s) require a minimum of two years' hands-on experience with equipment listed above. These position openings will maintain a brand new state of the art system being constructed at this time. Please send salary requirements and resume to: Lee Ullmann, Vice President, Operations, 10880 Wilshire Boulevard, Los Angeles, CA 90024. EOE.

WOLD
Communications

A subsidiary of Robert Wold Company, Inc

Radio Programming

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors

410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Business Opportunity

SATELLITE NETWORK TIME AVAILABLE

A complete turn-key radio network is now available, offering uplinking service, transponder time and an existing network of small-aperture earth stations in place and operating today. Useful for distribution of commercial continuity, PSAs, specialized news reports or any other type of audio material to an existing nationwide network of radio stations, or you may form your own network. Both long-form and short-form slots available. This network is in place and fully operational today. For complete details, please write on your letterhead to:

J.E. Lisante,
Attorney at Law
9622 Scotch Haven Drive
Vienna, VA 22180

SATELLITE TRANSPONDER

Will sell or Joint Venture

SPACENET I • Projected/36MHz
Long Term • Starting 1984

Send Inquiries to:

P.O. Box 3615 • Tulsa, OK 74194

CABLE

Help Wanted Programing,
Production, Others



THE TOTAL SPORTS NETWORK NETWORK OPERATIONS/TRAFFIC COORDINATOR

"HEY, SPORT, HOW DO YOU SCORE?!!!"

1. Like a challenge?
2. Perform best under fire?
3. Have you made important on-air decisions?
4. Have at least 3 years of diversified studio and/or remote television operations experience gained in a major market?
5. Familiar with broadcast operations procedures, including hands on experience ordering satellite and land line facilities?
6. Have an interest in a wide variety of sports and can readily adapt to changing operational conditions and requirements?
7. Can you coordinate and monitor the on-air operation of a leading advertiser-supported cable network whose rapidly expanding subscribership now totals over 20 million homes?

If you scored a "perfect 7," please send your resume and salary history in confidence to:

ESPN
ESPN Plaza
Bristol, CT 06010

Attn: Director, Human Resources. No phone inquiries, please. An equal opportunity employer,
M/F.

Miscellaneous

TELEVISION STATIONS AND CABLE SYSTEMS

Exclusive half-hour interviews with Tom Wolfe and Saul Bellow are available to selected television stations and cable operators at no charge. No commercial inserts or barter, but participating outlets must agree to list programs in newspapers and program guides. Market exclusivity guaranteed with declaration of air dates. Additional 90-second news features also available. Produced by Parkhurst Communications for Pocket Books.

Call collect:

212-686-6859, or toll-free
800-431-2797.

FOR SALE

Full day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 E. 44th St., NYC 10017. 212-599-3303.

Employment Service

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.

For Sale Stations



**Wilkins
and Associates**
Media Brokers

NY	AM	\$20,000 downpayment
MN	AM/FM	\$35,000 downpayment
LA	FM	\$20,000 downpayment
PA	AM	\$35,000 downpayment
VA	AM	\$25,000 downpayment
AZ	AM	\$35,000 downpayment
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MW	Medium	Fulltime	\$995K	Terms	Peter Stromquist (612) 831-3672
R.Mt.	Small	Fulltime	\$775K	\$175K	Greg Merrill (801) 753-8090
E	Small	AM	\$600K	Terms	Warren Gregory (914) 454-9643
FL	Medium	Fulltime	\$575K	Terms	Bill Cate (904) 893-6471
NE	Medium	Fulltime	\$500K	\$230K	Jim Mackin (207) 623-1874
SW	Small	Fulltime	\$495K	\$125K	Bill Whitley (214) 680-2807
SE	Small	AM/FM	\$300K	29%	Ernie Pearce (615) 373-8315
R.Mt.	Small	AM	\$235K	\$60K	Greg Merrill (801) 753-8090

To buy or sell, for appraisals or financing - contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

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SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

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DEADLINE NOTICE**

The deadline for classified advertising for the January 3 issue will be:

WEDNESDAY, DEC. 22

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

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).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

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.

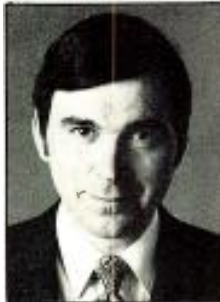
Fates & Fortunes

Media

Alvin Flanagan, president and chief executive officer, Gannett Broadcasting, Atlanta, and president and general manager of group's WXIA-TV Atlanta, named chairman of Gannett



Flanagan



Davidson

Broadcasting Group. **Jeff Davidson**, VP and general manager of broadcasting group, succeeds Flanagan as president and CEO.

Alfred Racco, VP and general manager, WABC(AM) New York, named to untitled position within ABC Radio division. He is succeeded by **James Haviland**, formerly VP and general manager, Viacom's WLAK(FM) Chicago.

Chuck Borchard, general manager, WHND(AM) Monroe, Mich.- WMJC(FM) Birmingham, Mich., joins WDRQ(FM) Detroit as general manager.

Jim Grant Jr., sales manager, KKYK(FM) Little Rock, Ark., named general manager.

Jeanne Oates, local sales manager, WDCA-TV Washington, joins WPGC-AM-FM Morning-side, Md., as general manager.

James Butler, general sales manager, WWJF(FM) Fort Lauderdale, Fla., named general manager.

Mary Kellogg-Joslyn, director, communications, KNXT(TV) Los Angeles, named director, broadcasting.

David Low, general sales manager, WXXA-TV Albany, N.Y., named station manager. **Catherine Castracane**, business manager, WXXA-TV, named assistant treasurer.

Richard Manship, station manager, WBRZ(TV) Baton Rouge, named general manager. **Bob Headlee**, general sales manager, named assistant general manager and director of sales.

Laurence Glasberg, VP, finance and administration, CBS Consumer Publishing, New York, elected VP and general auditor. **George Vradenburg**, deputy general counsel, CBS Inc., elected VP.

Richard C. Marshall, group VP, ABC Publishing Division, New York, named president and

chief executive officer of Miller Publishing, Minneapolis, operating unit of ABC Publishing. He succeeds **Wilfred E. Lingren**, who has been named to new post of chairman of Miller Publishing.

Peter Porrello, director, personnel and labor relations, NBC, Washington, named VP, personnel, NBC, New York.

John B. Rogers, director, staff labor relations, NBC, New York, named VP, staff labor relations.

Patti Kanter, office manager, Arlington, Mass., franchise, American Cablesystems, named marketing systems analyst.

Ellen Weiner, administrator, analysis and control, business affairs office, NBC-TV Burbank, Calif., named manager, business affairs and administration.

Elsa Soriano, product specialist, Arbitron, New York, joins WNUJ-TV Linden, N.J., as manager, research services.

Karen Zill, programing coordinator, instructional television productions, noncommercial WNET(TV) New York, joins noncommercial WETA-TV Washington as marketing representative, instructional productions.

David Prescott, VP and controller, American Cablesystems Corp., Boston, named senior VP and treasurer.

Appointed associate directors, Public Broadcasting Service station independence program, Washington: **Steve Bass**, from noncommercial WHA-TV Madison, Wis.; **Linda Liebold**, from noncommercial WETA-TV Washington, and **Joyce Parkin**, from noncommercial WCBB(TV) Augusta, Me. Independence program assists member stations in development activities.

Marketing

Appointments, Ogilvy & Mather, Los Angeles: **Jane Lawrence**, VP, director of local broadcast, Chicago, to same capacity; **Marilyn Lee Fidler**, account director, Foote, Cone & Belding, New York, to account supervisor, and **Karen Pierce**, assistant media planner, to media planner.

Richard Hamilton, from Ketchum Advertising, San Francisco, joins Benton & Bowles, New York, as VP, manager of media planning. **Madeline Lewis**, account supervisor, Benton & Bowles, New York, named VP. **Lily Safani**, account supervisor, B&B Direct, New York, direct marketing subsidiary of Benton & Bowles, named VP.

Stephen Grubbs and **Robert Riesenberg**, network programing supervisors, BBDO, New

York, named VP's.

Frank McDonald, senior VP and director of media and marketing services, Cunningham & Walsh, New York, named executive VP.

James Lynch, senior VP, The Doody Co., New York retail consulting firm, joins Television Marketing Associates there as president.

Stuart Agres, from Adolph Coors brewery, Golden, Colo., joins The Marschalk Co., New York, as executive VP, director of strategic planning.

Joseph Hildebrand, VP, manager of national sports sales, Mutual Broadcasting System, Detroit, takes on additional duties as Detroit sales manager.

Jim Ross, national sales manager, KDKA-TV Pittsburgh, joins MMT Sales there as branch manager.

Bradford Wallin, executive VP, Buck & Berglund, Burlington, Mass., joins Fitzgerald, Toole & Alden, Providence, R.I., as VP and senior art director.

Victor Harrison, sales manager, Kenton and

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Boone county (Ky.) cable systems, Storer Cable, assumes additional responsibilities as area sales manager, northern Kentucky systems.

Donna Dye, account executive, W.B. Doner and Co., Tampa, Fla., joins Ensslin & Hall, there as media buyer and planner.

Joan Blayney, VP, media group head, McCann-Erickson, New York, joins NBC-TV, Los Angeles, as director, media planning, West Coast.

James Dalthorp, art director, McCann-Erickson, Houston, joins D'Arcy-MacManus & Masius, St. Louis, as art director.

John Boyd Jr., director of data processing, Kenyon & Eckhardt Advertising, New York, named VP.

Pamela Allen, from Marketing Advertising Services, Clearwater, Fla., joins Hessemer Lawrence & Ardelean, Tampa, Fla., as traffic director and assistant production director.

Joe McCrary, VP, associate creative director, Bozell & Jacobs, Dallas, joins D'Arcy-MacManus, Chicago, as associate creative director.

William Ford, senior VP and creative director, Campbell-Ewald, Warren, Mich., joins N W Ayer, Detroit, as creative director.

Karen Holmes, recent graduate, St. Mary's College, Winona, Minn., joins Kelly, Scott & Madison, Chicago, as traffic supervisor.

John Baker, controller and assistant treasurer, and **Thomas McKee**, general counsel, John Blair & Co., New York, elected VP's.

Daniel Cohen, senior VP, The Marschalk Company, New York, elected executive VP.

Terrance Cussat, director of client services, McGirley Marketing Research, Philadelphia, joins Korey, Kay & Partners, New York, as director of media and research.

Candace Wendling, general sales manager, WOWO(AM) Fort Wayne, Ind., and **Cynthia Whitby**, sales manager, WOWO, join Waldschmidt, Waldschmidt & Associates there as VP's, account executives. Wendling will supervise business and marketing management, and Whitby, media planning and strategy.

Susan Rochelle, secretary-sales assistant, USA Cable Network, Glen Rock, N.J., named administrator, advertising sales.

Scott Packard, from Satellite Representatives, Chicago, joins Eastman Radio, Minneapolis, as manager of that office. **Peter Remington**, account executive, WRKI(FM) Brookfield, Conn., joins Eastman Radio, New York, in same capacity.

Mary Margot, sales assistant, Blair Radio, Minneapolis, named account executive.

Marlene Heshler, account executive, WTAE(AM) Pittsburgh, named general sales manager.

Bruno Graziano, local sales manager, WPXI(TV) Pittsburgh, named general sales manager.

Jay Davis, local sales manager, WXXK(FM) Pittsburgh, named general sales manager.

Anne Ragsdale, local sales manager, WOFL(TV) Orlando, Fla., named general sales manager.

Bill Stanley, local sales manager, WTVQ-TV Lexington, Ky., named general sales manager.

Danielle Webb Fein, account executive, WYNY(AM) New York, joins WWRL(AM) Woodside, N.Y., as general sales manager.

Carol Quereau Netter, general sales manager, WCAU-TV Philadelphia, named director of sales.

Terry DeVoto, national sales manager, KYUU(FM) San Francisco, named local sales manager. **Bob Barnett**, account executive, named new business sales manager.

Jeff Wood, media planner, Cranford Johnson Hunt & Associates, Little Rock, Ark., joins KARN(AM) there as account executive.

Programing

In consolidation of Arts and Daytime programming, Hearst/ABC Video Services, New York: **Mary Alice Dwyer**, VP, programing, assumes responsibility for Arts, in addition to Daytime; **Curtis Davis**, director, programing services, Arts, to director of programing, Arts; **Alyce Finell**, director of development and supervising producer, Daytime, to director of programing, Daytime; **Betty Cornfeld**, creative consultant, to manager of programing, Arts; **Ellen Abrams**, senior producer, Daytime, to manager of programing, Daytime; **Barbara Syzpak**, production assistant, Daytime, to program supervisor, Arts; **Marlene Dann**, production assistant, Daytime, to program supervisor, Daytime, and **Andrea Girard-Levis**, talent coordinator, Daytime, to manager, talent, Hearst/ABC.

George Sefectis, VP, finance, television, 20th Century-Fox, Los Angeles, named VP, finance, telecommunications division.



Simpson

Clare Simpson, VP, network packaging, D.L. Taffner, New York, joins United States Satellite Broadcasting there as VP of program development.

Steve Lafferty, VP, business affairs, Viacom, New York, joins Showtime there in same capacity.

Appointments, Entertainment and Sports Programing Network, Bristol, Conn.: **Ellen Beckwith**, manager, remote talent and graphics administration, to newly created position of director, production; **Russ Brown**, oper-

ations producer, to senior operations producer; **Wendell Grigley**, operations planning coordinator, to operations producer, and **Annette Stavola**, network operations and traffic coordinator, to senior network operations and traffic coordinator.

Richard Merkle, director of corporate planning, ABC Inc., New York, named VP, finance and planning, Home View Network, division of ABC Enterprises there.

Stuart Rekant, VP, business affairs, Home Box Office, New York, resigns to form own firm, Independent Production Resources, based in New York. Firm will provide production finance and distribution services to television and motion picture producers.

Abby Aronsohn, director of new market development, Tribune Cable Communications, Mahwah, N.J., named to newly created position of director of programing.

Richard Sigler, staff attorney, Mitchell, Silverberg & Krupp, joins Hanna-Barbera Productions as VP, business affairs, remaining based in Los Angeles.

Deborah Blackwell, director of planning, office of chairman, The Entertainment Channel, New York, named director of family programing, responsible for channel's two family programs, *Animal Express* and *Just for Fun*, and development of new programing.

Donna Woodward, regional manager, mid-central region, Home Box Office, Kansas City, Mo., named regional director, mid-America region, remaining based in Kansas City.

Ron Smiley, VP and executive producer, Videosmith, Philadelphia, joins RSVP, film and video production house, Philadelphia, as president and executive producer.

Susan Roschelle, secretary/sales assistant, USA Cable Network, Los Angeles, named administrator, advertising sales.

Jay Albright, account executive, KEEN(AM) San Jose, Calif., joins Drake-Chenault, Canoga Park, Calif., as national programing consultant.

Paul Shainhoit, senior internal auditor for United Artists Corp., New York, named director of internal audit.

Dean Boal, VP and general manager, non-commercial WETA-FM Washington, joins National Public Radio there as music coordinator, NPR Plus, programing service that premieres Jan. 3.

Norman Delaney, VP, Cinemax marketing and distribution, New York, joins Screen Service Corp. there as director of marketing.

Kevin Elliot, from Communitronics, Bellville, Ill., joins Video International Productions, St. Louis, as general manager, production services.

Janis Hahn, producer, "Soundtrack of the 60's," Watermark/ABC Radio Enterprises, named producer, "Spotlight Special," ABC Contemporary Radio Network, remaining

based in Los Angeles. **Jeff Leonard**, research coordinator, Watermark/ABC Radio Enterprises, named associate producer of "Sound-track of the 60's" for company.

Richard Nailling, program manager, WGGT(TV) Greensboro, N.C., joins MCA TV, Atlanta, as sales executive, Southeast area.

Jack Masters, publicist, The Goldwyn Company, Los Angeles, named sales representative.

William Avery, news director, KEVN-TV Rapid City, S.D., named program director.

Robert Jones, from WLKY-TV Louisville, Ky., joins KING-TV Seattle as program director.

Brooke Bailey, assistant program director, ABC-owned WLS-TV Chicago, joins ABC's WABC-TV as program director.

Correne Green, from personnel department, Derby Refining Co., Wichita, Kan., joins noncommercial KPTS(TV) Hutchinson, Kan., as program services associate.

David Brazinski, producer, on-air promotion, WBNG-TV Binghamton, N.Y., named production manager.

Steven Ober, associate news producer, KGO-TV San Francisco, named producer of *A.M. San Francisco*, station's morning talk show. Ober succeeds **Shirley Davalos**, who has resigned to form own television production company.

Mike Bourgeois, program director, WAJY(FM) New Orleans, joins WALA-TV Mobile, Ala., as production manager. He succeeds **Jim Briggs**, who joins WNGE(TV) Nashville as assistant director.

News and Public Affairs

Phil Riesen, from KALL(AM) Salt Lake City, joins KTVX(TV) there as managing editor, news.

Herb Bloom, senior producer, Satellite News Channels, Washington, named deputy bureau chief.

Keith Swezey, assignment editor and capitol correspondent, WKY(AM) Oklahoma City, named news director.

Daniel O'Connor, director, special news programs, NBC News, New York, named managing director, documentaries.

Janet Janjigian, associate producer, ABC News, *Nightline*, Washington, joins NBC News there as producer, *Nightly News*.

Richard Tuininga, assistant news director, WBNS-TV Columbus, Ohio, joins KPIX(TV) San Francisco as executive producer, news.

Jan Pate, assignment editor, WPDE-TV Florence, S.C., named news director.

Appointments, KICU-TV San Jose, Calif.: **Bob Cook**, executive producer, KTXL(TV) Sacramento, Calif., to managing editor, news; **Mi-**

chael Konczal, intern, to writer-producer, and **Melanie Morgan**, reporter, KGO(AM) San Francisco, to general assignment reporter.

Bill Dean, special projects producer, KYW-TV Philadelphia, named assistant news director.

Gary Smith, producer, KNBC(TV) Los Angeles, joins KTTV(TV) there as executive producer, news department.

Nancy Saslow, executive news producer, WNGE(TV) Nashville, joins KPIX(TV) San Francisco as special projects producer, news department.

Appointments, Cable News Network, Dallas: **Susan Reed**, from CNN Atlanta, to bureau chief; **Deborah Lindner**, from KPRC-TV Houston, to assignment editor-reporter, and **James Christe**, from Atlanta office, to producer.

Jay Moore, news director, WTVR-TV Richmond, Va., joins WTTG-TV Washington as managing editor. **Daniel Cohen**, producer, WPLG(TV) Miami, joins WTTG-TV as producer.

Terry Hadley, anchor-reporter, KSWO-TV Lawton, Okla., joins KRDO-TV Colorado Springs as southern Colorado bureau chief.

Don Schiel, sales and marketing coordinator, Sorenson Broadcasting, Pierre, S.D., joins Minnesota News Network, St. Paul, as manager. Network, developed by Minnesota Public Radio, is scheduled to go on air Jan. 3, and will provide hourly newscasts and agricultural and business reports to subscribing commercial radio stations in Minnesota via Westar IV.

Bruce Frank, reporter, KAKE-TV Wichita, Kan., to news producer. **Jill Olmstead**, noon news anchor, to weeknight co-anchor and reporter. **Deborah Foggio**, from WJBK-TV Detroit, to reporter.

Maureen Maloney, assistant news director, KSTF(TV) Scottsbluff, Neb., joins WHSV-TV Harrisonburg, Va., as correspondent, Charlottesville, Va., bureau. **Neil Rattigan**, from WAVY-TV Norfolk, Va., joins WHSV-TV as correspondent, Augusta county, Va., bureau.

Tracy Gaffney, from noncommercial WJCT-TV Jacksonville, Fla., joins WJXT-TV there as public affairs manager.

Terry Douglas, anchor, KXLY-TV Spokane, Wash., joins WCPO-TV Cincinnati as reporter-writer.

Gary Majors, reporter, WPVI-TV Philadelphia, named co-anchor. **Elliott Rodriguez**, from WTVJ(TV) Miami, joins WPVI-TV as reporter.

Eleanor Hayes, noon news anchor, WTVF(TV) Nashville, joins WISN-TV Milwaukee as 6 p.m. co-anchor.

Gary Shore, chief meteorologist, WJLA-TV Washington, will assume additional duties as meteorologist for WRMR(AM) Alexandria, Va. WPKX-FM Woodbridge, Va.

Joe Spencer, from WXYZ-TV Detroit, joins ABC News, Chicago, as reporter, Midwest-ern division.

David Waples, news director, WECQ(FM) Ge-

neva, N.Y., joins WEBR(AM) Buffalo, N.Y., as reporter.

Karen Church, anchor-reporter, KYTV(TV) Springfield, Mo., joins KHOU-TV Houston as reporter.

Joe Silbert, general assignment reporter and weekend anchor at WLWT(TV) Cincinnati, joins WOR-TV New York as reporter, *News at Noon*.

Technology

William Randall, director of systems divisions, North America, Data General, Cambridge, Mass., joins Pioneer Communications of America, Columbus, Ohio, as executive VP, with responsibility for Pioneer's cable sales, engineering and planning.

Ernest Kelly III, assistant to president, government relations, Satellite Television Corp., Washington, named to newly created position of director of government relations for parent Communications Satellite Corp (Comsat) there.

Donald Pappert, material manager, Alco, New York, joins Magnavox CATV Systems, Manlius, N.Y., as manager of material control. **Ronald Townsend**, senior account executive, Magnavox CATV, Arlington, Tex., named Western sales manager.

Roger Ferguson, from IBM, New York, joins General Instrument there as VP and controller.

John McG. Dobbs, product group manager, computing systems group, and principal physicist, Analogic, Wakefield, Mass. manufacturer of analog and digital signal processing equipment, elected VP and chief scientist.

Frederick Cain, manager, carrier accounts, RCA American Communications, Princeton, N.J., named director, carrier accounts.

Jerry Cudlipp, from Tektronix, Beaverton, Ore., joins Tele-Measurements, Clifton N.J., manufacturer of video communications equipment, as broadcast sales specialist.

Robert Turner, from defunct Braniff Corp., New York, joins RHG Electronics, manufacturer of microwave relay links, Deer Park, N.Y., as manager, quality control.

Thomas Muniz, account executive, Jerrold division, General Instrument, Hatboro, Pa., joins Century II Electronics in newly created position of Northeast district sales representative, temporarily based in Dearborn, Mich.

Donald Addington, VP, chief engineer, WXIA-TV Atlanta, joins Turner Broadcasting there as chief engineer, satellite operations.

Peter Rosenwald, senior VP, director of new product development and direct marketing consultant, Reeves Communications, New York, retired.

J.E. (Ed) Risk, VP, engineering, Pulitzer Broadcast Stations, St. Louis, retires after over 40 years with Pulitzer stations.

Promotion and PR

Kathleen Culleton, director, financial planning, CBS Theatrical Films, named director, administration, advertising and promotion, CBS Entertainment, remaining based in Los Angeles.

Alan Dessoff, private consultant, joins Earle Palmer Brown, Bethesda, Md., as VP, public relations.

Linda Pinstein, manager of network sports relations, WEEI(AM) Boston, named director, advertising and promotion.

Maureen Durkin, acting manager, advertising and promotion, WPXI(TV) Pittsburgh, named manager of department.

Michael Watt, from Maher, Pastor & Stevens, Hartford, Conn., joins WTTX(TV) Waterbury, Conn., as promotion manager.

Jill Katz, promotion manager, WCVB-TV Boston, named creative services director. **Michael Byrnes Fodgen**, copywriter-producer, succeeds Katz.

Allied fields

Alexander Haig, former secretary of state, appointed to board of directors of newly formed MGM/UA Home Entertainment Group and will be proposed for election to board of MGM/UA Entertainment Co. at annual



other program series, *Amos 'n' Andy Music Hall*, which ended in 1960. The television version of *Amos 'n' Andy*, produced in 1951 for CBS-TV, remained on the network until 1953 and additional episodes thereafter were produced for syndication with Gosden and Correll as advisers to the series.

Freeman Gosden, 83, radio comedian who created the role of Amos on NBC's long-running *Amos 'n' Andy* radio program, died of cardiac arrest Dec. 10 at UCLA medical center, Los Angeles. Gosden, along with Charles Correll (who died in 1972) broke into radio on WEBH(AM) Chicago in 1923, adopting the *Amos 'n' Andy* dialect format later at WGN(AM) Chicago where they starred in a show called *Sam 'n' Henry*. In 1927 they moved to WMAQ(AM) Chicago with *Amos 'n' Andy*. In 1929, the program went nationwide as a Monday-Friday nightly quarter-hour on NBC where it remained until 1939. In that year it transferred to CBS and stayed there until 1943 when NBC regained it. In 1948 *Amos 'n' Andy* returned to CBS and broadcasts continued until 1957 when the team started another program series, *Amos 'n' Andy Music Hall*, which ended in 1960. The television version of *Amos 'n' Andy*, produced in 1951 for CBS-TV, remained on the network until 1953 and additional episodes thereafter were produced for syndication with Gosden and Correll as advisers to the series.

stockholders meeting Jan. 8.

Ronald Simon, associate curator, Museum of Broadcasting, New York, named curator, television. **Lauren Gray**, associate director of technical services, named director, technical services.

Valeri Schulte, attorney, National Association of Broadcasters, Washington, named assistant general attorney.

William Fleischman, executive VP, director of operations, marketing research group, A.C. Nielsen, Northbrook, Ill., named administrative VP.

Institute of Electrical and Electronics Engineers presented FCC Commissioner **Joseph Fogarty** with public service award "for effective public service in matching communications policy to modern technology."

Elected officers, Washington chapter, National Academy of Television Arts and Sciences: **Sandra Pastoor**, WTTG(TV), president; **John Douglass**, American University School of Communication, first vice president; **Stephanie Campbell**, WDCA-TV, second vice president; **Carol Porter**, *Washington Post*, secretary; and **Sandy Reed**, ABC-TV news bureau, treasurer.

Harry Martin, Indiana Rural Radio Network, New Palestine, Ind., named Farm Broadcaster of the Year at annual convention of National Association of Farm Broadcasters in Kansas City, Mo.

Elected officers, Connecticut Broadcasters Association: **Perry Ury**, WTIC-AM-FM Hartford, president; **William Ryan**, WFSB-TV Hartford, vice president; **Ronald Tarsi**, WINE(AM)-WRKI(FM) Danbury, secretary-treasurer, and **Ann Powers**, WLIS(AM) Old Saybrook, assistant secretary-treasurer.

Elected officers, Cable Television Network of New Jersey, Trenton: **Frank Scarpa**, National Video Systems, president; **Henry Magers**, U-A Columbia Cablevision, vice president, programming; **Robert Bilodeau**, executive VP, Suburban Cablevision of East Orange, vice president, engineering; **Barbara Silkworth**, Storer Cable Communications, secretary; **Albert Stender**, law firm of Holzapfel, Perkins & Kelly, and legal counsel to network, assistant secretary, and **Charles Friel**, district man-

ager, Group W, treasurer.

Deaths



Miner in 1950's

Worthington C. (Tony) Miner, 82, pioneer television producer and director, died on Dec. 11 in New York Hospital after suffering from arteriosclerosis for several years. Trained as theatrical director, Miner turned to television in 1939, joining CBS-TV as manager of program development. He became manager of CBS-TV's television department in 1942. He remained at CBS until 1952 and is credited with creating *Studio One*, TV version of *The Goldbergs*, *Mr. I Magination* and *The Toast of the Town*, which later became *Ed Sullivan Show*. He left CBS in 1952 to join NBC-TV where he produced *Medic*, with Richard Boone and *Frontier*. In late 1950's, he became involved in motion picture production and was producer of "The Pawnbroker." In recent years Miner served as board chairman of American Academy of Dramatic Arts in New York. He is survived by son and two daughters.

Wilson A. Shelton, 64, president of Compton Advertising, New York, from 1963 to 1965, died of heart attack Dec. 13 while on vacation in Naples, Fla. He was VP of American Home Products Corp., New York, from 1967 to 1975, and earlier had worked for Wm. Esty Co., Kenyon & Eckhardt, Dancer Fitzgerald Sample and Biow Co. He is survived by daughter and son.

Dan Hutchins, 58, director of communications, AT&T, New York, died of heart attack Dec. 8 following luncheon meeting at Dorset hotel, New York. He is survived by his wife, Marilyn, son and daughter.

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Joseph O'Connor, 64, VP, Communications Satellite Corp. (Comsat), died of heart attack Dec. 10 at Mount Vernon (Va.) hospital. He is survived by his wife, Kathryn, son and daughter.

Will Lee, 74, actor who played Mr. Hooper character on *Sesame Street*, died of heart attack Dec. 7 at Lenox Hill hospital, New York.

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Dick Clark: youthful vigor to match youthful looks

America's oldest teen-ager turned 53 late last month. The man who has made the 25-year-old *American Bandstand* the popular music show on TV by which all others are judged is becoming just as active behind the camera and away from the microphone. And he is just as successful.

Dick Clark, entertainer/producer and now production company owner, credits his popularity to his determination not to let his tastes "freeze in time." As the rest of the world has aged, Clark keeps looking younger, a phenomenon he attributes to heredity and years of taking vitamins.

Clark was bitten by the radio bug early. "When I was 13 years old, I saw Jimmy Durante and Garry Moore do a radio broadcast and I knew that was what I wanted to end up doing—being in the radio business," Clark said. He began as a teen-age radio announcer at WRUN(AM) Utica, N.Y., in 1947 while attending Syracuse University. Upon graduation he went to WFIL-AM-FM-TV Philadelphia, and it is there that the Dick Clark story took off.

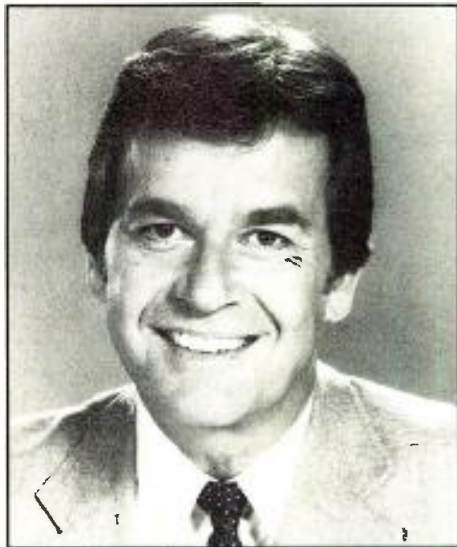
Bandstand began as a radio show on WFIL(AM) and moved to television in 1956 over WFIL-TV with Clark as host.

Clark recalls that in May 1957, that he learned ABC-TV was thinking of dropping an afternoon network program of old English movies. Clark wrote to Ted Fetter, the network's director of programs, to ask for a meeting about putting *Bandstand* on the network. While on vacation in June of that year, Clark phoned his office and discovered that a letter had arrived from Fetter saying: "If you are ever in New York, why don't you drop in and say hello." Clark flew to New York and "pleaded" with Fetter to give *Bandstand* a trial run on ABC.

Bandstand made its network debut on Aug. 5, 1957, with the new name of *American Bandstand*. Later that year, Clark began hosting two other live ABC-TV programs: *Dick Clark's Saturday Night Show* and *The World of Talent*.

But Clark wanted to be viewed by his peers as more than just "the guy with the records and the kids dancing," and started to produce music shows for TV. This later evolved into specialty TV productions such as music award and retrospective "clip" programs as well as made-for-TV movies which were either biographies or on historical events. Clark says his ABC-TV movie, *Elvis*, which highlighted the life story of singer Elvis Presley, won one of the toughest TV ratings battles in recent history when it finished ahead of "Gone With the Wind" on CBS and "One Flew Over the Cuckoo's Nest" on NBC.

On the horizon for television are "commitments to script" from ABC on the life



Richard Wagstaff Clark—president, Dick Clark Productions, Burbank, Calif., (company is major investor in the The United Stations, radio program production and distribution firm in New York); b. Mt. Vernon, N.Y., Nov. 29, 1929; BS, Syracuse University, 1951; announcer, WRUN-AM-FM Utica, N.Y., 1947-50; announcer, WOLF(AM) Syracuse, N.Y., 1950-51; newscaster, WKTV-TV Utica, N.Y., 1951-52; announcer, WFIL-AM-FM-TV Philadelphia, 1952-56; host of WFIL-TV's *Bandstand* series and formed Dick Clark Productions, 1956 (1956 to present, Dick Clark Productions has been involved in the production of TV and radio programs and films); 1957 to present, host *American Bandstand*, ABC-TV. m. Karen Wigton, July 7, 1977; children—Richard, 24; Duane 19, and Cindy Lee, 17, by former marriage.

stories of Adam Clayton Powell and Margaret Mead as well as a commitment to script from NBC as co-producer with 20th Century-Fox for a half-hour situation comedy, which would be Clark's first.

In daytime television, Clark says that a deal has been arranged among his company, Syndicast, Astral Bellevue Pathe of Canada and Bob Stewart Productions, calling for the creation of a game show block of three half-hour shows designed primarily to help independent stations compete against afternoon soap operas. "That segment of the audience is not being served," Clark said.

In addition to his hosting chores on *American Bandstand*, Clark is also host of *The New \$25,000 Pyramid* which made its daytime debut over CBS-TV this fall. The show is a new version of the *Pyramid* game shows that Clark hosted in the mid-to-late 1970's.

All of Clark's ventures are grouped under the corporate umbrella of Dick Clark Productions, which was formed in 1956 because, as Clark puts it, "being an on-air personality they might have retired me and I always wanted to be in the business I liked so much."

As for radio, Clark said he recently "re-

discovered" the medium in which he started, forming a radio program production and distribution company last year along with three Mutual Broadcasting executives—Nick Verbitsky, Frank Murphy and Ed Salamon—called The United Stations.

Clark said United Stations was developed to go into advertiser-supported satellite radio programming. But plans to launch a full-service satellite-delivered country network earlier this year have been delayed indefinitely. Clark has no doubt that satellites will play a major role in radio program transmissions in the future, but this year's debut of United Stations' satellite network was delayed because "we hit the most dry and depressed period of advertising income."

United Stations currently produces and distributes two weekly radio programs, *Dick Clark's Rock, Roll & Remember* and the weekly *Country Music Countdown*, and is about to launch a four-hour weekly show centering on the music and artists of the 1930's and 40's and the "nonrock hits" of the 50's and 60's. It will be called *The Great Sounds*.

Clark is also employed by the Mutual Broadcasting System and hosts a weekly program called *Dick Clark's National Music Survey* as well as doing several specials for the network each year.

What about the future programming status of television and radio? Clark says the variety television formats need to take on a "new form" to survive. "We need to figure out in what form the audience will take the same kind of entertainment they have always taken," he said. "Presently, there are no new forms," he noted. "Variety shows got killed by talk shows and talk shows got killed by *Good Morning America* and *Today*," he said.

The three major TV networks are also being very "cost conscious," Clark said, and are looking for ways to deliver the same mass audience at a lower cost, requesting more productions on videotape rather than on film, for example.

Radio will have more specialized weekend programming in the coming years, serving all formats, he said.

Clark enjoys the constant travel his business demands. He maintains an apartment in New York as well as a home in California, and says he must have logged "about four million miles" between the two cities in the past 20 years. "I was one of the original bi-coastal people."

Earlier this year, Clark donated the original set from *American Bandstand* plus other memorabilia from the show to the Smithsonian Institution in Washington, joining a select group of radio and television artifacts the museum has collected over the years.

As for continuing to host *Bandstand*, Clark says he likes being around young people and he "still enjoys the music." In his leisure time, which would seem to be at a premium, Clark likes to collect antiques, a category he is in no danger of joining. ■

In Brief

Continuing resolution containing operating funds for FCC and Federal Trade Commission—as well as many other government agencies—was being debated on Friday as Senate rushed to complete work and go home for Christmas. As approved by Senate Appropriations Committee, bill contains amendment limiting FTC's regulatory authority over professions. It would prohibit regulation of professional standards but would permit regulation of professional practices where states do not regulate them. Amendment, offered by Senator Warren Rudman (R-N.H.), was adopted in committee on 15-14 vote. It replaced more restrictive amendment that had been proposed by James A. McClure (R-Idaho) and would have banned regulation of professionals. House earlier passed more restrictive version. As for funding, Senate bill provides \$79,817,000 for FCC and \$63,638,000 for FTC. House has provided \$79,500,000 for FCC and nothing for FTC because necessary authorization had not been passed. Differences were to be ironed out in Senate-House conference.

Filthy Rich, half-hour series on hiatus from CBS-TV Wednesday-night prime time lineup since network replaced it, *Alice* and *Tucker's Witch* with weekly movie, will return to schedule on Monday nights at 8:30 p.m., starting Jan. 17. *Private Benjamin* currently aired in that time slot, has been canceled and will leave lineup Jan. 10. ABC-TV has announced *The Greatest American Hero*, hour-long adventure series starring Robert Culp and sent into hiatus from Friday night schedule in November, will return on Thursdays at 8 p.m. starting Jan. 6. It will replace *Joanie Loves Chachi* and *Star of the Family*, both to be put into hiatus. *The Quest*, on hiatus since November from Friday night schedule, remains in hiatus. ABC plans to air *The Thorn Birds*, nine-hour mini-series based on best-selling novel, on four consecutive nights, beginning Sunday, March 27, from 8 p.m. to 11 p.m. and continuing through next three nights from 9 p.m. to 11 p.m.

WIRE(AM) Indianapolis, which assisted Delco Electronics in its tests of three AM stereo systems last fall, began broadcasting in stereo last Monday with Motorola system, one Delco chose to endorse (BROADCASTING, Dec. 13). WIRE is first station to use Motorola system.

President's Reagan's nomination of George Douglas to Federal Trade Commission was approved by Senate on voice vote on Thursday. Earlier, Senate Commerce Committee had unanimously recommended approval (BROADCASTING, Dec. 13). Douglas, Re-



Ho ho ho to the Chief. President and Nancy Reagan participated in the taping of an NBC-TV special, *Christmas in Washington*, aired last Monday (Dec. 13). The broadcast was taped at the National Building Museum (formerly called the Pension Building) and also featured (l-r): Eric Sevareid, retired CBS News commentator; entertainers Dinah Shore and Diahann Carroll; actor John Schneider (former *Dukes of Hazzard* star); President and Nancy Reagan, actor Ben Vereen, and entertainer Debbie Boone. Dozens of Washington children participated in the program, which was attended by about 800 people.

publican from Austin, Tex., where he was business associate of FTC Chairman James C. Miller III, succeeds Robert Pitkof, Democrat, who resigned 19 months ago.

It's "unlikely" that public broadcasting advertising experiment will be extended after its authorization expires June 30 next year, FCC Commissioner James Quello told board of directors of noncommercial WPBT(TV) Miami last week. Quello, chairman of Temporary Commission for Alternative Financing for Public Telecommunications, which is overseeing experiment, said there were enough votes on TCAF or in congressional communications subcommittees to support it. Quello, however, also said FCC was "aware" of TCAF recommendation that public TV stations be permitted to offer teletext "without restrictions on payment," and that commission's teletext decision "will deal with this issue." Quello also indicated FCC's proposal to reallocate Instructional Television Fixed Service channels to multipoint distribution service for commercial use wasn't set in stone. "I personally believe there is a heavy burden of proof on commercial entrepreneurs to show that public interest would be better served by allocating ITFS channels to pay services rather than educational purposes."

What looks to be cable industry's largest "pure cable" public financing is shaping up—\$125 million debt and warrant offering from Telecommunications Inc. Face value of each of 125,000 units offering is \$1,000, plans call for deal to be completed this week with Drexel Burnham Lambert sole managing underwriter. Each \$1,000 bond would be bundled with 23 warrants exercisable \$43.

Cox Communications Inc. announced last week it would start broadcasting subscription television service over KDNL-TV, Louisville on Feb. 28, 1983, because it hadn't been able to attract enough subscribers. Service, called PREVIEW, was launched in June, and had about 10,000 customers. Cox said economic conditions were primarily to blame. Bill Viande, KDNL-TV general manager, said station would offer full schedule of advertiser-support programming starting March 1.

Turner Broadcasting System plans to reimburse advertisers for lower than expected ratings achieved for carriage of Georgetown Virginia game with makeups primarily on WTBS(TV) Atlanta. However, makeup spots on CNN and CNN Headline news are options advertisers may also consider. TBS was guaranteeing 11 million viewers per quarter hour, which equates roughly to 13 rating points. National Nielsen on game aren't in yet, but overnights in the markets revealed game did 6.7/13 in Los Angeles, 6/10 in Chicago and 5.2/8 in New York (see story, page 62).

Reversing 1964 decision, FCC has voted to permit AT&T to provide international record services. At same time, it made clear that international record carriers were free to provide international voice services on primary basis. FCC said prohibition was no longer warranted since digital technology had made voice/recording dichotomy illogical. It also said that dropping prohibition would permit full-market entry by all carriers, which would permit more efficiency; that such competition was consistent with congressional mandate, and that users would benefit from more and better service at lower cost.

New pay television network hopes to begin operation this Thursday (Dec. 23), beaming X-rated programming via satellite to more than 100 charter SMATV affiliates. But whether Bluemax Theater Channel will be up and running by week's end is anything but certain. According to Bluemax spokesman Jerry Urban, service will be launched on Westar IV transponder leased from Wold Communications. However, Wold Communications President Gary Worth said late last Friday that Wold has had preliminary discussions only with Bluemax and that they had no deal. Urban could not be reached for



M*A*S*H bash. Almost 400 CBS and 20th Century-Fox executives and friends gathered with cast members of the long-running comedy series at Morton's restaurant in Los Angeles last week to celebrate the 250th and last episode, a two-hour special scheduled to air Feb. 28. The party was originally scheduled to coincide with the end of filming of the episode, but due to production hitches including a September brush fire that destroyed the original set, shooting will continue until the second week in January. Joining in festivities were: In photo at left (l-r), cast member Jamie Farr (Corporal Klinger); entertainer Bobby Short; Loretta Switt (Major Houlihan); former First Lady Betty Ford; Harry Morgan (Colonel Potter), and former President and current 20th Century-Fox board member Gerald Ford; above left (l-r), Alan Alda (Hawkeye Pierce); Gene Reynolds, former *M*A*S*H* executive producer, and Burt Metcalfe, current executive producer; above (l), Allan Hirschfield, 20th Century-Fox chairman, and Bud Grant, CBS Entertainment president.

planation last Friday. Besides being first X-rated satellite services, Bluemax will also be first scrambled satellite service. Bluemax expects more than 40,000 SMATV subscribers at turn on. Urban refused to identify investors.

Los Angeles City Council defeated proposal that would have targeted city's newspapers, television and radio stations business sense tax. Electronic media have been exempted from gross revenue receipt tax since 1949. By assessing media \$1.25 per \$1,000 of receipts, tax would have added at least \$1 million per year to city's treasury. Measure, opposed by Southern California Broadcasters Association, was rejected by vote of 8 to 7.

Davis, Calif., city council has unanimously approved construction by Davis Cable Cooperative of what may become largest cooperatively owned cable TV system. Fifty-four-channel system, passing, 4,600 homes, will be managed by Malarkey-Taylor Associates, Washington-based cable consulting firm, and financed by limited partnerships equity and loan from National Consumer Cooperative Bank.

Senate approval of World Administrative Radio Conference (WARC-79) treaty, along with resolution calling on Secretary of State to strengthen coordination of U.S. international telecommunications and information policy, among items awaiting Senate action Friday, as Senate struggled to complete work by end of week. Resolution specifically calls on secretary of state to consider "appropriate changes" in department's organization.

Norman Perry has been named to conduct search for president/chief operating officer of Radio Advertising Bureau. Firm, which RAB says is largest multinational executive search firm, will develop list of candidates not only from broadcasting business but also from other fields, screen them, and present list of three to five finalists

who will then be interviewed by RAB search committee. Search is expected to last until next spring. New president will report to Miles David, vice chairman/chief executive officer of RAB. Chairing RAB search committee is George Duncan, senior VP of operations for Metromedia and 1982 RAB board chairman.

Executives of Time Inc. subsidiaries named corporate vice president: Joseph Collins, president of American Television & Communications; Frank Biondi Jr., Home Box Office executive VP, planning and administration; Winston Cox, HBO executive VP, operations, and Michael Fuchs, executive VP, programming.

FCC Chairman Mark Fowler has offered David Markey, currently legislative director for Senator Frank Murkowski (R-Alaska), job as assistant in chairman's office. Precise job description hasn't been worked out. Markey was formerly VP, congressional relations, for National Association of Broadcasters.

CBS Television Network and World Communications have tentatively secured long-term, full time Intelsat channel for U.S.-United Kingdom television link. Intelsat Board of Governors last week granted Comsat's request to lease transponder capacity to CBS, World and others seeking transoceanic television channel. CBS spokesman said deal with Comsat should be solidified by summer.

President Reagan was scheduled to give live radio interview to reporters from six radio networks on Saturday (Dec. 18). Interview was to start at 12:15 p.m. ET, following President's weekly five-minute radio program. Reporters who were to participate are Eugene Gibbons of United Press International Audio, Frank Sesne of Associated Press Radio, William Groody of Mutual Broadcasting System, Joe Ewalt of RKO, Ted Clark of National Public Radio and Bob Ellison of Sheridan Broadcasting Co.

Editorials

Maybe its time has come

Frank Stanton first proposed it years ago when he was president of CBS. His CBS successor, several times removed, Thomas Wyman, revived it last year. Now Leonard Goldenson, chairman of ABC, has embraced it in a larger context. It is the 24-hour voting day, with simultaneous closing of polls, and it deserves the serious consideration that the seminar that ABC will finance is supposed to give it.

There are, as has been noted on this page before, benefits of great potential for the public and for broadcasters in adjustments of the election process to (1) encourage larger turn-outs at the polls and (2) eliminate the possibility that reports of early voting tabulation will affect the outcome in precincts where voting is still going on.

The adjustments have been tentatively discussed at a few hearings on Capitol Hill, but broadcasters have failed to rally on a scale that would attract attention. Now that the heads of CBS and ABC have gone public with their interest, and Goldenson has committed time and money to it, this can be called a cause worth every broadcaster's participation.

Bad idea laid to rest

One of the rebuffs that the Reagan administration clearly deserved from the 97th Congress was the rejection of its scheme to put an AM station on the air to broadcast Cuban news to Cuba. In months of hearing and debate, the administration failed to prove that the benefits to be logically expected from a Radio Marti would outweigh its certain disadvantages.

Everybody, with the exception of Fidel Castro and his associates, agrees that Cubans could use a lot more truth than they are getting from their domestic journalistic resources. The question that was never answered was whether Radio Marti would deliver truth in a measure big enough to make a difference in Cuba's political future.

One question that was answered, emphatically and by the Cubans themselves, was whether Cuban countermeasures could be damaging. On the night of last Aug. 30, Cuban interference overrode American broadcasts on some of this country's most cherished clear channels—a foretaste of chaos to come if Radio Marti went on the air.

Action overdue

The FCC has been given all kinds of good reasons to repeal its rule against television network ownership of cable systems. The reasons equally apply to the scrapping of other ownership restraints—the prohibition against crossownership of co-located cable and television broadcasting properties, the absolute limit of seven stations in any broadcasting service that can be commonly owned.

The best of all the good reasons reaching the FCC last week in comments filed on the network-cable rulemaking is that there was never any evidence of need for any of the rules before they were adopted. Without exception, ownership limitations have been imposed in response to false alarms over imagined concentrations of the future. Sprinkled in last week's comments were the same old alarms, more speculative and ill-founded now than they ever

were. Surely they will be ignored in a modern media world where increments of ownership are coming into operation faster than consolidations can possibly occur.

The comments reaching the FCC last week also provided eloquent arguments against the emplacements of new formulas restricting ownership to replace the discredited old. The commission had invited comment on a proposal to adopt a creation of the Justice Department, the Herfindahl-Hirschman Index, as a measurement of concentration of economic power. That index was described at length in this publication's issue of last Aug. 2 and will not be revisited here. Its irrelevance in any application to media ownership has now been conclusively demonstrated.

The repair work at hand is confined to network-cable crossownership, but the outpouring of support ought to encourage action on a broader front at the FCC. Indeed the encouragement was powerfully supplemented last week when Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, said he was for elimination of the ownership rules and David Aylward, chief counsel to the Democratically controlled House Telecommunications Subcommittee, said at the same forum that the FCC's seven-seven-seven rule was obsolete.

When those two can agree on any FCC action, it means: Get going.

Bon voyage

Sixty-three days have passed since BROADCASTING first began running the "Productivity Countdown" each week, keeping track of the time, the money and the energy level of the industry's ambitious effort to turn the country around, economically. Now we're down to the final five days. Next Saturday, on Christmas, the radio and television stations and networks of this country will begin a monumental five-year outpouring of public service announcements and other programming designed to bring the productivity message home to every American.

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